

Marítima Case

Preparing for the Future Today

Through its use of cutting-edge technology, which guarantees high system availability, enhanced performance and streamlined business processes, the insurance company is ready for its next major challenges.

Communication for the open minded

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Ready to Grow Even More

With a state-of-the-art data network and Siemens Enterprise Communications OpenScale managed services, Marítima Seguros was able to eliminate network bottlenecks and boost the performance of its applications.

The history of Marítima Seguros has been marked by expansion. Founded in 1943 in the Brazilian city of Santos to serve the ship and cargo insurance market, the company moved its operations the following year to São Paulo in a one-story office at the address Rua Xavier de Toledo. Today, besides occupying three buildings on the very same street, the company also has 77 branch offices distributed throughout the South and Southeastern regions of Brazil – the two regions that account for more than 75% of the company's insurance contracts. To maintain the pace of a company this size, only a great degree of technology will do. That is why the company decided to adopt OpenScale, the managed services offered by Siemens Enterprise Communications.

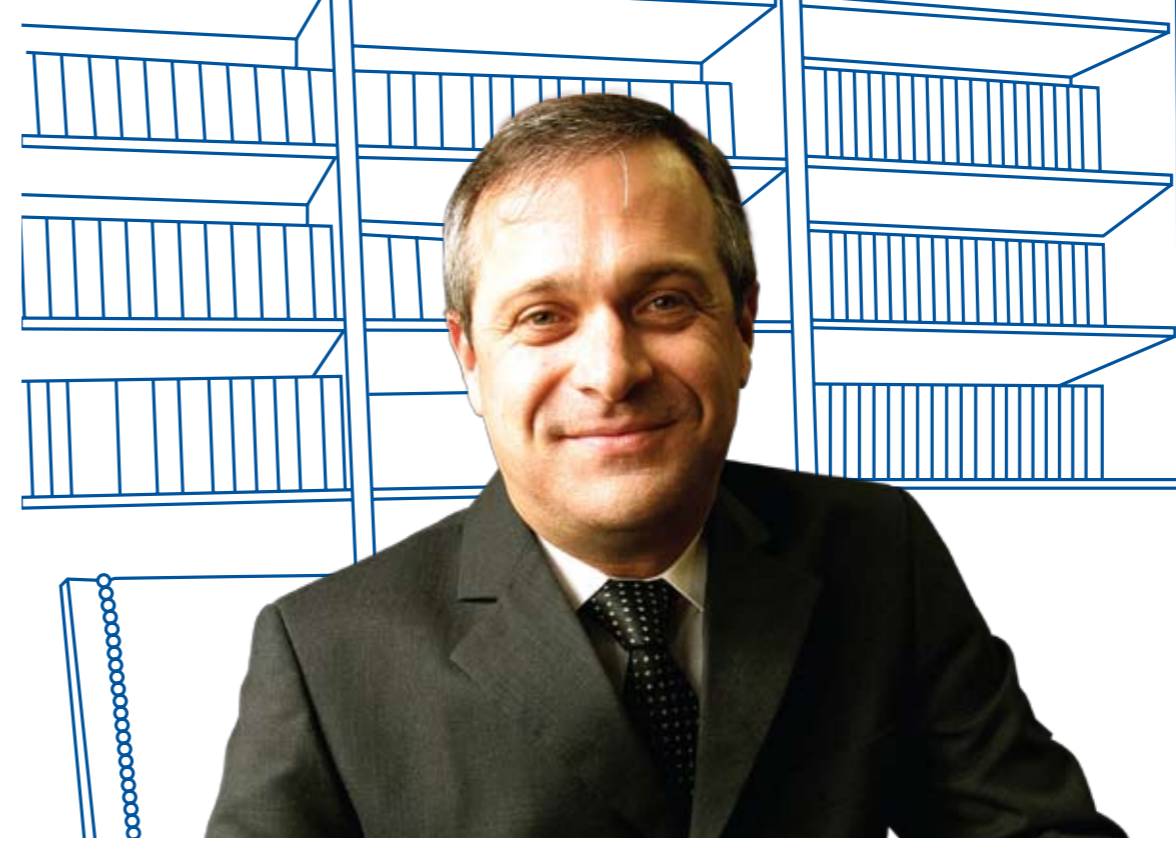
The partnership between Marítima Seguros and Siemens Enterprise Communications began over 30 years ago with the management of the company's telephony area. A little over a year ago, this relationship earned new dimensions: the service provider began to also work as architect and administrator of the Marítima data network. Currently, Siemens Enterprise uses its advanced Network Operation Center (NOC) in São Paulo to pro-actively monitor all vital signs of the Marítima data infrastructure 24 hours per day. The installation was planned and executed by company specialists as part of a meticulous project that used PMI (Project Management Institute) best practices and considered all the insurance company's business needs. The work was concluded in eight months.

