



RocketSpace



IP NETWORK

A Tweet Sale for Brocade

EXECUTIVE SUMMARY

Challenge

Offer a reliable, flexible, platform-agnostic campus network solution that meets the growing demands of new media and technology companies

Solution

- Brocade NetIron CES 2000 Series switches
- Brocade FCX Series Layer 2/3 edge switches

Results

- Increased network performance and improved ease of management
- Provided consistent and reliable network connectivity to hundreds of elite, growth-focused companies
- Reduced operational costs
- Enabled the newest and most advanced technologies from up-and-coming technology and new media companies

What is the value of a tweet? For Brocade, one specific tweet equaled a new customer—RocketSpace.

San Francisco-based RocketSpace enjoys an unusual business model. Having dubbed itself a tech accelerator, the company is part co-working space, part startup incubator, and part startup accelerator. At any given time, more than 100 new media and technology companies share office space at RocketSpace, leveraging a multitude of services to keep them on the path to success. The like-minded companies do much more than inhabit space together, however. RocketSpace initiates industry connections, arranges networking events, and hosts regular social activities.

The workday at RocketSpace is not all fun and games. The growth-focused companies are looking for breakout success. As a result, they need high-speed Internet

access, gadget-friendly meeting rooms, ergonomic furniture, and an advanced network that can handle any of their demands.

“Our user base is technology savvy and expects the latest and greatest. Many are working in protocol development, mobile apps, VoIP, security testing, and other areas, so we have to provide an open, platform-agnostic solution for them,” says Mike Bowie, Director of Information Technology at RocketSpace.

STARTING THE COUNTDOWN

When RocketSpace opened its doors to the public, it inherited an ad hoc campus LAN. The network covered 42,000 square feet of office space, almost 500 desks, and countless mobile devices. The expanding client list pushed the LAN beyond its limits. Bowie initially turned to another vendor to

discuss an upgrade, but the company was slow to respond. "For all of the talk that we got from Cisco, we never really got any action," he says.

Bowie decided Brocade would be better suited for his company and clients, and tapped out his tweet. "Literally from the first tweet we sent them, Brocade has been incredibly responsive," he says.

The RocketSpace network demands flexibility. For example, instead of deploying a firewall to block certain traffic, such as Skype, RocketSpace might need to make Skype and other applications a priority based on the needs of its customers. "We are a campus LAN in that we provide connectivity, but we also offer customized solutions, depending on public IP and bandwidth requirements. It's more dynamic than a 'plug-and-forget-it' scenario," says Bowie.

RocketSpace has deployed 10 Brocade® FCX Series enterprise-class, stackable Layer 2/3 switches, which provide a tremendous level of flexibility, performance, and scalability for both enterprise campus and data center networks. The company also installed Brocade NetIron® CES 2000 Series switches to support resilient edge routing. Today, the network delivers 200 Mbps of aggregate bandwidth, and it is fully redundant to maximize network uptime.

LAUNCHING PAD TO SUCCESS

The Brocade network infrastructure has helped RocketSpace get itself off the ground, and it has helped to launch other businesses to the next stage of development. "I'm extremely pleased, and the Brocade products have been fabulous," Bowie says. "From a network management perspective, Brocade makes products that are much more usable."

The ease of management and user-friendly interfaces of the NetIron CES 2000 and Brocade FCX switches allow RocketSpace to easily add new users, define private Virtual LANs (VLANs) if necessary, and change access rights.

RocketSpace also relies on Brocade switches to power its phones using the Power over Ethernet (PoE) features. Brocade switches have much more power capacity than other switches and can support up to twice the number of devices, which is much needed at RocketSpace.

The Brocade network has performed flawlessly since deployment, and Brocade support has earned high marks from RocketSpace. "I have no hesitation calling or opening a ticket," says Bowie. "The support team is knowledgeable and able to resolve my issue, no matter what."

TWITTER EXCHANGE LEADS TO NEW NETWORK SOLUTION FOR ROCKETSPACE

Mike Bowie, Director of Information Technology at RocketSpace: "@BRCDcomm would really like to speak to someone about partnering with Brocade."

Brocade: "@mike_bowie @rocketspace DM your contact info and I'd be happy to put you in contact with the right ppl."

HELPING COMPANIES REACH FOR THE STARS

Like its clients, RocketSpace is poised for growth. The company plans to add an office nearby and will be deploying additional Brocade FCX and NetIron CES 2000 switches. They are looking for another 100,000 square feet or more.

With more than a hundred companies utilizing RocketSpace's offerings, Bowie says a reliable network is paramount to helping them run their business effectively. "These companies rely on us and our network on a day-to-day basis. Our mission is to provide the resources they need for continued success."

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