



Source: Tradewind GmbH



Tradewind

Global trade finance from Germany

Company:

Tradewind GmbH

Employees:

200

Location

worldwide

Industry:

Finance

Website:

www.tradewindfinance.com

Introduction

The company, based in the Rhine-Ruhr metropolitan region, specializes in cross-border export financing and customized solutions in the field of supply chain finance. Tradewind was founded in Mönchengladbach in 2000. It offers small and medium-sized enterprises liquidity and individual financing solutions across all continents. Tradewind sees itself as a service provider for financing, credit default protection, debt collection, and accounts receivable management. Eighteen years after its founding, the company is represented in more than 20 locations in 13 countries and is one of the major providers of international trade finance. Led by attorney Ansgar Hütten, Tradewind consists of experts around the globe who have extensive experience in international trade and liquidity management. By providing financial resources, Tradewind supports internationally active companies in consolidating and expanding their market position.



Partners involved:

Telekom

Manufacturers involved:

Sophos, Dell Technologies

Products used:

Sophos UTM, Dell Power Edge Server und CompanyCloud

Project period:

seit 02/2018



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Mario Voss, Senior Vice President IT & Prozesse, Tradewind GmbH

»Efficient and centralized networking of our global locations was a top priority in this project. Together with Telekom, Medialine developed an excellent and competent solution that fully meets our specific challenges.

The new solution has enabled us to create a uniform communication structure, thereby significantly optimizing processes within our company.«

The challenge

The Tradewind Group has locations all over the world. Its offices in New York, Dubai, Shanghai, and Mönchengladbach, to name just a few, are not only several thousand kilometers apart, but also have a time difference of several hours. In addition, the locations differ in terms of their local requirements, such as legislation and regulations, but also in terms of cultural diversity and the level of development or organization of the IT infrastructure. All these factors are among the challenges that internationally active companies must overcome in order to survive in the market and ensure the most effective business processes possible. A particularly important factor in good corporate organization is good communication. However, this is particularly difficult across several continents. Tradewind GmbH has been successfully addressing all these challenges since its foundation in 2000. In order to solve these challenges in a sustainable manner and to ensure a high level of corporate communication in the long term, as well as to guarantee a uniform international presence, the core requirement for Medialine AG was to create a uniform communication structure in the form of a new and uniform mail structure. The goal was to better connect the international locations and overcome all barriers to cross-border collaboration. Since the company will operate under the new name "Tradewind" as of May 1, 2018, the new structure had to be fully implemented and ready for use by that date, which set a fixed time frame for the project that was given the highest priority.

The solution

Tradewind obtains its telephony and IT services from Telekom Deutschland GmbH. As a Telekom business partner, Medialine took on the task of restructuring the IT infrastructure at the Mönchengladbach-based company. The new solution was developed and implemented in close cooperation between the customer, Telekom account managers, and Medialine as the service provider. In order to develop a suitable solution strategy that optimizes the networking of international locations and thus optimally and individually meets the customer's requirements, the current status was recorded in an initial workshop with the consultants from Medialine AG. This enabled the experts at Medialine to gain a comprehensive overview of the current communication and email structure.

In addition, all of the customer's wishes and requirements were recorded during this initial workshop, and plans for implementation were drawn up jointly. However, it became clear at this point that the company did not yet have an Active Directory structure (AD structure), a digital directory from

Microsoft Windows Server, similar to a telephone book, at least on a global basis. However, this AD structure is a basic prerequisite for a centralized and uniform mail structure, as desired by the customer. So the first step of the project was already clear. The task was to create a uniform directory, including assignments to departments, work groups, locations, and other meaningful groupings. This complex assignment was implemented first by the experts at Medialine. In the second phase of the project, the previous Tobit mail program was replaced. Exchange, the mail solution from Microsoft, was installed as the new program. Following this successful system change and restructuring, the new technology was tested and further improved in subsequent workshops to ensure it functioned flawlessly. Medialine developed a new, more effective VPN concept and subsequently implemented it. VPN stands for "virtual private network." The aim of the new concept was to intensify and perfect the networking of global locations at this level as well. To implement the new VPN concept, Medialine delivered and installed new servers at the international locations in New York, Shanghai, Dubai, and at the headquarters in Mönchengladbach. These new servers are connected to a central server with a central AD structure and a firewall in Frankfurt am Main. All connections of the managed VPN converge in Frankfurt and are then forwarded to Tradewind's headquarters in Mönchengladbach. Frankfurt thus serves as the technical switching center for the international group. In addition, Frankfurt is connected to the Chinese location in Shanghai via a dedicated line, i.e., a permanent connection between two communication partners, in this case between Medialine and Tradewind. In addition to the new structure and the new software solution, Medialine also supplied new hardware to the Mönchengladbach-based company in the form of 15 firewalls and four servers.

The result

Tradewind's desire for an internationally uniform communication structure in the form of a uniform mail structure was successfully implemented, and Medialine's experts also met the company's binding deadline. This enabled Tradewind to successfully implement its relaunch under a new name with an effective communication concept. The new mail structure was realized through a unified and complete AD structure and the switch from Tobit to Exchange. The implementation of the customized VPN concept also significantly improved the networking of the international locations. With these structural projects in the company organization, Tradewind has taken a big step forward and set the course for a successful future. With Telekom Deutschland GmbH and Medialine AG, Tradewind has strong partners at its side for future development.

Medialine AG

As a full-service system house, we stand for customised solutions for medium-sized businesses and corporate groups. We fully support your company along the way - from requirements analysis, idea collecting and concept development to the development and implementation of the appropriate IT strategy as well as regular technical support and workshops for your employees. Thanks to our nationwide orientation, customers benefit from a close-knit network of sales and technical resources, which enables optimal service support on site.

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