

The Brocade vADC for eCommerce

HIGHLIGHTS

- Ease of deployment and scalability with superior clustering capabilities to meet complex demands reliably without compromising features
- High availability and reliability with load balancing and server health monitoring across multiple sites
- Flexible provisioning of virtual machines and easy extensibility by implementing complex business rules at the application level
- Eliminates capacity planning challenges due to constant unpredictability in demand
- Protects web applications against attacks with granular application level firewall via WAF
- Availability in more clouds than any competitor for one solution, any cloud

eCommerce Growth Brings New Revenue Opportunities and New Data Center Challenges

As companies drive toward a ubiquitous, always-on customer experience across all channels, eCommerce creates significant growth areas for both retail and business-to-business organizations. In fact, U.S. e-retail sales are expected to grow to \$414 billion in 2018, a compound annual growth rate of 9.5%, according to Forrester Research. eMarketer predicts that retail products and services purchased on the internet will account for 8.8% of the total retail market worldwide in 2018, or \$2.5 trillion. Much of this growth in eCommerce, which also includes transactions on mobile and tablet devices, be attributed to an increasingly technology proficient consumer, as well as the proliferation of mobile phone and tablet use.

But with this growth comes challenges as the user experience becomes even more important to a successful eCommerce strategy. Site performance and execution, including the ability to easily browse and checkout regardless of device, is vital to ensuring a fast, seamless user experience—and the ability to drive revenue and repeat visit. Performance delays and outages due to network traffic overload can not only disrupt individual transactions, but have long-term impact to the business as frustrated visitors choose to take their business elsewhere. At the same time, a user experience that is fragmented across platforms due to web application delivery complexities creates additional obstacles to a successful eCommerce strategy, as does a lack of

confidence in the security of the sensitive data being transmitted to the site.

As cloud adoption increases, the ability for providers of customer-facing web applications to assemble powerful application delivery capabilities becomes even more important to delivering a positive user experience that will drive online revenue. Service providers need to create an environment that minimizes data center operations complexity as eCommerce needs grow, as well as plan for capacity challenges created by the unpredictability in demand. Adding physical network hardware is expensive and time consuming, and “one size fits all” network infrastructure doesn’t meet the workload requirements of this environment.

The Brocade Solution

For organizations that want to leverage the power of eCommerce by deploying a web portal on a public cloud infrastructure, Brocade vADC's industry leading L4-L7 ADC capabilities enable the delivery of a highly secure and responsive solution to end-users. With the ability to provide demand-based scalability and provisioning, and integrated web application firewall and web content optimization, as well as the agility to meet unpredictable workload demands, Brocade's vADC solution is purpose-built for the cloud and is compatible with leading cloud platforms. Unlike physical solutions, which bring with them higher CAPEX and OPEX, Brocade vADC is compatible and interoperable with existing hypervisor and cloud infrastructure. In fact, when compared to other solutions, the Brocade vADC delivers cost savings of up to 19%¹ in static license savings when compared to alternate solutions, and up to 63% in capacity pool savings.² Brocade customers have experienced ROI of greater than 400%, with payback on investment occurring less than seven months after initial investment in Brocade vADC.³

The vADC helps providers ensure a better end user experience with several capabilities designed to deliver reliability and security. In addition to load balancing and server health monitoring across multiple sites for high availability and reliability, the vADC provides session persistence, content inspection to enable application resource prioritization, and session monitoring via WAF to detect attacks that exploit business transactions.

The Brocade vADC enables organizations to meet the growth in eCommerce demand with a solution that is flexible, scalable, and capable of achieving the speed of deployment online commerce requires. By providing the ability for websites to handle massive and unpredictable surges in traffic, and giving IT staff the ability to view site traffic in real-time and be notified of problems in a timely fashion, the user experience—and revenue generating opportunities—improve. Whether pursuing a public or hybrid cloud approach to the cloud, Brocade vADC manages web traffic and accelerates application delivery to meet end user expectations and IT requirements.

Learn how Brocade has helped other ecommerce companies like yours.

www.brocade.com/en/about-us/success-stories.html

About Brocade

Brocade networking empowers organizations to maximize investments for the New IP by transforming data center networking with open, virtual, and automated solutions. Our solutions help organizations achieve their critical business initiatives as they transition to a world where applications and information reside anywhere. Learn more at www.brocade.com.

¹ Based on per license cost differences between brocade and f5 across different throughputs

² Based on services director and equivalent f5 pool licensing

³ IDC ExpertROI4 SPOTLIGHT, 2015

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