

Prodrive



EXECUTIVE SUMMARY

Challenge

Refresh a 10-year-old networking infrastructure with a high-performance, future-proof network and as-a-service financial agility to keep the company ahead of competition

Solution

- Brocade ICX 6610 Switches as core switches
- Brocade ICX 6450 Switches for access in wiring closets
- Brocade Network Advisor for simplified management and sFlow-based traffic monitoring
- Brocade Network Subscription for acquisition as a service

Results

- Gained agility to meet future networking needs with Brocade Network Subscription
- Increased network reliability and application performance
- Streamlined network management and monitoring with high visibility to maximize effectiveness of lean IT team

Taking the Lead with New Standards of Performance and Excellence

Prodrive's can-do, creative approach to motorsport is matched by its relentless pursuit of strong professionalism and performance. The winner of numerous motorsport championship titles, Prodrive is renowned for its engineering expertise. Prodrive runs Aston Martin's program in the world sports car series, as well as programs for MINI and VW in international rallying and rallycross. The company also provides advanced technologies, composite materials, and bespoke clothing and accessories for the motorsport, automotive, aerospace, defense, and marine markets. One of its current projects is developing lightweight composites for the latest Mars Rover vehicle.

Never Slow Down

Prodrive recently consolidated several operations into a new building, and decided to use this opportunity to consolidate its network devices. Over the years, the business had changed and the network was not optimized to support high density, mobile users, and Voice over IP (VoIP) telephony. It was the perfect time to consider a network refresh.

When it comes to mission-critical applications, there is never a pit stop. Prodrive also had to ensure high performance and "never stop" reliability during the move. Prodrive's Advanced Technology engineering teams rely on bandwidth-intensive CAD and design applications. The company's custom, high-precision manufacturing operations need Product Lifecycle Management (PLM) software. Delivery and logistics support operations require up-to-the-minute data, while the Brand& clothing

business supply chain connects designers, suppliers, manufacturers, and distribution around the world.

Unlike 10 years ago, the company's employees today are highly mobile, which demands more flexible VLAN management for provisioning wired and wireless network access. This mobility, combined with high levels of support needed for desktops, had also led Prodrive to deploy a Citrix XenApp Virtualized Desktop Infrastructure (VDI). Today the VDI supports several dozen users, and Prodrive is still in the process of expanding deployment.

"We've had excellent experience and a great relationship with Brocade for the past 10 years," said Alex Harwood, IT Manager for Prodrive. "For the new network, we evaluated several options, but we wanted to deploy the latest technology, and we like to be able to do things ourselves. Brocade lets us achieve both."

WHY BROCADE

“I’d like to think we have future-proofed ourselves for anything. We acquired our next-generation network with Brocade Network Subscription; we know we have the option to support whatever comes next. We strive for the highest performance, reliability, and level of excellence in our business, and that’s what we get from our Brocade network.”

— Alex Harwood, IT Manager for Prodrive

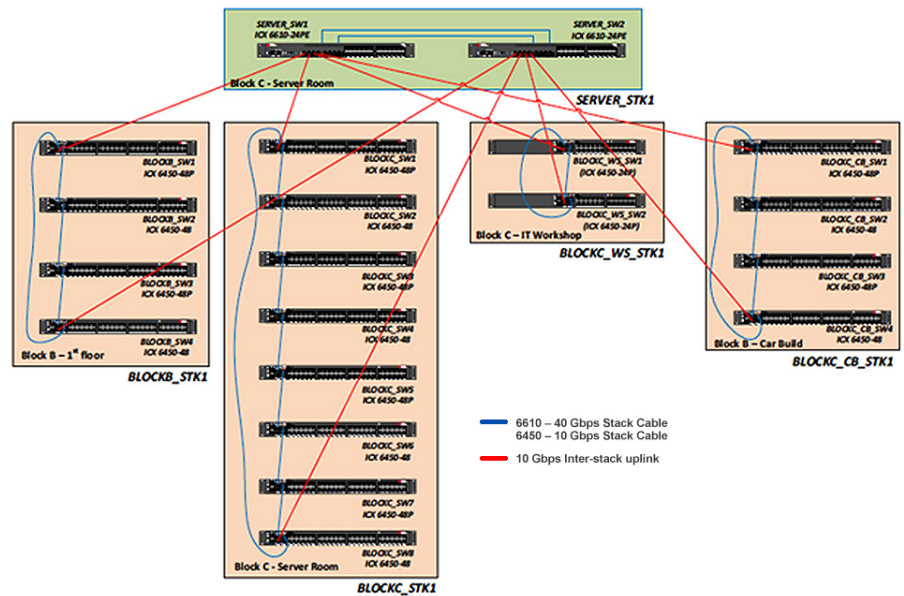


Figure 1: Prodrive's Resilient, High-Performance Physical Network Architecture

An Enhanced Network for Enhanced Performance

Prodrive deployed Brocade® ICX® Switches to get the high performance, scalability, and reliability needed for nonstop, mission-critical applications. Brocade ICX 6610 Switches form the network core, providing wire-speed, non-blocking performance across all ports to support latency-sensitive applications such as video and VDI. The core switches are connected with 40 GbE links.

