

Pelikan speeds up delivery time to market by moving its IT infrastructure into Interoute's private cloud

International stationer improves business flexibility and real-time collaboration with Interoute

Geneva, 29 March, 2011 – [Pelikan International](#), a manufacturer of stationery and high-end writing instruments, has accelerated the delivery of new stationary products to market by improving the real-time collaboration between its German and Swiss sales and Research & Development (R&D) sites. By placing its ICT infrastructure and hosting services in [Interoute's](#) pan-European private cloud, employees can now share access to essential applications and critical information in real-time - speeding its reaction to market changes and evolving business needs.

Previously, Pelikan operated a number of disparate IT systems which were expensive and did not provide the agility the company needed to respond to market changes. By building a dedicated network between its crucial sales and R&D sites, Pelikan has reduced costs and now has the flexibility to connect new offices to its centralised network, and facilitate regional product development.

“Our business is continuously evolving and we need more flexibility as we grow. We wanted an easy-to-implement solution that provides us with outstanding reply times,” said Arturo Ianniciello, Head of Infrastructure at ISD Production and R & D at Pelikan Hardcopy Production AG. “With Interoute's flexible infrastructure, we have the opportunity to use dynamic technologies that enable us to respond to market changes or easily move an office or department. We have already realised savings in several countries and expect to obtain a further 30% overall saving in the coming year. For example, we believe that we can reduce the price of our Internet connections by 60% in Switzerland”

“Pelikan operates in a competitive international consumer market where speed to market on new product lines is essential,” said Jan Louwes, Executive Vice President - Sales & Marketing at Interoute. “Operating multiple sites and product lines across multiple regions, Pelikan needs to know exactly what is happening on its network in real-time. With a centralised ICT infrastructure, it has this insight and is able to quickly and efficiently react to market changes, develop and launch innovative product lines and enter new regions – and take the competitive edge.”

To meet the needs of Pelikan, Santiago Caneiro, Account Director of Interoute, closely collaborated with Pelikan for the optimisation of their ICT Infrastructure. Within its pan-European

cloud, Interoute is deploying an IPVPN network over MPLS for Pelikan, which includes Internet access with firewall, remote access for mobile users and a web filter.

Following the success of the initial ICT infrastructure, which was completed in 2010, Interoute is now extending the MPLS network service to additional European sites, implementing a Storage Connect solution, which allows for replication, recovery and archiving of data, as well as a global VoIP network with Interoute One.

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About Pelikan

Pelikan is a 172 year old German stationery brand with a worldwide distribution network and manufacturing facilities in eight countries. A market leader and pioneer in writing instruments and stationery industry worldwide, Pelikan is renowned for the diversity of its stationery supplies and offers high quality products of high-valued writing instruments, hobby paints, office stationery, school supplies and printer consumables for children, students, parents, teachers, office workers and pen collectors. Pelikan is proud of its German tradition, and strives to maintain the brand's good reputation that stands for high quality, innovation, reliability, diversity and creativity in its product offerings. Visit Pelikan's website at www.pelikan.com for more information.



About Interoute

Interoute is the owner/operator of Europe's most advanced and densely connected voice and data network, encompassing over 60,000 km of lit fibre, 8 Data Centres, 32 purpose-built colocation centres and on-net to another 150 partner Data Centres across the European footprint. Interoute's full-service next generation network serves international [enterprises](#) from a broad range of sectors including aerospace, automotive, finance, pharmaceutical and retail, plus every major European [incumbent](#), as well as the major operators of North America, East and South Asia, governments, universities and research agencies. These organisations find Interoute the ideal partner for [hosting](#) content, providing [wholesale bandwidth](#) and [transit services](#), corporate connectivity or creating new services. With established operations throughout mainland Europe, in North America and Dubai, Interoute also owns and operates dense city networks throughout Europe's major business centres. Providing service and support in 15 European languages, Interoute is a key part of Europe's Digital Supply Chain. The network is future-proofed, endowed with Europe's largest fibre and duct reserve, and is a leader in the deployment of advanced network technologies, from the ground to the Cloud. www.interoute.ch

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