

D-Link Integrated VPN Network Provides Stable and Secure Communications for Nova Pharmacies / Priceline Group

Green Ethernet Switches and VPN Routers/Firewall Connect National Pharmacy Chain

Melbourne, Victoria – February 16, 2009 – D-Link, the end-to-end networking solutions provider for business and consumers, today announced that the Nova Pharmacies / Priceline group has implemented a D-Link integrated VPN network solution – including Green Ethernet Web Smart switches – to securely and reliably connect its 60 national outlets and head office in Melbourne.

Nova Pharmacies is a chain of pharmacies offering traditional services including personal medications and prescription fulfillment. Priceline was established in 1982 offering mid-priced cosmetics, skincare, hair care, health and home products. Priceline Pharmacies is an extension of the Priceline health and beauty brand offering a full service pharmacy with a qualified pharmacist in addition to a complete range of health and beauty products.

The new network has been designed, implemented and supported by Melbourne-based Solutionware Pty Ltd, an established system integrator in the Australian pharmacies market. Solutionware has supported Nova Pharmacies / Priceline's IT for over eight years, offering a higher level of IT support at a lower cost than an in-house IT consultant.

Nova Pharmacies / Priceline's previous network infrastructure had not kept up with the group's rapid growth in recent years. Communication between stores did not exist and stores that did link back to head office did not have a stable connection. Valuable data could not be centrally stored and managed and so could not be effectively utilised to support management decision making.

Solutionware offered to evaluate a range of new solutions to address the group's communications issues. "We looked at a few other suppliers such as Linksys but at the end of the day the D-Link modem router / VPN solution was more cost-effective, very stable and a great SMB business-grade product," said Sebastian Giacone, General Manager for Solutionware.

The Solutionware team proposed a solution based on D-Link Green Ethernet Web Smart switches, Wireless ADSL2/2+ VPN Routers and an Integrated VPN Firewall.

D-Link DSL-G804V Wireless ADSL2/2+ VPN Routers at every store and a DFL-800 Integrated VPN Firewall at head office in Melbourne create a VPN (virtual private network) tunnel connecting all the outlets. Within each store, VPN Routers connect to D-Link DGS-1216T Green Ethernet 16-port Web Smart gigabit switches. At the national head office two D-Link DGS-3100-48 48-port Managed Layer 2 Gigabit Stackable Switches connect the internal network to the externally-connected DFL-800 Integrated VPN Firewall.

With the implementation of the new networking solution, all outlets are now securely and reliably connected to head office, allowing the transmission of confidential data including time clock data for around 1000 staff. Applications such as payroll and time clock synchronisation can now be centrally managed for more efficient operations.

"We are very pleased with the progress achieved utilising the links set up by Solutionware," said Alan Feil, Director of the Nova Pharmacies / Priceline group. "This has improved our efficiency at head office dramatically."

"In terms of stability, I couldn't ask for anything more," said Solutionware's Giacone. "The D-Link products are also very easy to manage and very cost effective. In fact the solution will have paid for itself within one year."

Furthermore, the architecture of the new D-Link solution allows Nova Pharmacies / Priceline's network infrastructure to scale in size to accommodate future growth.

"We don't know how quickly Nova Pharmacies / Priceline will grow in the future, what we do know is that within the last eight years they have grown from two stores to 60. If in the next eight years they grow to 150 outlets or more we will have the capacity with the D-Link solution to handle that growth," said Giacone.

-Ends-

About D-Link

D-Link is the global leader in connectivity for small, medium and large enterprise business networking. The company continues to strive for excellence as an award winning designer, developer, and manufacturer of networking, broadband, digital electronics, voice and data communications solutions for the digital home, Small Office/Home Office (SOHO), Small to Medium Business (SMB), and Workgroup to Enterprise environments. With millions of networking and connectivity products manufactured and shipped, D-Link is a dominant market participant and price/performance leader in the networking and communications market. D-Link Australia and New Zealand headquarters are located at Building A, Level 3, 11 Talavera Road, North Ryde, NSW, 2113, Sydney Australia. Phone (02) 8899 1800; FAX (02) 8899 1868; Internet www.dlink.com.au; email marketing@dlink.com.au.

D-Link and the D-Link logo are trademarks or registered trademarks of D-Link Corporation or its subsidiaries in the United States and other countries. All other third party marks mentioned herein may be trademarks of their respective owners. Copyright © 2008 D-Link Corporation/D-Link Systems, Inc. All Rights Reserved.

For further information please contact:

David Sanday
Bowes Communications
+61 (0)2 9387 2333
david.sanday@bowespr.com

Sebastian Giacone
Solutionware Pty Ltd
1300 78 06 05
0425 770 081
Sebastian@solutionware.com.au

###