WD40 Company partners with Tagoro and Aryaka to deploy SD-WAN solution across EMEA.

About WD-40

Invented in 1953 WD-40 has grown into a Global Brand recognised throughout the world for its unique properties. Today the NASDAQ quoted company has a market capitalisation of over $2 Billion and has annual sales of over $400 million.

The most interesting piece of WD-40's history is the uses for the product, now numbering in the thousands. Over the years, thousands of WD-40 users have written testimonial letters to the company sharing their often unique, if sometimes just plain weird, uses for the product.

The uses include everything from silencing squeaky hinges and removing road tar from automobiles to protecting tools from rust and removing adhesive labels. But they get a lot crazier than that. Some of the more interesting stories include the bus driver in Asia who used WD-40 to remove a python snake, which had coiled itself around the undercarriage of his bus, or when police officers used WD-40 to remove a naked burglar trapped in an air conditioning vent.

The Challenge

Like many similar organisations WD-40 has moved many business applications to the cloud and had developed a flexible working model for team members across the continent. Unfortunately, the lack of flexibility, management insight and whilst secure, lacked flexibility and management with frequent outages. of the existing MPLS network was inhibiting WD-40's ability to realise the benefits of the technologies deployed.

Tagoro was engaged to assist WD-40 in establishing the requirements for a new network and help WD-40 in assessing the market, to determine which technology and Service Partners would be best placed to deliver this new WAN.

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Core Transformation Area

Wide Area Network (WAN)
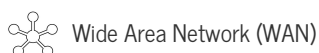
Jonathan McCoy WD-40 Information Systems Director EIMEA explains: "Tagoro worked with us to navigate the market in these areas, shortlisting service providers to address these requirements. Tagoro were able to bring their expertise and experience to give us detailed overviews of potential providers and the differences in technologies notably MPLS v SD-WAN, saving us time and enabling better decisions."

The Solution

The priorities were quickly apparent: to deliver a new secure, resilient, flexible network to support the SaaS based application strategy WD-40 were already delivering. Secondly, WD-40 wanted to leverage technology to improve efficiencies in the workplace and enable a more flexible culture, utilising collaboration technologies to reduce travel across Europe.

With the requirements complete, Tagoro worked with WD-40 to identify and then shortlist service providers to address these requirements.

WD-40 concluded that the move from MPLS to SD-WAN was the right decision and selected Aryaka as the Service Provider.
The migration to a new WAN across multiple countries is a challenge at the best of times. Unfortunately, WD-40, Aryaka and Tagoro were approximately 50% of the way through the deployment as the Covid-19 pandemic swept through Europe.

The timing could not have been worse, in terms of the lockdown restrictions limiting or in some cases preventing the delivery of the new circuits to various sites. Our IT team for EMEA is all based in the UK, so we had no technical resources in our sites across Europe. Fortunately, with Aryaka along with the Tagoro team supporting us we managed to complete the project by early August 2020. It was a great team effort, and we are delighted with the outcome. The Aryaka SD-WAN platform has been transformative in terms of security, management insight and flexibility in comparison to our previous MPLS network.

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About Tagoro

Tagoro is an advisory service for organisations looking to make a move to cloud services. The company operates in the as-a-service realm - with born-in-the-cloud providers across UCaaS, CCaaS, computing, network and security.

Tagoro are not a service provider, and are fundamentally different to the vast majority of intermediaries, resellers and white-label providers too because they don't have a product or contract to sell. They are impartial and assist with:

Advice - Scoping and requirements definition
Advocacy - Navigating provider choice
Action - Ensuring effective service delivery

Website:
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The Results

It has been great working with Tagoro, they aren't a reseller, an MSP or a consultancy, their business model is fantastic enabling them to represent a wide range of Service Providers, with whom we contract directly with," he adds. "Almost uniquely it enables them to work as part of our team, working on our behalf with the Service Providers to find the right solutions. I'm yet to meet another organisation with this fantastic model."

In summary, Jonathan says:

"Tagoro have been critical in not only enabling us to select the right Service Provider our new WAN, but also invaluable in assisting us to manage the successful implementation and migration."

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