

Customer Testimonial

ngena delivers fully-managed SD-WAN services to Imperial Brands

Imperial Brands plc is a dynamic fast-moving consumer goods company borne out of a strong tobacco heritage. The company felt the need for a future-proof telecommunications network to connect its current 45 sites located in 29 countries across Europe and around the world with greater ease and flexibility.

In early 2019, Imperial Brands decided to choose an innovative Software-Defined Wide Area Network (SD-WAN) solution provided by KPN International, based on the Next Generation Enterprise Network Alliance (ngena).

Karen Charlton, Global Service Technology Lead at Imperial Brands plc, explained: *“We were looking for a new network to connect our global sites and branch offices – a solution that would provide us with the latest, state-of-the-art technology to cope with our increasing bandwidth requirements resulting from our rising use of e.g. Cloud Applications. In addition, we wanted to reduce complexity, moving to a fully standardized and end-to-end managed services. We luckily found everything we needed with the ngena SD-WAN-as-a-service offered by our longstanding and reliable partner KPN International, a partner of the ngena Alliance.*

Thanks to the high degree of standardization, ngena services are easy to deploy and they come with an attractive price-performance ratio, as it can make use of cost-efficient Internet technology. Sophisticated tools help us to better monitor and manage our network in near real-time. Moreover, our companies’ performance and lead times will improve since change requests and setting up new sites can be done much faster than in the past. Our users will experience better network performance with lower latencies and higher network quality, increasing our overall productivity.”

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Karen Charlton, Global Service Technology Lead, Imperial Brands plc



About Imperial Brands

We are Imperial Brands PLC, a dynamic fast moving consumer goods company borne out of a strong tobacco heritage. We have continually evolved to embrace changing market dynamics and develop new consumer experiences.

Our 30,000-plus employees are united by our purpose: to create something better for the world's smokers. Our exciting work on innovation is transforming our portfolio of high quality next generation and tobacco products.

Integral to the long-term success of our business is our sustainability strategy. We take pride in behaving responsibly and running our business the right way. It's not just the right thing to do – it underpins the ongoing growth and development of our business.

Our PLC name reflects the breadth of our brands focus across five distinct entities: Imperial Tobacco, Tabacalera, ITG Brands, Fontem Ventures and Logista.

www.imperialbrandsplc.com

About ngena

Leading international telecommunication companies form ngena, the Next Generation Enterprise Network Alliance. Founded by Deutsche Telekom, CenturyLink, Reliance Jio and SK Telekom in early 2016, the Alliance has now grown to include several new telecom partners such as A1, Altice with SFR and Portugal Telecom, British Telecom, China Unicom Global, Expereo, KPN, MTN, Neutrona, PCCW Global, PLDT Enterprise, Retelit, StarHub, Sunrise, Telia Company, Telus, VEON and Viettel, plus technology partners Cisco, Comarch and Equinix.

The partners share their networks, cloud infrastructure and know-how to build a truly global Software Defined Wide Area Network (SD-WAN) that is managed via a central technology platform. The result is a new global business network that is easy to use, highly scalable and fast to deploy. With these values ngena is paving the way for a truly globalized digital economy.

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