

Ajubeo

EXECUTIVE SUMMARY

Challenge

Enable customers to go to market quickly and cost-effectively using reliable, robust cloud services and cloud infrastructure

Solution

- Brocade VDX 6720 Switches
- Brocade VCS Fabric technology
- Brocade ICX 6610 Switches
- Brocade NetIron CER 2000 Series routers

Results

- Provided high-performance, reliable network services for infrastructure and cloud services
- Enabled significant increases in bandwidth without impacting performance
- Simplified network infrastructure and reduced latency by leveraging Ethernet fabrics
- Integrated seamlessly with customer and carrier infrastructure platforms and equipment

Cloud Services Provider Ajubeo Launches Customers on Fast Track

High-tech companies turn to Ajubeo to help them go to market quickly and avoid excessive capital investment. Since 2011, Ajubeo has been providing high-performance cloud infrastructure services to such companies as Datavail and NetApp.

“As an infrastructure and services company, we deliver multiple gigabytes of data to our customers on a daily basis,” says Tom Whitcomb, Chief Technology Officer at Ajubeo. “Our goal is to provide compute resources, storage, and network connectivity. We virtualize all aspects of the enterprise network architecture.”

Ajubeo executives set a company goal to create a customer-centric culture. To provide customers with the best infrastructure and cloud services possible, Ajubeo assembled a best-in-class network with solutions from technology leaders. Ajubeo stacked its network with solutions that deliver maximum performance and Total Cost of Ownership (TCO) optimization, and positioned Brocade® switches and routers throughout its networking environment—at the access, core, distribution, and edge layers. With these industry-leading, cost-effective solutions, Ajubeo can offer better pricing while outperforming its competition.

“Brocade gives us the flexibility to support our customers’ specific networking requirements,” Whitcomb says. “Our top considerations in choosing our networking solutions are performance and availability. Brocade hit the sweet spot by giving us both.”

Reliable, Robust Connectivity in and from the Cloud

Ajubeo uses a powerful combination of Brocade VDX® 6720 Switches, Brocade NetIron® CER 2000 Series routers, and Brocade ICX® 6610 Switches. The company deployed Brocade VDX 6720 Switches in a Brocade VCS® fabric at the core with a fully redundant active/active 40 Gigabit Ethernet (GbE) network backbone. These switches also provide 10 GbE connectivity to the network edge.

Ajubeo relies on Brocade ICX 6610 Switches at the access layer to enable its many servers to connect to the network services. In addition, Ajubeo uses these switches at the edge for redundancy. Compact NetIron CER 2000 routers also are on the network edge and connect to customers through standard BGP routing, Multi-Protocol Label Switching (MPLS), and Virtual Private LAN (VPLS) Service. As a result, Ajubeo can offer customers direct MPLS connectivity options from their on-premise infrastructure to Ajubeo’s cloud infrastructure at any cloud hub.

"We connect to 45-plus providers with a variety of protocols, including MPLS and Ethernet. The NetTron CER routers allow us to bridge and seamlessly connect to our different facilities, ISPs, and customers. We haven't had any network outages to date, and Brocade has performed exactly as promised," says Whitcomb.

A Save, Flexible Plan for the Future

Deploying the Brocade Ethernet fabric at Ajubeo was straightforward and pain-free. "We had no surprises and got everything set up in less than an hour," Whitcomb says.

Since going live with the network, Ajubeo has realized advantages that are not available from other networking companies. The modular nature of Brocade VDX 6720 Switches provides a unified, consolidated, and flatter architecture that makes a virtual data center much easier to manage and more scalable. As the network and customer base expands, Ajubeo will be able to adapt easily. "We chose an Ethernet fabric in order to reduce network complexity. Now we can support our virtual environment with fewer engineers than a legacy-oriented, spanning tree environment," he says.

The Brocade network also supports business growth and network expansion without negatively impacting performance. The Ethernet fabric ensures consistent availability with seamless transitions during device failovers, and it minimizes latency to less than a millisecond in the core. "We don't see latency, even as we increase bandwidth," says Whitcomb. "And we have been doubling bandwidth every other month."

The data center switches also met performance expectations with 10 GbE wire speed, and the Brocade VCS Fabric technology supported Ajubeo's virtual data center design. "Brocade does things a bit differently—and we think better—than its competitors," says Whitcomb. "The performance and reliability are the best available in the industry."

Ajubeo's cloud services market includes some big-name providers that the pure-play cloud provider must compete with every day. The Brocade network's flexibility gives Ajubeo an edge, enabling the company to be more agile and responsive to customers' unique cloud requirements. "It's our goal to say yes to our customers when others can't," says Whitcomb. "Brocade plays a big part in our ability to do that."

For more information, visit www.brocade.com.

WHY BROCADE

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— Tom Whitcomb, Chief Technology Officer, Ajubeo

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