

Supreme Oil Company Expands Business Cost-Effectively with SDN Solution from ADARA Networks

About Supreme Oil Company

The Supreme Oil Company is a leading global supplier of the finest quality vegetable oil-related products for the food services industry and the largest privately held supplier of these products in the United States. The company operates its well-known Supreme Oil brands that include Admiration Foods, PIKNIK, Salad Bar, and Garden Fresh. Since its founding in 1945, Supreme Oil has leveraged its vertically integrated manufacturing, packaging, and distribution channels to become the highest-quality, lowest-cost manufacturer of vegetable oil-based products in the U.S. while increasing output and operational efficiencies.

KEY HIGHLIGHTS

Industry

Manufacturing/supply chain

The Challenge

Accommodate company expansion and increase productivity while reducing costs

The Solution

Adopt ADARA Software-Defined Network WAN/SD-WAN solution to support HD quality streaming of video used for monitoring of production floor operations, Voice over IP, email, Virtualized Desktop (VDI) access to applications, and data replication, all on the same circuits, with no congestion.

Benefits

- Increased WAN performance to accommodate growth and boost productivity
- Reduced communication costs by 15% consolidating ISP and telecommunications costs for all three plants while expanding phone system and leveraging the ADARA WAN solution
- Increased productivity and reduced travel costs by 30% between sites by leveraging video feed
- Increased production and sales

The Challenge

Accommodating growth

Supreme Oil started from one location in New Jersey decades ago with a commitment to farm-fresh ingredients and creation of top-quality food products such as mayonnaise, mustard, and salad dressing. When the founder's grandson began leading the company in 2005, he had a vision to expand the company.

He acquired two warehouses—one in Alabama and another in Tennessee—and converted them to production facilities. He hired staff, grew sales, and began shipping from the new locations. He also began expanding into consumer retail stores and by becoming the official mayonnaise of the New York Yankees. Under the PIKNIK brand, Supreme Oil was also deemed the official mayonnaise, mustard, dressing, and edible oil of the University of Alabama.

Driving production efficiency without incurring high costs

With three disbursed sites and a growing business, Supreme Oil needed to update its wide-area network (WAN) infrastructure which was based on aging technology and Citrix WAN optimization. The main data center is located in New Jersey, with data center sites in Alabama and Tennessee. Business-critical applications include Microsoft Dynamics GP ERP software on Microsoft SQL Server, Microsoft Exchange, Microsoft Office, Microsoft Dynamics for CRM, and Citrix (XenApp/XenDesktop) for virtualization and thin-client access to applications. The company also uses Microsoft Azure Public Cloud.

On the voice and video side, the company had a decades-old phone system and a new video monitoring solution. The company had implemented a video monitoring solution so that senior executives could continually monitor manufacturing lines in Alabama and Tennessee to ensure that the lines were running at maximum efficiency and to troubleshoot and resolve issues without incurring the expense and inconvenience of traveling to the plants. The old WAN environment was limited to 2 megabytes per second—resulting in choppy video.

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— Deven Shah, Vice President of Information Technology, Supreme Oil Company

Supreme Oil also wanted replace its aging phone system with a company-wide voice over IP (VoIP) phone system to reduce costs but didn’t have the bandwidth to support a new VoIP system. Finally, the company was also experiencing slow data replication among locations, high latency of applications, and other limitations.

“We needed to increase our WAN bandwidth to communicate among facilities, but when we asked how much it would cost to increase the performance of our existing infrastructure, we received a ridiculously high number. We also learned that we would need to implement our network technology again from the ground up,” says Deven Shah, vice president of information technology for Supreme Oil Company. “We decided to investigate other solutions.”

The Solution

ADARA Networks provides robust solution at lower costs

Supreme Oil considered several options, including Talari Networks and Riverbed for WAN optimization. When Shah approached channel partner Derive Technologies to propose a solution to the company's WAN challenges, they recommended an ADARA Networks software-defined networking (SDN) solution with Sirius and Orion Routers and Comet service assurance products for headquarters and the two regional locations to improve WAN quality of service.

