

GeniSys Global

EXECUTIVE SUMMARY

Challenge

Support rapid business growth by building a cohesive, highly scalable networking infrastructure that increases performance capacity and simplifies management

Solution

- Brocade VCS Fabric technology
- Brocade VDX switches
- Brocade Virtual ADX Application Delivery Switch
- Brocade Vyatta Firewall
- Brocade Network Subscription

Results

- Reduced cost of hosted service through increased operating efficiency
- Simplified infrastructure by leveraging Brocade VCS Fabric technology
- Improved customer responsiveness with greater scalability and on-demand capacity
- Increased availability with redundant infrastructure
- Achieved pay-as-you-go flexibility, enabling greater business agility while controlling capital costs

GeniSys Global Scales Its Hosted Lync Infrastructure with Brocade

GeniSys Global began offering hosted services in 2004, and today is a market leader in providing dedicated private cloud solutions to its customers. As a Microsoft Hosting Partner, the company offers fully hosted and managed Unified Communications (UC) solutions based on Microsoft technologies, with a focus on supplying hosted enterprise voice for its Microsoft Lync service offerings.

Large enterprises seeking cloud capabilities increasingly choose GeniSys Global to host their UC services. Channel partners and direct customers credit GeniSys Global's infrastructure, established expertise, and economical monthly payment plan—which eliminates typical upfront capital investment and deployment issues—for making their decision so easy.

As its business grew over the years, GeniSys Global worked to efficiently accommodate new, larger customers. However, some channel partners required bandwidth increases of more than 50 percent, and the company's infrastructure was not designed to provide extreme scalability. In addition, the aging Cisco and SonicWall infrastructure was reaching its end of life. GeniSys Global needed a new infrastructure to support its continued growth.

Seeking a highly scalable, Lync-certified solution, GeniSys Global turned to Brocade, a member of the Microsoft Lync Hosting Partner ecosystem. "Brocade offered a dedicated and certified Lync solution, which quickly proved to be the best choice for our new Lync infrastructure," says David Spears, Chief Executive Officer, GeniSys Global. "Having implemented and experienced the value of the Brocade solution, we couldn't be happier. Our hosted Lync infrastructure is now 100 percent Brocade supported."

Maximizing Scalability With VCS Fabrics

Brocade provided GeniSys Global with a Lync solution built on Brocade® VCS® Fabric technology, which enables extreme scalability. Brocade VCS Fabric technology creates a more efficient and resilient network with a flat-meshed Layer 2 topology that delivers the high performance and high reliability required by GeniSys Global's data centers. As a result, GeniSys Global gained a more flexible network that helps the company rapidly adapt to changing business conditions and traffic patterns.

The complete solution includes Brocade VDX® switches, the Brocade Virtual ADX® Application Delivery Switch, and the Brocade Vyatta® Firewall, an enterprise-class virtual security feature (see Figure 1). The Brocade VDX 8770 Switch is designed to scale out Brocade VCS fabrics and support complex environments with dense virtualization and dynamic traffic patterns—where more

automation is required for operational scalability. To further meet dynamic business requirements, the Brocade Virtual ADX Application Delivery Switch is being implemented to support load balancing as the infrastructure scales up. It enables an on-demand service delivery model and extends application delivery service as an elastic Network Functions Virtualization (NFV) component.

In addition, GeniSys Global leveraged Brocade Network Subscription, an open-ended solution that enables organizations to acquire network infrastructure with pay-as-you-go flexibility. With Brocade Network Subscription, GeniSys Global can refresh its network infrastructure and simply add or subtract capacity without the need for capital expenditure.

Reduced Cost of Hosted Service

The Brocade solution for Lync provides a robust network infrastructure that allows GeniSys Global to dynamically grow, shrink, or modify its network to

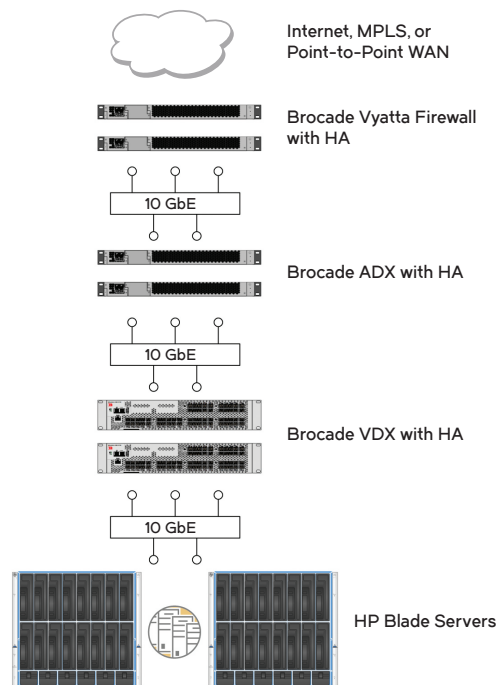


Figure 1: Brocade VCS fabric data center reference architecture for GeniSys Global supporting Microsoft Lync.

meet customers' needs without affecting network availability. With the VCS fabric, new virtual servers are discovered, configured, and supported automatically, thereby reducing support man-hours significantly. VCS Fabric technology also provides simplicity and automation that enable GeniSys Global to manage the fabric with minimal staff, further decreasing operating costs. To bring on new customers, GeniSys Global can simply add ports rather than ordering new hardware, which reduces engineering resource requirements.

These savings are passed on to the customer, providing a very economical service offering that typically cannot be matched by any on-premise option. These efficient, affordable, and scalable services from GeniSys Global are enabled primarily by Brocade solutions.

Simplified Infrastructure

The new Brocade-enhanced architecture replaced a 1 Gigabit Ethernet (GbE) backbone of dispersed dedicated switches with a consolidated 10 GbE network fabric, enabling self-configuring and self-healing technologies with centralized management. This higher-performance equipment enabled higher-density Hyper-V dedicated VLANs per switch, which streamlined the infrastructure while allowing GeniSys Global to do more with less.

Improved Responsiveness

By implementing a high-performance Brocade infrastructure, GeniSys Global realized higher practical service capacity for its customers. In addition, using Brocade network management capabilities, GeniSys Global is providing channel partners with views into their hosted network to enhance communications and customer responsiveness. Finally, the simplified scalability enables a shorter lead time to scale existing environments and to create environments for new customers.

Higher Availability With Redundant Infrastructure

Brocade Network Subscription allows GeniSys Global to create duplicate instances of every service that it offers. These redundant services can be implemented without having to pay licensing on unused units, thus serving as a hot spare.

Pay-As-You-Go Flexibility

Brocade Network Subscription supported GeniSys Global's rapid growth by enabling the company to scale quickly without any upfront capital investment. The subscription-based pay-as-you-go flexibility has reduced capital expenditures, eliminating financing timelines from the equation during periods of significant expansion. As part of the subscription, GeniSys Global is able to upgrade in real time rather—than having to wait for refresh cycles—to take advantage of the latest technologies.

For more information, visit www.brocade.com.

WHY BROCADE

"Taking on a new, major channel partner is now as simple as a call to Brocade to ship the required equipment to the correct facility, and we can be up and running within a month without any upfront expense. With Brocade Network Subscription, we can take on new channel partners of any size without concern."

—Johnny Diggs, Chief Information Officer,
GeniSys Global

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