

# Verizon Business Turns the Tide for Ocean Beauty Seafoods

## Ocean Beauty Seafoods, Inc. Seattle, Washington

### Business Challenges

- Streamline processing, distribution, and sales operations
- Improve supply chain efficiencies
- Obtain secure, centralized Internet access
- Secure a flexible, scalable solution
- Reduce total overall cost of ownership

### Network Solution

- Private IP
- Secure Gateway-Firewall

### Business Value

- **Protect.** Enable a secure Internet connection between business units
- **Optimize.** Implement IP applications that enhance collaboration, enable cost-efficient communication, and facilitate VoIP applications
- **Grow.** Install a secure, scalable solution that enables the company to meet their growing network needs

“With Verizon Business... we have a secure, flexible infrastructure in place to support our ERP conversion, which will give business units complete visibility to mission-critical data.”

**Sentoso Sendjaja**  
Ocean Beauty IT Director

Ocean Beauty Seafoods leveraged Verizon Business strategic solutions to extend secure, centralized Internet access to business units across the country and enable a corporatewide enterprise resource planning (ERP) migration.

### Company Background and Industry

Ocean Beauty Seafoods, Inc., is one of the largest seafood processing companies in the Pacific Northwest, with customers and influence throughout the world. Founded in 1910, Ocean Beauty has company-owned processing, distribution, and sales outlets throughout the United States, Alaska, and Japan. Worldwide operations, combined with advanced processing and distribution capabilities, enable them to deliver a diverse line of products across the globe. Ocean Beauty markets its seafood products to consumers and retail and wholesale buyers. Headquartered in Seattle, Washington, Ocean Beauty employs more than 3,000 people and operates sales offices and production facilities internationally in 10 metropolitan areas, including Seattle, Boston, Los Angeles, and Tokyo.

### Key Business Challenges

Because of the fast-paced and time-sensitive nature of the food processing industry, internal business units must be in constant communication and have real-time access to mission-critical data. To enhance productivity and maintain their leadership position, Ocean Beauty was in the process of implementing an enterprise resource planning (ERP) software solution. Once in place, the solution would enable them to improve supply chain efficiencies, provide remote access for business units, and better manage their manufacturing operations.

Ocean Beauty's IT Director, Sentoso Sendjaja, knew the company's current network infrastructure was not optimal to support the ERP migration as each of their 16 U.S. locations had disparate Internet access solutions, all running over an in-house VPN. According to Sendjaja, “We needed to standardize the network to provide secure, centralized Internet access to processing, distribution, and sales units on the East and West Coasts.” In addition, since IT resources were centralized at the company's headquarters, he needed a solution that could extend network troubleshooting capabilities to dispersed business units with limited technical expertise. He also wanted to eliminate circuit and service redundancies to reduce WAN and Internet network access costs. Finally, Sendjaja was interested in the ability to prioritize network traffic and support advanced applications, such as Voice over IP (VoIP).

To address these challenges, Sendjaja needed remote access to the company's supply chain and internal operations. The optimal solution would enable business units to easily and securely share mission-critical data to enhance communications, centralize applications, and improve overall efficiency.

### The Solution

Ocean Beauty selected Verizon Business's Private IP and Secure Gateway-Firewall to securely connect the company's business units. Since Verizon Business's Private IP is a network-based virtual private network (VPN), it provides seamless migration to IP services and transparently and securely extends the network to employees in remote locations. Since it is based on the industry-standard MultiProtocol Label Switching (MPLS) technology, the

## Case Study

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### About Verizon Business

- Leading provider of advanced communications solutions for business and government
  - Owns and operates one of the most expansive IP backbone networks in the world
  - Offers services on 6 continents, in 150 countries, and more than 2,800 cities around the globe
  - Offers innovative applications to help simplify, secure, and transform businesses
  - Delivers converged and integrated services that bring communication solutions together
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highly scalable solution provides a simple any-to-any network design that can grow with the business and converge traffic onto a single network infrastructure.

Ocean Beauty also leveraged Verizon Business's Secure Gateway-Firewall solution, which is deployed at geographically diverse locations within Verizon Business's network. This solution provides employees connected to the Private IP network with secure access to the Internet via a network-based firewall. Secure Gateway-Firewall met their need for simple, centralized, and low-cost Internet access, while protecting the company against a range of network security threats and reducing network disruptions.

### Why Verizon Business?

The combination of Verizon Business's Private IP and Secure Gateway-Firewall enabled Ocean Beauty to standardize their network, provide secure Internet access to key business units, eliminate circuit and service redundancy, and streamline business operations. The Verizon Business solution also offered Ocean Beauty a scalable, flexible service that would reduce the complexity of network design, simplify their operations, and streamline troubleshooting. "With Verizon Business, we now have a single point-of-contact and can extend control of the network to all of our processing, distribution, and sales locations. We have a secure, flexible infrastructure in place to support our ERP conversion, which will give business units complete visibility to mission-critical data," said Sendjaja.

