

# MaximumASP

## Objective

- Deliver hosted solutions based on cutting-edge technology
- Eliminate unacceptable network outages
- Deploy a reliable, high-performance network
- Lay the foundation for future services
- Engage a network partner capable of supporting a Microsoft-centric strategy

## Solution

- Deploy Brocade edge and PoE switches
- Deploy Brocade SAN switches
- Deliver network support for virtualization for Microsoft Windows Server 2008 Hyper-V R2 environment

## Results

- 100 percent network uptime and unsurpassed performance
- Competitive advantage through delivery of forward-thinking technology solutions

## MaximumASP Builds Virtualized Data Center with Brocade and Windows Server 2008 Hyper-V R2

Founded in 2000 as an outsourcing firm for Microsoft® Windows®-based hosting services, MaximumASP currently hosts more than 55,000 domains for customers in over 60 countries. The company provides comprehensive network protection, automated server patching, advanced server monitoring, and disaster recovery for more than 2,200 servers. With a strong focus on hosting solutions that combine advanced monitoring and management tools, MaximumASP has become a top choice for Microsoft developers seeking a robust hosting

## Objective

"We like to be different, to stay a step ahead of the curve," says Brad Broskey, network operations manager, MaximumASP. "We wanted to offer services that no other provider would be able to match, an unprecedented level of expertise with new technologies, and the ability to partner with industry leaders that would provide access to forward-thinking solutions." With MaximumASP's Fully Managed Infrastructure services, customers get complete end-to-end management of their mission-critical IT environments. MaximumASP provides the hardware, takes care of data backup and recovery, ensures complete security, and manages the operating system—all in a Microsoft virtualized environment running on Hyper-V™.

When it came time to choose a networking infrastructure solution, MaximumASP recognized that it

needed a solution that could support its demanding business model. Given those requirements, MaximumASP turned to Brocade®.

"Brocade enables us to work on the cutting edge without worrying about the network," explains Griffin. "And because Brocade and Microsoft are committed to working together to ensure that the network and technologies integrate, we know that they'll be able to meet the challenge."

## Solution

Today, Brocade network switches provide total compatibility from the core of the network to the edge, where customer servers connect.

"Performance, particularly the ability to deliver wire speed, set Brocade switches apart from the competition," says Broskey. "With Brocade, we're able to provide detailed bandwidth reporting beyond the

simple charting that other hosts provide, which clearly gives us a competitive advantage. We're all about differentiating our offering—from the services we're able to deliver to the customer support we provide—and Brocade allows us to do just that."

At the network core is the Brocade BigIron® RX. Every rack in the data center uplinks to the BigIron RX, with 160 Brocade switches at the rack level, including Brocade FastIron® Edge and Brocade FastIron WS Power over Ethernet (PoE) switches. In addition, MaximumASP and its customers use Brocade ServerIron® load balancers. The network handles HTTP traffic, Web traffic, SQL traffic, backup, and Storage Area Network (SAN) extension traffic, and is supported by Brocade SAN switches.

MaximumASP also selected Brocade for its sFlow traffic analysis, which is enabled on each of the switches. "Our goal was to build a bandwidth billing solution around the sFlow data that's available with Brocade," says Broskey. "We've found it's more accurate and provides more in-depth information than other vendor solutions."

Because virtualization plays a key role in the data center, Brocade support for Microsoft Windows Server® 2008 Hyper-V was vital. "Microsoft Hyper-V

saves power, it saves us the utilization of the switch itself because we can condense so many servers into one server, and it saves on cooling," says Broskey. "Because Brocade integrates with the end-to-end virtualization management solution, it helps us to simplify the management of our infrastructure while also delivering new capabilities."

## Results

By partnering with Brocade and Microsoft, MaximumASP has built a state-of-the-art data center, forged strong customer relationships, and grown its business. As a result, the company will be opening a new data center, implementing some of the industry's most innovative data center strategies. And, once again, Brocade and Microsoft will be there every step of the way.

Broskey concludes "Brocade solutions are so reliable we can keep products in working condition longer, which means we don't have to replace them as often, and that saves money. We've been able to achieve 100 percent uptime, and that makes for happy customers. When you add in the relationship between Microsoft and Brocade, we couldn't ask for a better solution."

For more information, visit [www.brocade.com/microsoft](http://www.brocade.com/microsoft).

## ABOUT MICROSOFT VIRTUALIZATION SOLUTIONS

Microsoft provides a complete suite of technologies to enable an integrated, end-to-end, virtualized infrastructure. Using products that span the desktop to the data center, Microsoft technologies bring capacities online in real time, as needed; streamline and provision applications, services, and data on demand; accelerate backup and recovery; and enhance availability to protect against system failure and service interruptions. Microsoft's extensive partner ecosystem complements and extends the Microsoft virtualization toolset with products for desktops, servers, applications, storage, and networks. Together with our partners, we deliver the most robust, complete solutions for the virtualized infrastructure. For more information about Microsoft Joint Virtualization Solutions, visit [www.microsoft.com/virtualization/partners.mspx](http://www.microsoft.com/virtualization/partners.mspx).

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