

CASE STUDY

SECTOR

Manufacturing

SERVICE

SD-WAN

Managed Hosting

Broadband

DIA

MPLS

THULE GROUP + GTT

ACCELERATING DIGITAL TRANSFORMATION





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ANDERS OLSSON DIRECTOR OF IT AT THULE GROUP

THULE GROUP GAINS CONTROL AND SCALABILITY WITH CLOUD NETWORKING FROM GTT



Founded in the Swedish village of Hillerstorp, Småland, in 1942, Thule Group has always stayed true to its aim of bringing people closer to nature and helping them to enjoy an active lifestyle.

Today, Thule Group is a global organization with over 2,400 employees working from nine production sites and 35 sales offices worldwide. Its products, like carriers for transporting cycling, water and winter sports equipment, as well as bike trailers, strollers and child bike seats for kids, and a number of sport bags and luggage, are sold through physical stores and digital channels in 140 markets around the world. GTT supports Thule Group as its network partner dedicated to helping the company as it evolves.

THE CHALLENGE

Thule Group is a global market leader dedicated to making it easy to live an active life. It is committed to its motto: “Active Life, Simplified.” Thule Group’s global strategy centers on digital solutions for enhancing the customer experience. As Thule Group moved to cloud-based applications, it saw bandwidth needs go up, and its existing network was less able to keep pace with the changing traffic requirements. The company began searching for a network services provider that could offer flexibility, scalability and control across its international network.

“As we’ve moved to use more cloud- and SaaS-based applications, we’ve seen increased bandwidth demand and heavy over-utilization of our network. We needed an underlying network that would allow us to achieve greater flexibility, scalability and control over our IT estate,” said Anders Olsson, director of IT at Thule Group.

THE SOLUTION

Thule Group selected GTT to help transform its infrastructure.

“With GTT, we now have a software defined network foundation that offers us the flexibility we need to expand our business, enabling us to grow and evolve without technology limitations,” said Olsson.

Leveraging its global Tier 1 network and ability to offer a range of access options per country, GTT worked closely with Thule Group to create a customized solution that would support all of the organization’s goals. GTT implemented SD-WAN across 35 global sites with dual links consisting of MPLS primary links for all sites and internet-based secondary links where required. GTT also addressed Thule Group’s security needs by implementing a managed firewall and VPN concentrators for remote users.

“It was GTT’s swiftness and flat organization that particularly appealed to me. Thule Group is an entrepreneurial organization and always strives to obtain partnerships with suppliers that are ready to develop together with us,” said Olsson.

GTT offers in-region support that meets Thule Group’s required services levels and responsiveness.

“Many vendors offer competing technology at a similar price, but functionality and cost aren’t everything. For Thule Group, we need a supplier that we know will assist us when we need it the most. In GTT, we’ve found a flexible partner with top service levels and the willpower to do the best for its clients, at all times,” concluded Olsson.



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DIRECTOR OF IT
AT THULE GROUP



ABOUT GTT

GTT is a managed network and security services provider to global organizations. We design and deliver solutions that leverage advanced cloud, networking and security technologies.

We complement our solutions with a suite of professional services and exceptional support teams in local markets around the world. We serve thousands of national and multinational companies with a portfolio that includes SD-WAN, security, Internet, voice and other connectivity options. Our services are uniquely enabled by our top-ranked, global, Tier 1 IP backbone, which spans more than 260 cities on six continents.

The company culture is built on a customer-first service experience reinforced by our commitment to operational excellence and continuous improvement in our business, environmental, social and governance practices.



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