

Beyond Hosting

EXECUTIVE SUMMARY

Challenge

Provide fast, reliable network, application, and Web services with a superior customer support experience

Solution

- Brocade VDX[®] 8770 Switches
- Brocade VCS[®] Fabric technology
- Brocade DCX[®] Backbones

Results

- Enabled Beyond Hosting clients to expand network capacity on-demand as their businesses grew
- Provided a flexible network infrastructure, capable of scaling to support rapid business growth
- Helped maintain high customer satisfaction levels by enabling fast response times
- Gained a cost-efficient network solution by leveraging Ethernet fabrics instead of STP

Customer Service and Fast Response Pay Off for Beyond Hosting

Many companies do not have IT departments or the in-house expertise to manage their complex technology needs. These organizations rely on solid partners to take the guesswork out of IT, so that they can focus more on their business and less on their network.

Beyond Hosting was founded in 2007, and has since become the go-to partner for results-driven companies seeking CDN hosting, backup services, managed Linux and Windows virtual private servers, managed dedicated clouds, and SSL certificate and domain name services.

"About 90 percent of our customers specialize in Internet advertising and tracking statistics on the ads," says Justin Oeder, Co-owner and Founder at Beyond Hosting. "These businesses come to us for our reliable, high-performance network and server services. They don't want to focus their internal tech resources on the network and infrastructure."

Putting Customers on a Growth Path

Beyond Hosting has approximately 5,600 customers, and that number is growing every day. Clients range from individuals wanting to host a single Web page to businesses with multiple servers running diverse applications. Like Beyond Hosting, most of these customers are growing rapidly.

As customer demand increased, Beyond Hosting's network began to reach its breaking point. When requests came in for more capacity, Beyond Hosting could not respond quickly, and overall performance was lagging. The company decided to migrate to a Brocade[®] network infrastructure built on Ethernet fabrics. The solution offered easy scalability, simplified management, and reliability—qualities that Beyond Hosting deemed essential to delivering excellent customer service.

With Brocade, Beyond Hosting gained the network flexibility needed to meet evolving customer demands while controlling costs. "Our primary business is Web hosting, but we are slowly shifting into VDI, SaaS, and IaaS," says Oeder.

"Brocade Ethernet fabric has allowed us to build a flat network and avoid wasting ports and bandwidth. We're spending less than half of what it would cost to support a traditional STP network deployment."

Beyond Hosting upgraded to a Brocade Ethernet fabric that allows the company to add bandwidth whenever and wherever it might need it. In essence, Beyond Hosting has virtualized its entire environment. This has helped decrease deployment times for new services while providing customers with unlimited scaling and resiliency, at a lower overall cost.

"We've been able to deploy 10 Gbps across our entire data center. There is a sense of peace knowing that we can scale to 40 Gbps and 100 Gbps by simply adding a line card," Oeder says. "We can add devices on a whim in a plug-and-play fashion, all without any network downtime or reconfiguration. Now that our environment is virtualized and capacity is available for just the cost of installing a cable, we're able to scale with our fastest-growing customers."

Beyond Hosting prides itself on providing customers with a personal touch in terms of support and overall satisfaction. Clients have their own online portal,

which displays detailed information about their services and domains, as well as a dashboard. Beyond Hosting also boasts a fully redundant network that is connected to multiple Tier 1 operators and a fully redundant internal network.

Going Above and Beyond

For a company that started with a single point of presence, Beyond Hosting has come a long way. The one-time high school project is a highly successful hosting provider that continues to evolve its business and service offerings.

The Brocade network has given Beyond Hosting a solid foundation for adding Software-Defined Networking (SDN), Storage Area Network (SAN), and other technologies that introduce new options and capabilities to its customers. "With Brocade, we have completely overhauled our network for a reasonable price, and we know that future expansions of our network will be painless and inexpensive," Oeder says.

For more information, visit www.brocade.com.

WHY BROCADE

"We needed an Ethernet fabric so that we could build a flat network and avoid wasting ports and bandwidth. We're saving more than half of what it would have cost to support a traditional STP network deployment."

—Justin Oeder, Co-owner and Founder, Beyond Hosting

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