



## Akubra Ahead with NETGEAR

Akubra hats are as Australian as sunshine. They have been protecting our heads from a sunburnt country since 1874 and have a rich history that spans from the slouch hats worn by our Diggers to the current fashion icons worn by heads of State, royalty, presidents, film stars and sporting personalities.

Recognised both nationally and internationally as a key component of the Australian outback 'uniform', Akubra continues to produce as many as 200,000 hats annually. The Kempsey factory in country NSW produces every hat and recently had its IT software and infrastructure revitalised to improve efficiencies and lift sales.

Akubra was focussed on growing its export market and implemented a new custom software platform and networking solution. Two NETGEAR products were instrumental components: the ProSafe™ 802.11G Wireless ADSL Modem VPN Firewall Router and the ProSafe® 24-port Gigabit Smart Switch which provide secure fixed and wireless connections and a powerful backbone to the organisation's servers and users.



## From Steam Power to Digital Firepower

The felt hats at Akubra are made from rabbit pelts which are lovingly hand-crafted in a process that is highly labour intensive. And while the company's reputation is built on the time-honoured traditions of rolling, stoving, dying and trimming it was time for Akubra's logistics, accounting and marketing departments to receive a facelift.

Akubra approached NETGEAR reseller, Joyer Consulting, to design and implement their new IT infrastructure. This included a new server, redesign of their domain and a total revamp of their networking technology. The company wanted to upgrade from 16 bit to 32 bit software, improve their cabling management and implement a secure fixed and wireless network.

Tim Baker, General Manager at Joyer Consulting said "Akubra had outgrown its computer systems. The old software was becoming difficult to support, there was no wireless installed and the networking for the 15-20 staff on computers had been overstretched – a bit like a hat that no longer fits the wearer.

"The new digital firepower has given the company scale and flexibility. Not only are the systems faster, but sales people and reps have added flexibility through wireless connectivity and the brand is well protected with data secured by NETGEAR's enterprise level features."

## Securing the Crown with Something Special

Roy Wilkinson, Company Secretary for Akubra explained, "We had very high expectations for our new IT project; it was a decision driven from all areas of the organisation and it was important that it delivered.

"The solution was custom designed and encompassed many changes to our IT infrastructure. We are a well known company and it was essential that the network we implemented be reliable and provide unwavering security."

The ProSafe™ 802.11G Wireless ADSL Modem VPN Firewall Router from NETGEAR allows Akubra's directors to work on their laptops and have visiting reps use the network, secure in the knowledge their intellectual property and sales data are safe.

Tim Baker explained, "The NETGEAR wired and wireless VPN firewall products are perfect for growing businesses that employ them as standalone, all-in-one network security solutions. They get high marks from security experts for the robust security management and features they provide."

NETGEAR's ProSafe Wireless VPN Firewalls prevent unwanted users from accessing the network by blocking or filtering unwanted addresses, services, protocols, and URLs. The WPA 2 protocol protects the wireless network with the highest level of industry-standard encryption and authentication, and simultaneous IPSec VPN connections which protect links between business locations. Intrusion control provides defence against Denial of Service (DoS) hacker attacks.

"Akubra had previously experienced problems with their switches and were keen to implement a seamless wireless solution. Their concerns were security, reliability and of course cost. Understandably, they wanted to implement a networking solution that they wouldn't need to worry about for years to come. We felt that you just couldn't go past the price point, reliability and performance of NETGEAR," added Baker.



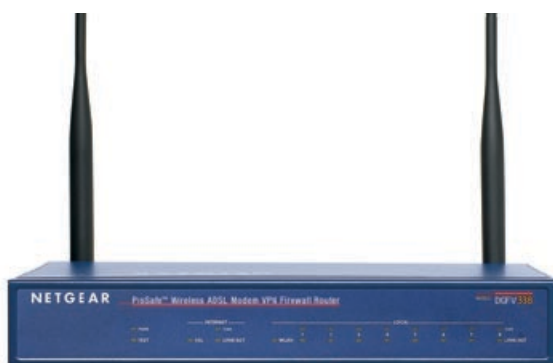
## Selling the Snowy River, the Cattleman, the Stockman, the Down Under to the world

NETGEAR's products are providing immediate business benefits to Akubra. The new network is reliable, easy-to-use, secure and flexible.

Roy Wilkinson said, "Once the decisions were made, the software rollover and network upgrade were straightforward.

The implementation, testing and migration stages were all successfully completed in two weekends - we were extremely happy with the timeframes.

"We now have a superior networking solution to run the Akubra business and are looking forward to keeping people in our quality hats for generations to come."



**SECURE**  
Netgear provides the tools to keep business networks secure using enterprise level technology to keep the business running and data safe.

- COMPATIBILITY
- EASE OF USE
- LOW COST OF OWNERSHIP
- ENTERPRISE LEVEL FEATURES
- HIGH PERFORMANCE