Brocade ICX 6450 Switches are stacked, with 10 GbE links between each switch and uplinked to the core using resilient High-Performance Link Aggregation Groups (LAGs), providing uninterrupted high performance. This design delivers high resiliency by allowing all links to be active simultaneously, even though they are distributed across the two core nodes.

Prodrive also connects its iSCSI storage environment through the Brocade ICX 6450 Switches. This configuration enables fast failover and real-time replication.

The Brocade ICX 6450 Switches also deliver Power over Ethernet Plus (PoE+) power and data across network connections. This single-cable solution supports Prodrive's VoIP telephones simply and cost-effectively.

“The Brocade Professional Services team was outstanding at providing configuration and design support, and they worked with our infrastructure team to transfer knowledge,” said Harwood. “We now have a state-of-the-art network in a simple, manageable deployment—so we can do things ourselves quickly and easily.”

Always State of the Art with Brocade Network Subscription

Prodrive made sure that the network will always remain state of the art with Brocade Network Subscription. An “acquisition-as-a-service” model, Brocade Network Subscription gives Prodrive the financial flexibility to pay for only the assets they need and scale on demand. With no origination fees or upfront investment, Brocade Network Subscription allows Prodrive to acquire

the network it needs today and update as requirements change—without penalty, hidden fees, or term commitments.

"Business changes quickly," said Harwood. "If we suddenly hire 100 people we can scale up. If we redistribute resources, we can painlessly scale the network accordingly and not be stuck with a large hardware investment. The subscription-based acquisition approach is now a way of life at Prodrive."

Matching Enterprise Needs Lap for Lap

The new Brocade network has increased application performance, from CAD and Oracle ERP applications to PLM and enterprise productivity solutions. Everyone from the engineers to the manufacturing teams are now able to design, test, review, and deliver results faster.

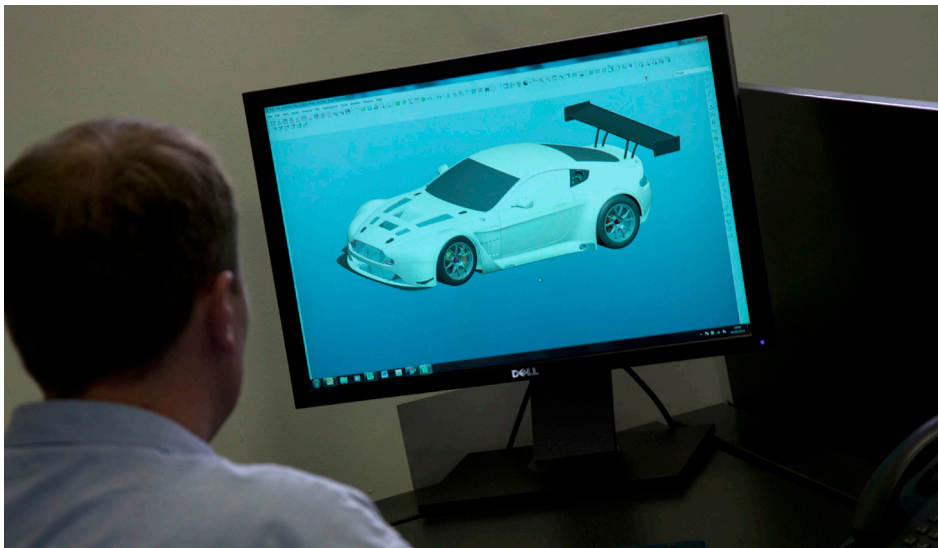
"As a company, our goal is to never stop innovating," said Harwood. "So network reliability was our primary requirement and it's also our primary benefit. Like us, the network never stops either."

Streamlining Management Efficiency

Stacking the Brocade ICX Switches simplifies configuration and management. When stacked, the Brocade ICX Switches automatically discover any new Brocade ICX Switches within the stack. The stacked switches use a single IP address and transparently forward traffic across the stack, and auto-configuration features easily automate IP address and feature configuration to save time for the lean IT team.

Prodrive's IT team relies on Brocade Network Advisor and sFlow agents in Brocade switches to proactively manage network health and performance. With Brocade Network Advisor, Harwood can manage the entire network from a single place.

"We really like the visibility it gives us to monitor everything or just a specific area of interest," said Harwood. "It's so easy to configure something. Whether it's a simple task or something more complex, like deploying new virtual infrastructure, it's so much easier with Brocade Network Advisor."



Scalability That Never Stops

Harwood expects the company to deploy additional server clusters and begin using more cloud services in the near future.

And he's glad that he no longer has to worry about trying to forecast the future.

"I'd like to think we have future-proofed ourselves for anything, he said. "We bought a next-generation network, and

with Brocade Network Subscription, we know we have the option to support whatever comes next. We strive for the highest performance, reliability, and level of excellence in our business, and that's what we get from our Brocade network."

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