

Verfsterk Group opts for the network solutions from Allied Telesis



CASE STUDY
Verfsterk Group

▶ ABOUT VERFSTERK GROUP

Verfsterk Group is the umbrella name for four companies: WVBHUSAN De Vrije Verfgroothandel, WVBHUSAN Industrial Coatings, Sikkens Zuid Oost and Stay Vastgoed Support. Where it once started in Tilburg as a family business, it is now an established company within the industry with large premises in Rijen. From self-employed to maintenance painters and large construction companies: Verfsterk Groep supplies them all with the paint and accessories they need.

▶ THE CHALLENGE

The strong growth of Verfsterk Group meant that the premises in Tilburg, where they once started, became too small. The move to the new premises in Rijen naturally involved a number of challenges, including setting up the IT infrastructure. In the old premises, the data centre was managed by Hallo and the Wi-Fi points by another party. Tom Arts (Supply Chain Manager at Verfsterk Group): "The move immediately gave us a great opportunity to start working with another party for the Wi-Fi points. We then put this problem to Hallo, asking if they could provide the new premises with the necessary equipment."

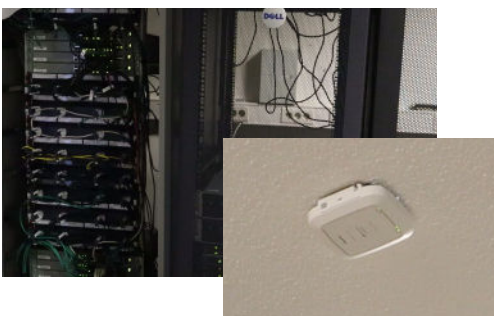
Hallo specialises in ICT solutions for SMEs in the Netherlands. They ensure that, as a company, you are always accessible and can work anywhere. Hallo's mission is to make ICT more accessible for SMEs. With more than 25 years of experience in ICT and now more than 300 faces, they offer a suitable solution for every company. The choice was therefore easy to have Hallo provide the entire IT infrastructure for the new premises.

Together with one of their partners, Allied Telesis, they rolled out the entire LAN and WLAN project for Verfsterk Group. Since then, the entire system has been running at Verfsterk Group for some time and they see the benefits every day.

▶ THE SOLUTION

Sander van Stiphout (Hallo): "Verfsterk Groep then came to us with the story that they had bought new premises in Rijen. They indicated that they wanted to take a professional approach to everything and digitise even more processes in the warehouse. We already managed the server park and the entire office automation, which was running well to their satisfaction.

Together with Kappa Data, we started looking at a suitable solution for Verfsterk Group. We have already set up several warehouses in the past with Kappa Data together. In the past year, of course, we have all had to deal with the chip shortages which often left you with the lid down from suppliers. Allied Telesis indicated that they had the capacity to deliver quickly. A nice, affordable and available solution."



➤ WHY ALLIED TELESIS?

Allied Telesis is a world leader in IP Ethernet end-to-end networking solutions. The company has been around for more than 35 years and continues to innovate. Its technology may have evolved significantly over the years, but its focus on quality and service remained unchanged. Allied Telesis is known for its very attractive offering, and at good value for money. With 'no compromise Wi-Fi', 'Total Autonomous Networking' and 'Secure SD-WAN' as its core business, you can always be sure of the perfect solution.



Patrick van der Zwet, Sander van Stiphout and Tom Arts.

➤ SMOOTH PROCESS

Patrick van der Zwet (Channel Manager Benelux at Allied Telesis): "We experienced a very positive collaboration during this project. It was already very nice for us that we could set up this environment together with Hallo. The way in which Hallo handled this project shows that there is plenty of technical know-how at Hallo. In addition, like us, they have short lines of communication and we were able to switch quickly at any time. Because we did not have much time for this project, this was certainly necessary. Matts Koppen of Kappa Data initially created a design and shared this with our Pre-Sales Engineers.

The chosen solution is a combination of CentreCOM and x-Series switches, TQ wireless Access Points and the central management platform Vista Manager EX. Following the order, we started work immediately and delivery and installation went smoothly. This project clearly demonstrates the power of preparation and cooperation!

➤ THE FUTURE

We are currently on the eve of a major transformation of the IT landscape. Although the plan is still in its early stages, it is clear that Hallo will play a crucial role in this renewal. The technological changes ahead promise to have a significant impact on the company's development. In particular, this development will have an impact on the work in the warehouse that will save a lot of time.

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Hallo's mission is to make ICT more accessible to SMEs. With the aim that the ease of use of ICT is experienced as easily as using electricity, for example. Whatever ICT solution you need, we will take you through and show you what ICT can do for you. We help you every step of the way by making ICT work efficiently for you, in making it safer, in every training, in every change to a new ICT environment.

 **Allied Telesis**

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 **Kappa Data**

Kappa Data was chosen as a distributor because of its excellent value-added services in technical, sales and pre-sales phases. The relationship between Complit Networks and Kappa Data has developed over the years and is very constructive. Projects are not tackled alone, they are best completed with the help of a distributor with the necessary experience.