



“It is no secret that the F5 BIG-IP Link Controller stood out from the crowd mainly because of the strong industry recognition of F5 for this particular high availability, application acceleration solution.”

Malik Murad Ali, IT Manager, MYDIN

## MYDIN – RETAIL’S TRUE EXPERIENCE IN WAN LINK REDUNDANCY

### Industry:

Fast Moving Consumer Goods (FMCG), Wholesale Retail

### Challenges:

- Need for highly reliable and available ISP-links for geographically dispersed business
- Reduce and maintain network connectivity costs improved
- Ensure comprehensive network security across wide area network (WAN links)

### Solution:

F5’s BIG-IP Link Controller

### Benefits:

- Cost savings via optimal bandwidth usage
- Affordable upward scalability
- Strong and consistent after sales support

# MYDIN

### Overview

Founded in 1957, Mydin Mohamed Holdings Berhad (MYDIN) is today arguably the biggest large format retailer in Malaysia. This household name in the local fast moving consumer goods (FMCG) industry employs close to 3,000 staff over 28 of its branches spread across the nation.

A good illustration of this bustling retailer is the fact that MYDIN posted over USD111 million in revenues in its financial year 2005. On a monthly basis, MYDIN manages over 83,000 unique items in its aggregate product range and processes an average of USD8 million worth of purchase orders.

As most retailers, MYDIN’s key operations include distribution and logistics, finance, procurement management, maintenance and store inventory.

### Challenge

MYDIN’s rapid expansion over the recent years called for a sturdy solution to address the mounting challenge for a redundancy provision for the business’ increasingly extensive network links.

MYDIN’s application delivery network set up comprises a web of ISP-based links that connect the business’ central operations hub in Subang, Selangor with each of its 28 branches that is spread across the nation.

And for retail organization with an operational size as MYDIN’s, bi-directional traffic that run across the enterprise network links involve the displacement of massive amounts of transactional data traffic.

Malik Murad Ali, MYDIN’s IT Manager explained that an Enterprise Resource Planning (ERP) system sits at the MYDIN headquarters, capturing and managing all of the business’ daily transactional data.

“There is also a central database and enterprise applications that are required to facilitate and coordinate between the business’ many offsite functions such as inventory, logistics, procurement and more.”

In a fast-growing retail business that increasingly dispersed geographically, the other challenges are the inherent need for reliable WAN connectivity within the service limitations of external Internet Service Providers (ISPs), and for an intelligent solution to manage the bi-directional traffic flows across the multiple ISP-based WAN links.

For MYDIN, the delivery of transactional data and corporate applications reached a crucial stage whereby less sophisticated network solutions could no longer manage effectively.



"In the very dynamic retail industry, it is no longer a question of having good redundancy and optimized bandwidth links to maintain a competitive edge. Instead, it has become a fundamental necessity for fundamental business survival," said Malik.

### Solution

In seeking a solution to address these challenges, MYDIN laid down its criteria.

"Most important to us was a proven solution that was backed by industry name recognition and strong quality in terms of redundancy and load balancing," said Malik.

Secondly, the solution needed to be able to scale upwards in a cost effective manner, in line with MYDIN's fast growth strategy,

It was after a series of careful evaluation of different solutions that MYDIN decided to standardize on an enterprise network access infrastructure based on F5's BIG-IP technology.

"It is no secret that the F5 BIG-IP Link Controller stood out from the crowd mainly because of the strong industry recognition of F5 for this particular high availability and application acceleration solution," confessed Malik.

The fact that the Link Controller can easily integrated with other F5 products in their Application Delivery Network architecture also augured well with MYDIN which sought to strategize its future network requirements.

Malik attested that the F5 BIG-IP Link Controller has managed to maintain a reliable network for the business' heavily remote/offsite structure.

"Now even if one line goes down, the network's failover mechanism will kick in immediately without the business being affected at all. The experience is also very smooth and totally transparent to all the users."

"The company's WAN link performance has improved significantly. We are enjoying business-grade Internet connectivity at the most optimal bandwidth usage and at all times," explained Malik.

As MYDIN's dependency on the Internet to deliver applications increase, the F5 Link Controller allows it to seamlessly monitor the performance of its multiple web-based WAN connections.

This is done while providing fault tolerant and optimized Internet access at the same time.

"Besides the product's extremely easy configuration, F5 provides very good after sales support via its strong local partnerships. This gives us the assurance that prompt help is just a phone call away."

### Conclusion

In ending, Malik says by leveraging the power of F5's TMOS architecture, the BIG-IP Link Controller delivers improved link performance and high availability capabilities for MYDIN. "This in addition to the added benefits of flexible and powerful health checking, comprehensive security, and improved usability,"



#### F5 Networks Asia-Pacific 6 Battery Road #26-04

Singapore 049909  
+65 6533 6103 Voice  
+65 6533 6103 Fax  
[asia.f5.com](http://asia.f5.com)  
info.asia@f5.com

#### Australia

F5 Networks, Sydney  
+61 (2) 9880 9766 Voice  
+61 (2) 9880 9866 Fax

F5 Networks, Melbourne  
+61 (3) 9865 7576 Voice  
+61 (3) 9685 7574 Fax

#### China

F5 Networks, Beijing  
+86 (10) 6505 2375-7 Voice  
+86 (10) 6505 2287 Fax

F5 Networks, Guangzhou  
+86 (20) 8388 4169 Voice  
+86 (20) 8388 3897 Fax

F5 Networks, Shanghai  
+86 (21) 6288 0034 Voice  
Ext 8168  
+86 (21) 6288 0042 Fax

#### Hong Kong

F5 Networks, Hong Kong  
+852 2827 1818 Voice  
+852 2827 4000 Fax

#### India

F5 Networks, Mumbai  
+91 (22) 6703 2167/8 Voice  
+91 (22) 6703 2169 Fax

#### Korea

F5 Networks, Seoul  
+82 (2)6001 3360 Voice  
+82 (2) 6001 3363 Fax

#### Malaysia

F5 Networks, Kuala Lumpur  
+60 (3) 6203 3048 Voice  
+60 (3) 6203 3148 Fax

#### New Zealand

F5 Networks, Auckland  
+64 (9) 357 5085 Voice  
+64 (9) 358 7340 Fax

#### Singapore

F5 Networks, Singapore  
+65 6533 6103 Voice  
+65 6533 6106 Fax

#### Taiwan

F5 Networks, Taipei  
+886 (2) 67032169 Voice  
+886 (2) 8712 6960 Fax

#### Thailand

F5 Networks, Bangkok  
+66 (2) 642 7033-4 Voice  
+66 (2) 642 7036 Fax