Marítima
seguros

The project elaborated for Marítima also involved the head office buildings. "We completed the full technological upgrade of our network and with this, Siemens Enterprise Communications became responsible for the support, maintenance and monitoring," explained the CIO of Marítima, Marcelo Bartiloti, who compared the project to replacing the turbine engine of a plane in mid-flight, given the impossibility of interrupting the operation of the company's systems. "Our choice of supplier for this project was based not only on the history of our partnership, but also the competence and experience it demonstrates in this type of activity," said Bartiloti. "And Siemens began by helping us select the technology we would use – we wanted it to be top-of-the-line."

In this case, high technology became a top priority, since the previous infrastructure already showed signs of saturation. "We were using cabling built with obsolete resources and which was seen as the cause of errors during data transmission," said IT Manager at Marítima Seguros, Rogério Escaleira. "This generated countless problems for our internal clients, which are precisely the company system users," said Escaleira. "The absence of precise metrics to calculate performance was another limiting factor. When it came to the communication network equipment, the situation was quite similar: they were old, configured in a 'waterfall' fashion and ended up weakening performance. Today, we have an advanced solution that is 'future proof' and allows us to manage IP traffic and obtain information that ensures innovative and pro-active capacity and availability management methods," he said.

The solution to which the executive refers is the manageable Enterasys switches, which, together with the integrated CA management software, were among the recommendations made by Siemens Enterprise Communications. The Marítima network currently has 43 switches with 48 gates each, plus two that serve the



Marcelo Bartiloti,
CIO of Marítima Seguros:
investment in
cutting-edge technology



network center and are backed by another two that operate in a redundant fashion – if there is any type of failure, one assumes the functions of the other. An additional 14 switches for 48 gates will be incorporated into the network. Another important differential is the team that Siemens Enterprise maintains in the Marítima building. Using a control panel, specialized technicians monitor the service level, availability and network performance to provide the first assistance in the case of incidents. Second-level technical support professionals are permanently available at the Network Operations Center (NOC) to deal with more complex incidents.

Continuity and performance have always been keywords for Marítima. "The infrastructure that we had before did not allow us, for example, to obtain a precise diagnosis for the cause of some delay in the response time of a system, whether related to performance or availability," said Escaleira. Delays that could at times affect the company's very business performance. "We are talking here about the issuing of insurance, receipt of proposals, prior inspection management, insurance calculation and all the other applications designed for the corporate world," said Escaleira. "An area that issues insurance demands high productivity. Therefore, response time is something very sensitive. The areas most unsatisfied with the former IT infrastructure were precisely the ones with the highest demands when it came to productivity. However, the truth is that the network performance affected all the applications."

In terms of data traffic demands, the most critical periods are the ends of each month, when the insurance companies release a new price table. This is when many brokers send proposals, to take advantage of the old rate. The bottleneck earns a new dimension in current times in which the insurance industry is experiencing a peak in demand as it follows the growth in automobile sales. Other insurance types associated with the economy,

such as civil construction and agricultural machinery, also follow this same rhythm, reflected in the increased number of transactions. The high capacity and management possibility offered by the new equipment allows the company to eliminate these bottlenecks. "Before, we heard complaints about performance and availability and the network was the main culprit," said Escaleira. "Today, with the management resources, we can already see that even with our more than 3,200 points, we are using less than 5% of its capacity – therefore, we are prepared to grow," he said.