Supreme Oil immediately saw the value of choosing the SDN solution from ADARA. With ADARA, Supreme Oil would be able to take advantage of virtual routers, switches, and compute hosts and run any type of traffic on a single network. Adding to the benefits, the company would not incur additional licensing costs as it upgraded networking equipment for growth.

“ADARA enables us to do more — it has given us a definite competitive advantage.”

— Deven Shah, Vice President of Information Technology, Supreme Oil Company

The original ADARA WAN installation went live after one month of network assessment, installation, and tuning. The installation went quickly and smoothly, and Derive Technologies was able to remedy any initial network challenges with ease. In September 2015, Supreme Oil upgraded its ADARA environment to accommodate its growing business, upgrading connectivity to 300Mbps LightPath circuits and adding the use of the Microsoft Azure Public Cloud as part of the company's resource pool. The ADARA solution natively scaled to manage the higher throughput and, using routing, enabled a seamless connection between the company's private cloud and the Microsoft Azure public cloud. With the success of the ADARA implementation to date, Supreme Oil is now planning to double its deployment of ADARA and upgrade to the newest release of the ADARA SD-WAN Platform.

Business Benefits

Increased business efficiency and cost savings

The ADARA network supports all of Supreme Oil's voice, video, and data traffic needs with one consolidated network. The ability to run all traffic over one link versus two is delivering significant bandwidth cost savings.

WAN performance has increased dramatically, and latency issues are a thing of the past. Using Double-Take software, Supreme Oil has real-time, continuous data replication and immediate disaster recovery of all its data and virtual machines, alleviating the risks of data loss or downtime. Previously, there were significant delays in recouping data if a replication failure occurred. Today, the company can push almost any data over its WAN quickly and efficiently due to the ability to prioritize replication based on the time of day. ADARA's unique ability to prioritize certain network traffic based on time of day has also enabled the company to maximize its network resources.

"ADARA was the only solution we found that could prioritize traffic based on time of day," says Shah. "For instance, if it is 8:00 p.m. and our executives are no longer in the office, we can de-prioritize video flow and prioritize email backups or other replication jobs that need to be completed. The ability to change traffic flows dynamically is saving us several thousand dollars a month in bandwidth costs."

A boon for productivity

ADARA also improves performance of Citrix thin clients, which are used across all locations, to give users access to business-critical applications. When users log into systems in New Jersey, for example, the ADARA solution intelligently routes them to the correct server farm. The company has also set up a time of day policy to help avoid login storms at the beginning of each workday. Everyone can now log in and get to work faster, promoting company-wide productivity.

VoIP performs seamlessly on the new network. People can see who is calling, eliminating the need to transfer calls. The company is saving more than a thousand dollars a month in long distance phone bills between plants.

Video monitoring is now speedy and useful. With the ADARA solution, everyone can visualize, understand, and resolve line change issues in the company's plants and warehouses without having to travel. With so many moving parts on its production lines, everyone has the advantage of seeing in real-time why production is off, or why there are issues to keep production running at all times.

"We need to have our systems up and running constantly," says Shah. "The ability to use video has been a big benefit in reducing travel and enabling us to meet customer demand without delays."

Doing more

As a company that continues to expand and acquire new facilities, Supreme Oil has made the right choice with ADARA. With a consolidated network, the company is poised for growth and can manufacture more product and steadily expand sales.

“With ADARA we can continually replicate data, run an advanced, low-cost VoIP solution, remedy production-line issues via video conferencing rather than getting on airplanes, and more,” says Shah. “Since implementing ADARA’s SDN solution, we have seen a dramatic improvement in our overall WAN performance, data replication speed, and in reduced latency. ADARA enables us to do more— it has given us a definite competitive advantage.”

SOLUTION

ADARA Networks products

- ADARA Networks Sirius and Orion Routers
- ADARA Networks Comet service assurance products

Environment

- Applications: Double-Take, Microsoft Dynamics GP ERP software on SQL Server, Microsoft Exchange, Microsoft Office, Microsoft Dynamics for CRM, Citrix XenApp
- Database: Microsoft SQL Server

Customer

<http://thesupremeoilcompany.com/>