INSPIRING INNOVATION

A leader's guide to rethinking the network

Innovation is your business game-changer

Innovation is at the heart of our brave new business world. It is driving the digital transformation, for enterprises and service providers alike, creating new technologies and business processes that allow you to work smarter and think differently.

The result is more efficient, intelligent and flexible operations that are the foundation for organizations disrupting their markets with their digital transformation. Digital-based businesses have the agility to create new services, scale them and deliver them in innovative user-centric ways – often in the time traditional enterprises would take to discuss starting a project.

Central to this digital transformation is a new way of thinking about the network that will take your business to the next level. **That's the New IP**.

It reimagines the network for a modern world where change is inevitable. That change may be forced on you, as the market has moved on and you are in danger of being left behind. Alternatively, you may want to seize new opportunities before your competitors do and build your market share. Either way, the innovative technologies and expertise that Brocade delivers with the New IP is the fastest and most secure route to accelerate your digital transformation.

And that transformation will extend far beyond the data center to every aspect of your business – from supplier to end-customer – to achieve extraordinary results.

"The New IP network is opening doors of opportunity. Brocade's approach to open source, automation and software-enabled networking becomes a valuable strategic enabler for our business."

NovaTel Networks: Next Generation Carrier

Start your journey to the New IP

The new thinking behind New IP will transform your network into an open, software-driven platform for innovation that gives you the competitive edge.

By making the move to the New IP you can simplify and automate your network processes – increasing efficiency and agility. Add the services you want, to accelerate the speed of delivery of new business models or customer services and move faster than your competitors.

It's a transition that many are already making with Brocade.

Join them and discover first-hand how you can achieve your business objectives by modernizing your IT organization with best-of-breed innovations from the market leader in New IP.
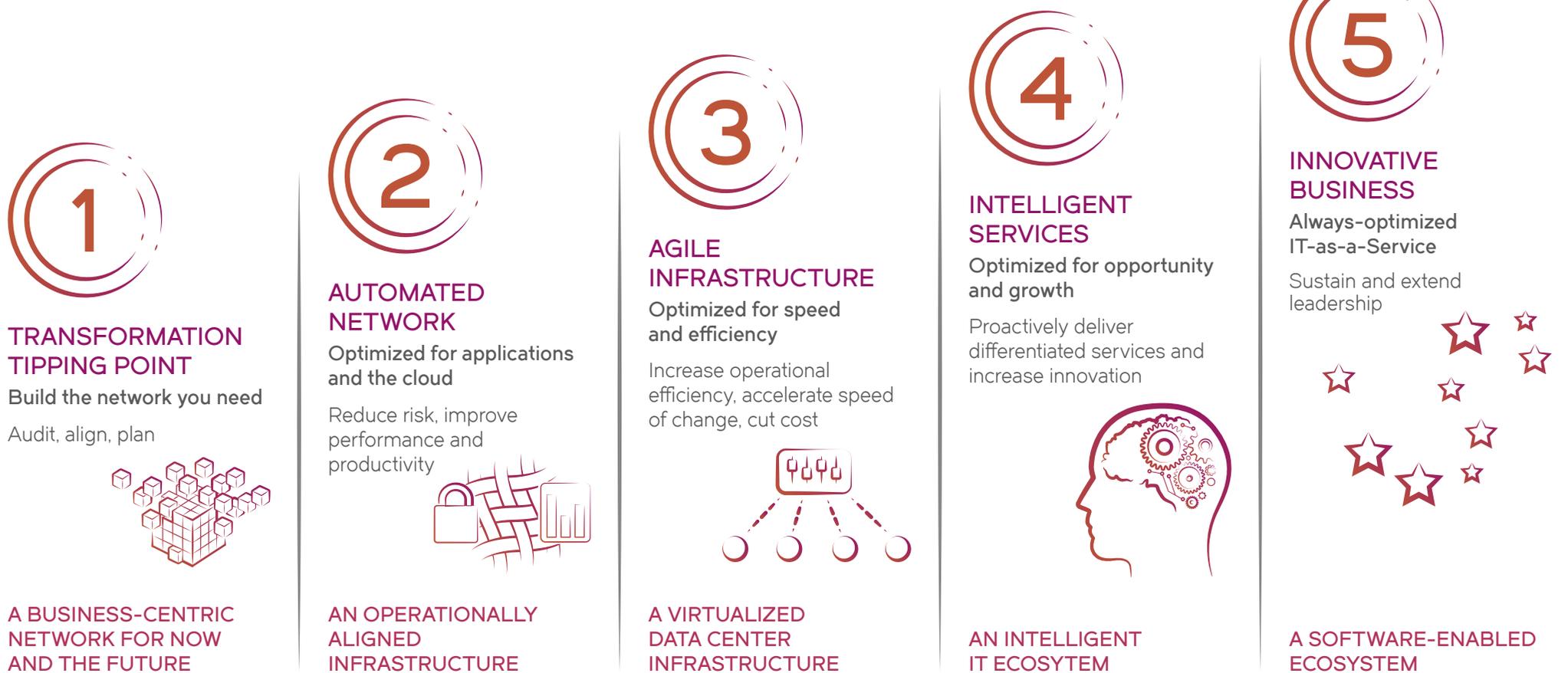
"We want to say yes to new requests and be able to quickly meet [customer] needs... We're completely enabled by our network infrastructure, not encumbered... We've gained agility and ultimate flexibility for the future."