With the infrastructure up and running, ideas emerge for future projects. "We want to use solution intelligence to ensure assertive data network management," said Escaleira, giving the example of strategic data traffic management as a way to avoid network-related problems. "We can begin to examine and filter protocol types, exercise controls, prioritize applications and allow or deny access by specific gates, extremely important in terms of security," he said. "A loose cable in a meeting room, for example, can be used by anyone. If our equipment is intelligent, then we can deactivate this point logically so that no one is able to use it without authorization." Another possibility is to associate each connection point with the computer to which it belongs, linking the network card address with that communication port. "We can prevent a virus from spreading throughout the company, blocking it within the infected VLAN by managing the switches on each floor. And our goal is to extend these benefits to all 77 branch offices."

**The Marítima Seguros
network structure is made
up of 3,200 points.**

Managed Services Light the Way

Impact of changes minimized with services based on PMI and ITIL best practices, approved technologies and planned actions

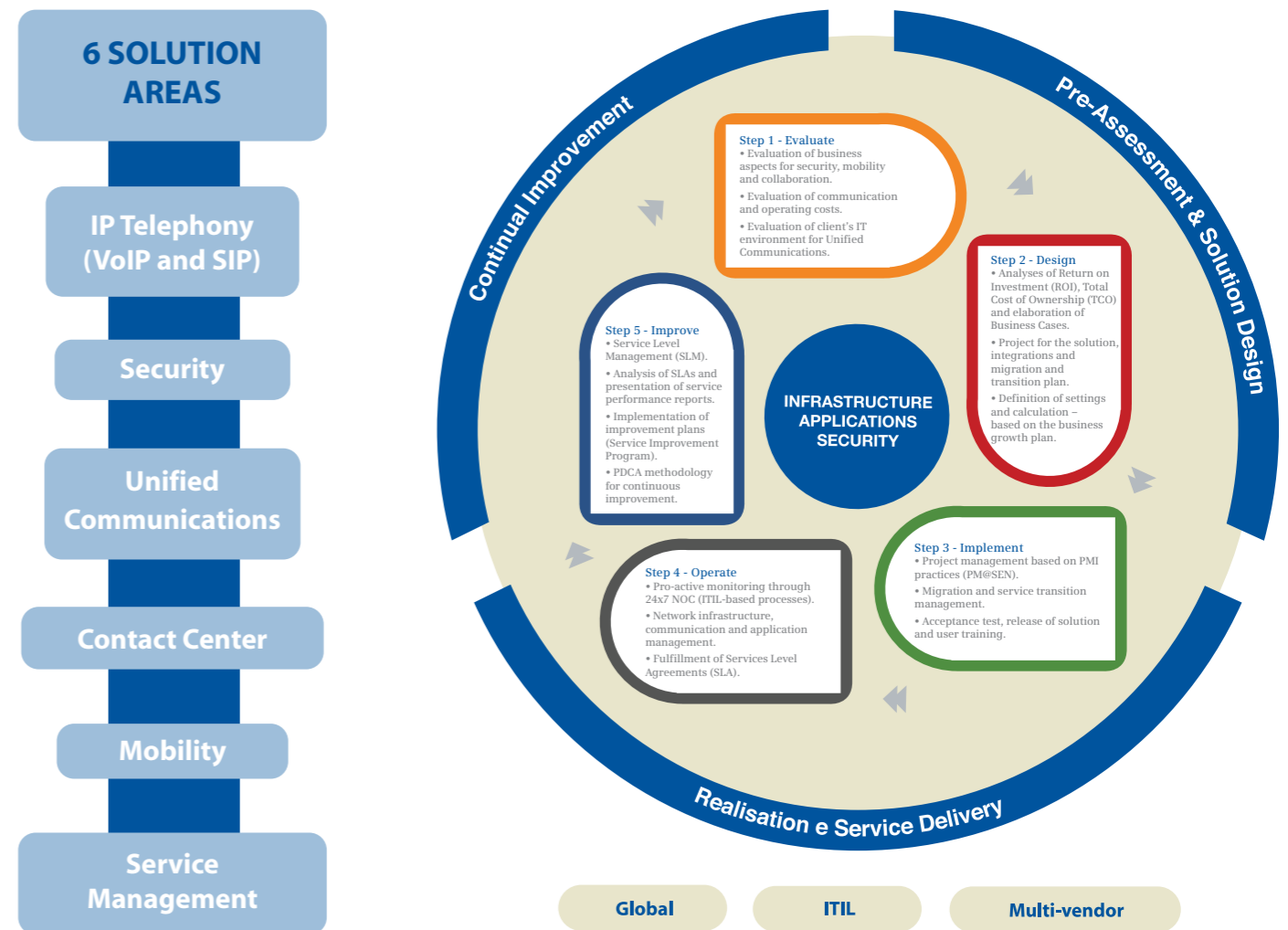
One of the premises of the project for which Marítima Seguros hired Siemens Enterprise Communications was guaranteed availability and network performance. It was necessary to build a local network with sufficient application performance and which would never become unavailable. "Stopping the data network means stopping the company," said the CIO of Marítima Seguros, Marcelo Bartiloti. "This was precisely the challenge: to have a defect-proof network."

