



# Making the organization more responsive

DDOR Novi Sad optimizes productivity and customer experience in Serbia

## Case Study

Customer Name: **DDOR Novi Sad**  
Industry: **Financial Services**  
Location: **Serbia**  
Company Size: **1600 employees**

### Business Impact

- **Twofold improvement in application performance**
- **Faster return on investment, with less operational risk**
- **Easier to service and sell to customers**



### Business Challenge

Information and communications technology (ICT) is very closely linked to business performance. Key to the insurance company DDOR Novi Sad's success is providing 1600 employees in 94 locations across Serbia with fast connection to the Internet, email and business communications, sales and customer relationship management systems, and other core applications.

"Maintaining high data throughput helps to ensure a good service experience and promotes customer loyalty. It is also critical to the sales process. For example, our agents and advisors rely upon online tools to not only complete transactions, but also to cross-sell other products from our auto, home, commercial, and life insurance portfolio," says Goran Snajderov, IT Manager for DDOR Novi Sad.

However, the company began to notice deterioration in application performance due to explosive growth in applications and several branches having a large number of work stations. Despite hindering company productivity and performance, the IT team was unable to get the business case for upgrading the network from 2 to 4 Mbps links to add up. "A two-fold increase in bandwidth would have meant a four-fold increase in our monthly expenditure," says Snajderov.

### Solution and Results

A visit to a Cisco Expo provided DDOR Novi Sad with the alternative approach that it was looking for. "Cisco Wide Area Application Services (WAAS) offered a way to accelerate applications over the WAN, with minimal disruption and cost. It also gave us the best of both worlds: locally hosted IT services with centralized data center applications and storage," says Snajderov.

A trial of the solution showed a significant increase in network usage and data throughput, which, combined with new features, such as read-ahead caching and intelligent message-handling, delivered a 100 percent improvement in application response and download times. The company has since implemented Cisco WAAS throughout its branch network.

"Cisco Wide Area Application Services helped us to avoid a costly network upgrade. We were also able to show faster return on investment and payback in just nine months," says Snajderov. DDOR Novi Sad can also expect to benefit from a reduced device (and carbon) footprint in the branch network, providing future financial savings.



DDOR NOVI SAD AD

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**Goran Snajderov**  
IT Manager, DDOR Novi Sad

For more information on Cisco Wide Area Application Services please [click here](#)