Codero Hosting, managed, dedicated and cloud hosting service provider

5 steps to networking innovation

Map a seamless journey to the network you need

1

TRANSFORMATION TIPPING POINT

Build the network you need

Audit, align, plan

A BUSINESS-CENTRIC
NETWORK FOR NOW
AND THE FUTURE

2

AUTOMATED NETWORK

Optimized for applications and the cloud

Reduce risk, improve performance and productivity

AN OPERATIONALLY
ALIGNED
INFRASTRUCTURE

3

AGILE INFRASTRUCTURE

Optimized for speed and efficiency

Increase operational efficiency, accelerate speed of change, cut cost

A VIRTUALIZED
DATA CENTER
INFRASTRUCTURE

4

INTELLIGENT SERVICES

Optimized for opportunity and growth

Proactively deliver differentiated services and increase innovation

AN INTELLIGENT
IT ECOSYTEM

5

INNOVATIVE BUSINESS

Always-optimized IT-as-a-Service

Sustain and extend leadership

A SOFTWARE-ENABLED
ECOSYSTEM

Increase business agility, performance, and productivity

1 Transformation tipping point

What are the priorities for your network, right now? Answering that question and then planning an appropriate response is the essential first step towards creating a business–centric network that serves your organization now and into the future.

This is your transformation tipping point: full optimization starts here.

2 Automated network

It's likely that application deployment and cloud computing will be high on your list of priorities. Automation can deliver the improvements you need. And with more than 70% of downtime estimated to be caused by human error, automation is an effective way to take risk out of the equation too and improve performance, and productivity.

This is the way to optimize your network so that it works at the speed of business.

3 Agile infrastructure

Agility – the ability to adopt ne strategies as rapidly as market trends and customer needs dictate - is an increasingly important commercial requirement. In a world where innovation and delivering new services are crucial to maintaining a competitive edge, you need a modern network infrastructure that supports your digital differentiation.

Optimize speed and efficiency and you maximize your ability to compete.

4 Intelligent services

A modern network is an invaluable asset for maintaining growth in an uncertain world. Armed with reliable insights and analytics, your organization will gain the intelligence you need to change faster, reduce risks further, and deliver innovations to boost customer transaction.

Optimize your IT ecosystem for intelligence and adaptability.

5 Innovative business

In the ultimate move forward for modernization, the organization can become practically synonymous with its network. In fact, whether your business wants to improve productivity and efficiency internally, to expand, to improve supply chain management, or to deliver new differentiated services externally, your network will continue to make or break its chances of success.

That's why it makes sense to leverage a modern network today with the New IP as the right foundation for your future – whatever that may be.

Think differently with the New IP

Innovation-centric New IP replaces traditional closed, proprietary infrastructures with an open, virtualized architecture that allows you to scale applications, accelerate service delivery and improve operational efficiency – at the speed of business.

It's an intelligent new network architecture that's flexible, so information moves freely and everything can talk to everything else. Agility is backed by automation, which cuts the cost and complexity of managing your infrastructure, while also reducing the risk of human error.

It's also open with a purpose. No one vendor can predict all the innovations that your business will need. The New IP network opens up the path to greater innovation by being truly interoperable. With the New IP you can connect with any other innovation, future-proofing your network by having the flexibility to change and solve old challenges in new ways.

Brocade takes the New IP further, helping you build the high performance network that will deliver immediate results, drive growth and underpin your long-term success. We'll help you transition to a modern, innovative network that puts IT in control, creates an ecosystem of resources for users and customers, and offers unprecedented opportunities for the development of new business strategies.

