# BROCADE PUBLIC CLOUD SOLUTIONS

## SERVICE PROVIDER

# Service Provider Transformation from Courier to Destination

## HIGHLIGHTS

- Enterprise customers are shifting their information technology expenses from capital expenses to operating expenses by buying month-to-month cloud services from providers.

- Service providers must have a resilient network that provides the scalability and flexibility to meet the bandwidth demands of today and deliver new revenue generating cloud services.

- Brocade holds the unique position of technology leadership in the data center and service provider markets to enable this transformation.

## OVERVIEW

Service providers are currently facing several fundamental network architecture and business model transitions. For instance, the dramatic growth of video traffic over the Internet translates into large, long-lived data flows. This growth of video traffic leads to a much greater demand for bandwidth as competitive forces drive down revenue opportunities. It is essential for service providers to control costs, and yet they must find new revenue opportunities. The good news is that they can leverage their existing infrastructure and service delivery capabilities to find new revenue streams as part of the public cloud model. Enabling new business models is essential for service providers to match their revenue to exponentially increasing bandwidth demands.

Cloud computing is transforming how service providers deliver IT services to their customers. This industry evolution is driving a fundamental shift in both business and revenue models. For service providers, the ability to define and deliver cloud-based services will determine their growth opportunities and profitability. With the public cloud model in place, they can deliver additional value-added services by hosting applications from their partners, providing their customers with a single point of support, management, and billing. In order to capitalize on the significant revenue opportunities now presented to them, service providers must be vigilant in preparing their network to scale for the demands that these services will place upon them.
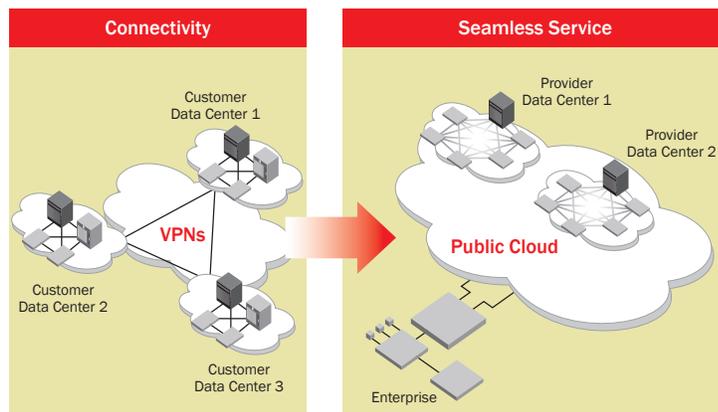


**Figure 1.**
Migration of the service provider network from connectivity services to cloud services.

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The impact of cloud services to the network is significant because of the increases to operational demands, management burden, uptime needs, and bandwidth needs that cloud services require. Additionally, as customers shift increasingly important applications and data to the cloud, ensuring continued, secured access to that data is paramount.

## THE BROCADE PUBLIC CLOUD SOLUTION

As more organizations implement cloud computing, the key characteristics of their networks—such as simplicity, uptime, and reliability—ultimately define application performance and the end-user experience, two key objectives of the cloud. As a technology leader in both the data center and service provider networks, Brocade can help service providers deploy cloud-optimized networks and build out their cloud infrastructures. Brocade offers significant innovations in public cloud infrastructure, such as data center Ethernet fabrics, hyper-scale Internet routing technology, and Software-Defined Networking (SDN).

One of the most compelling reasons for migrating to the cloud is greater agility in an increasingly dynamic business environment. Brocade is fully committed to helping organizations transition smoothly to a world where applications and information reside anywhere. Achieving this objective requires a network that reduces complexity, supports distributed applications, and enhances overall performance.

### Software-Defined Networking for the Public Cloud

Software-Defined Networking (SDN) is a powerful new network paradigm that draws support from the most demanding network operators in the world. SDN optimizes the network for the cloud, making it flexible, scalable, and far more adaptive than traditional network structures. Brocade is leading the way in SDN technologies to
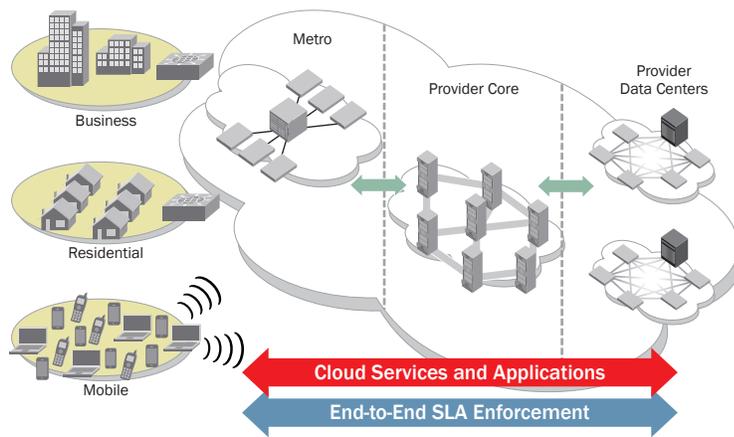


**Figure 2.**
Transforming the network into a platform for innovation to deliver new cloud services.

help service providers unlock the power, intelligence, and analytics of their networks. By giving providers the ability to control their networks programmatically, they can transform the network into a platform for innovation to deliver new cloud services faster and to scale.

### Ethernet Fabrics for the Public Cloud

As virtualization becomes more prevalent, the underlying network infrastructure must be able to provide the necessary scalability, resilience, and performance. This requires significant changes to the traditional three-tier network model. Brocade pioneered the development of Ethernet fabric technology to optimize virtualized environments and streamline the movement of virtual machines. Brocade Ethernet fabric solutions®, featuring Brocade VCS® fabric technology, simplify network management and operations while improving efficiency and utilization. As a result, these Brocade solutions enable service providers to dramatically reduce their total cost of ownership. In addition, Brocade Ethernet fabric solutions help service providers deliver new compute, storage, and network resources to their customers on demand.

### Cloud-Optimized Network Acquisition

In a public cloud model, providers must be able to react immediately to their customers' unique networking requirements and must deliver business agility to help customers maximize IT resources. Brocade Network Subscription is an innovative, subscription-based acquisition option for network infrastructure that addresses the unique requirements of cloud-based environments by allowing service providers to align network capacity with fluctuating customer demands.

### WHY BROCADE?

Through a rich heritage and technology leadership in the data center and service provider markets, Brocade is uniquely qualified to help services providers build and enhance their public cloud infrastructures. Brocade solutions enable service providers to transform their networks and business models to deliver cloud services. In addition, Brocade maintains strategic relationships with the leading computing, server, and storage companies to create a best-in-class ecosystem for delivering any application, anywhere, at any time over a public cloud.

For more information about Brocade Public Cloud Solutions, visit www.brocade.com.

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