BROCADE

Peak

EXECUTIVE SUMMARY

Challenge

Offer best-of-breed, white-label Infrastructure as a Service (IaaS) to clients over public, private, and hybrid cloud networks

Solution

- Brocade Network Subscription
- Brocade VDX 6740 Switches
- Brocade Vyatta 5400 vRouter and Firewall
- Brocade MLXe Series
- Brocade NetIron CER 2000 Series

Results

- Introduced private, public, and hybrid cloud services that can scale and evolve to meet ever-changing customer requirements
- Saved approximately $20,000 annually on cabling and other infrastructure costs while simplifying management
- Achieved return on investment in only 11 months
- Increased performance capacity to offer 10 times the bandwidth at one-third the cost

Peak Goes to the Cloud and Rises above the Competition

Denver, Colorado-based Peak focuses on the Infrastructure as a Service (IaaS) piece of the cloud puzzle, delivering public, private, hybrid, and disaster recovery solutions for channel partners. According to Robert Darrow, VP of Operations at Peak, the company is exclusively focused on the channel. Selling Peak's cloud services as their own, resellers and agents rapidly enter the cloud marketplace under their own brand without capital expenditure. "Our partners have Fortune 10 and Fortune 100 companies on our private cloud, and we're seeing an increase among companies whose business or technology decisions are mandated by HIPAA or other requirements, particularly around disaster recovery," says Darrow.

Darrow adds that Peak provides the underlying compute, storage, and network platforms for enterprises to deploy applications such as Enterprise Resource Planning (ERP) and disaster recovery, and offers its clients an SSAE 16/SAS 70 Type II-compliant infrastructure.

To accommodate this array of requirements, Peak needed a solid network infrastructure and the ability to virtualize its data center. In fact, Peak is one of the first cloud infrastructure companies in North America to achieve the VMware vCloud Powered designation—given to qualifying members of the VMware Service Provider Program—for its cloud service offerings.

Bringing Data to the Clouds

During the past three years, Peak experienced more than 400 percent growth. It has cloud nodes spanning eight geographies across the United States and in Europe, connected with redundant 10 Gbps circuits. To support this continued growth, Peak needed to purchase a "bulletproof" infrastructure that could deliver secure and robust services to its clients.

"We wanted a network infrastructure that could accommodate our explosive growth and ever-increasing client demands, while providing that in a secure, high-performance environment," says Darrow. "Additionally, we needed the agility to

deploy network resources today and subsequently update or refine their footprint on-demand, staying ahead of ever-changing customer requirements."

Peak selected a suite of products from Brocade after evaluating various solutions from competitors. The Brocade® solution— which essentially replaces gear from Cisco and Juniper Networks in the core of Peak's network—includes Brocade VDX® 6740 Switches at all four data centers. These switches utilize Brocade VCS® Fabric technology, which provides an intelligent foundation for building data center Ethernet fabrics and streamlines the transition to cloud computing.

In addition, Brocade MLXe and Brocade NetIron® CER 2000 Series routers provide Internet connectivity, while the Brocade Vyatta® 5400 vRouter and firewall deliver security at the VM level for individual customers.

Peak chose to acquire its network with Brocade Network Subscription. "The plan aligns perfectly with our IaaS model; we offer customers unlimited scalability and upgradability. When customers update their networks, Brocade Network Subscription changes with us," says Luke Norris, Founder and CEO of Peak. "It's a no-risk value-add."

Nothing But Clear Skies

Brocade VDX switches allow Peak to reduce its cabling from a mix of 10 Gigabit Ethernet (GbE) and 1 GbE cables to two 10 GbE cables. This decrease in cabling has also led to fewer headaches when managing such a dense cloud computing environment. Darrow estimates that the company is saving approximately $20,000 annually on cabling, cable managers, switches, rack space, and labor—in addition to the power savings from using Brocade network equipment.

Moreover, Darrow estimates that Peak can offer 10 times the bandwidth for one-third the cost. "Brocade is known for its ability to move high volumes of data in a high-bandwidth, secure environment. This has enabled us to see a return on investment in just 11 short months," he says.

According to Norris, the primary reason for selecting Brocade was its ability to provide a smooth transition to a new, future-proof infrastructure. "We looked at what we needed to support our business and our clients into the future, and Brocade Network Subscription provided that with minimum disruption and maximum capabilities," he says.

"It's the best combination of computing storage and communications capabilities with the agility we require," adds Norris. Had Peak stayed with Cisco, Norris estimates a similar solution would have had term commitments and cost four to five times more.

Norris also points out that virtualizing the data center has allowed his company to do much more with less. "Moving forward, standardizing on Brocade shows we're picking a best-of-breed solution with the best price/performance," he says.

Norris adds that the comprehensive Brocade Ethernet fabric strategy, based on Transparent Interconnect of Lots of Links (TRILL), is extremely valuable to Peak. "By transitioning to a cloud-optimized network built on Brocade VCS Fabric technology, we are able to expand much more rapidly and respond to support issues faster and more predictably than environments using the legacy Spanning Tree Protocol," he explains.

Looking to the Future

IaaS has transformed the way businesses pay for IT investments. "Peak uses Brocade Network Subscription across every one of its business units. This is a business-driven solution that allows us to align our network expenses with customer usage," says Norris. "Brocade Network Subscription offers unlimited scalability and upgradability, ensuring our customers receive state-of-the-art cloud services for the next level and beyond."

For more information, visit www.brocade.com.

WHY BROCADE

"Brocade Network Subscription is an essential component in what we've designed, built, and deployed for our Infrastructure as a Service model."
—Luke Norris, Founder and CEO, Peak

Corporate Headquarters
San Jose, CA USA
T: +1-408-333-8000
info@brocade.com

European Headquarters
Geneva, Switzerland
T: +41-22-799-56-40
emea-info@brocade.com

Asia Pacific Headquarters
Singapore
T: +65-6538-4700
apac-info@brocade.com

BROCADE