Old IP   vs   New IP

FROM:	TO:
Closed	Open
Proprietary	Commodity
Hardware	Software
Manual	Automated
High Cost	Low cost
Slow innovation	Rapid innovation

"We can move data faster and communicate in new ways. And we can tell stories in even more compelling, more magical ways than we've been able to do before."

The Jim Henson Company, home of the Muppets and Sesame Street, on moving to digital puppetry with the New IP

The New IP offers a new way of doing business

Increase innovation and outpace the competition

The New IP enables you to move faster and be more efficient. With a quicker time-to-market than your competitors you capture the customer first and keep them loyal by ramping up the pace of innovation in new products and services.

Profit from better services, everywhere and anywhere

You are no longer limited as to where you can host and manage your data center and user services – it can be from a private, public or hybrid cloud. This gives you the efficiency, scalability and agility to provide better services wherever your users are – whether they are your people, partners or customers.

Speed time-to-value with rapid rollout of applications and services

Evolving to the high performance, next generation New IP network allows you to accelerate application deployment by as much as 90 percent, while cutting operational expenses by half. For enterprises it enables flexible new business models and increases productivity, while for service providers it reduces service delivery time from months to days – opening up additional revenue streams, faster.

Get the network you need, when you need it

Brocade Network Subscription (BNS) is a flexible way to acquire network assets with cloud-like agility. With it, you can expand or contract your IT resources on-demand – not only reducing risk and cutting CapEx but also protecting against technology obsolescence.

Do more with security

Behaviour-based security means you can embed security services where you need them. And they are part of the New IP DNA, rather than a bolt-on. So, for example, virtualization allows service providers to generate a secure network for each customer or enterprises to set up new user services, on demand.

Make IT relevant again

Imagine the difference to your team if you had a network that just worked, that was simple to manage and highly automated for greater operational efficiency. More importantly for the enterprise, IT is back in control. A more powerful network delivers the speed and services users demand, helping to close the IT relevance gap. For service providers more control goes to the user, through self-service portals and the like, allowing the IT team to focus on developing new revenue-generating services.
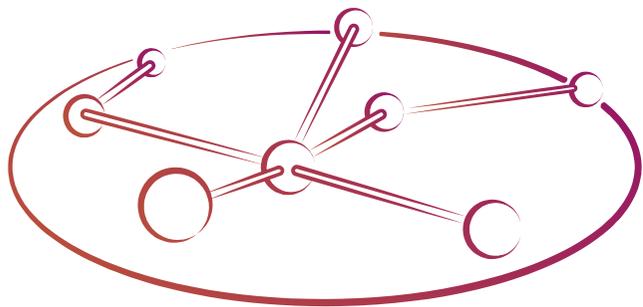
A simplified network infrastructure delivered a **50% return on investment** from day one – as well as improving uptime, reducing power consumption and automating manual IT tasks.

SunPower: Solar technology manufacturer

Move forward with Brocade and the New IP

Analysts regard Brocade as a leader in open-source, software-defined networking (SDN).

Our approach to bringing open SDN solutions to customers is unique, says Paul Parker-Johnson at ACG Research, as it delivers a "well-curated SDN platform" with visibility and intelligence. We are also pinpointed as "Visionary" in the Gartner Magic Quadrant for Data Center Network Infrastructure and continue to extend that vision with the development of more innovative solutions for New IP networks.

Brocade is uniquely well-placed to support you on your journey to the New IP. Already we have:

- The industry's first truly open SDN controller – based on the OpenDaylight source project

- The most widely adopted Network Functions Virtualization (NFV) solution – the Brocade vRouter, with more than 100 million production hours

- OpenFlow enabled our portfolio – so you can benefit from SDN across your data center, WAN and campus network

- Created a practical path to SDN – with the first product to support OpenFlow Hybrid Port Mode, through an overlay that enables OpenFlow traffic on your existing network

- SDN that is almost completely modular – delivering New IP networks based on an open ecosystem

Our vision is focused on the New IP and developing the open, innovative technologies to help you fulfil your ambitions – at your pace and on your terms. We'll help you to think big and take the steps, small or large, to a more efficient, agile and competitive business.

"We're moving forward with Brocade because we trust that the network will provide what we need and that Brocade is a good partner with proven results."

Miller Welding and Machine Company

The future starts here

Find out more about the New IP and how it can benefit you:

DOWNLOAD THE WHITEPAPER:
Is Your Business Ready for the Next Big Thing?

Brocade.com/NewIP

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