According to Project Manager Plínio Menezes da Silva, that is precisely why the Siemens Enterprise Communications approach was to offer an implementation method based on processes, tools and planned actions. "Our proposal was to homogenize the network, since products using the same technology work better and facilitate a contingency policy in the case of failures," said Menezes da Silva. In common agreement with Marítima, the chosen technology was supplied by Enterasys, a world class manufacturer. The work was done over the weekends so as to not interrupt the company's operations. Accordingly, after all the prior installation – such as the fiber optic cables and equipment – the technicians went from floor to floor, turning off the old equipment and activating the board switches. "Considering all of these factors, it was an ambitious project," said Escaleira. The result? Zero failure level. "We were able to finalize the entire project without stopping once," he recalled.

NOC was able to manage each floor as soon as it was ready. The permanent management, however, would only begin after all the installation had been finalized. That was when Marítima established the prerequisites and management premises to control the service level, assistance time and other metrics, as defined in the Service Level Agreement (SLA). However, this monitoring does not stop with the green, yellow and red signs on the control panel offered by the CA software. Thanks to the detailing of the control statistics, the client's IT area has access to reports and preventive indicators that help it not only attack the cause of the problems before they occur, but also plan growth and network capacity based on projections and trend reports.

And the benefits do not stop there. Together with more than 100 other companies in Brazil, the OpenScale service portfolio gave Marítima Seguros access to infrastructure and processes that comply with the main norms related to best corporate governance and financial practices, such as Sarbanes-Oxley, Basil II and COBIT. This compliance guarantees the fulfillment of practices related to business continuity and data security, among others. Furthermore, all the services offered follow internationally accepted best practices, such as ITIL, guaranteeing the solidity of any business growth strategy.

OpenScale Services



NOC in the Center of Everything

The Siemens Enterprise Communications Operations Center in São Paulo guarantees the continuity and performance of Marítima Seguros technological infrastructure.

The Network Operation Center (NOC) is at the heart of the managed services Siemens Enterprise offers Marítima Seguros. Located in São Paulo, the center uses cutting-edge technology and works with trained and certified professionals. Siemens invested some R\$ 5 million in technological infrastructure, the technical training of its employees, process design and the latest tools for network and application management, such as Spectrum and eHealth, which are supplied by CA. Over 100 corporate clients have already seen the benefits of this service portfolio.

"By offering 24x7 network monitoring 365 days per year, we guarantee our clients IT infrastructure availability and the business continuity," said João Fábio de Valentim, the company's Services and Solutions Manager. The services offered cover everything from consulting to monitoring, including the phases of solution design and project management. Everything is done based on recognized best practices.

**365 days per year,
24 hours per day.
This is the scope
of the network
monitoring offered
by NOC.**

The services offered by the NOC include pro-active incident protection in real time, possible thanks to the predictive analysis capacity of CA tools. Using statistical data, the software can prevent bottleneck situations and recommend preventive actions before the problem even happens. For urgent situations, clients can receive alerts via phone, e-mail or cell phone text messages, or they can monitor the state of their networks through a Web-based portal that shows the same indicators available to the monitoring teams.

NOC is the Siemens Enterprise Communications response to companies' increasing need to guarantee the availability and continuity of their convergent infrastructure, considered the network path for the voice and data traffic that supports critical business applications. Within this environment, key performance indicator (KPIs) measurement has strategic importance, since such indicators are used to evaluate the quality of the service provided. KPIs give clients the means to verify whether the operation complies with the quality levels established in the contract, and at the same time, obtain all of the reports necessary for strategic infrastructure management and use in internal and external audits, guaranteeing IT control and governance.



**R\$ 5 million
invested by Siemens
in technological
infrastructure and
training alone.**

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