



# PROSODIE



## SERVICE PROVIDER

## Prosodie Optimizes Customer Service with Brocade

### EXECUTIVE SUMMARY

#### Challenge

Build a dynamic service delivery infrastructure to allow multichannel transactions in real time while reducing operational complexity

#### Solution

- Brocade MLXe Core Routers

#### Results

- Enabled business expansion by increasing network scalability and delivering 10 Gigabit Ethernet (GbE) wire-speed performance
- Enhanced the customer experience by delivering improved Quality of Service (QoS)
- Provided a platform capable of scaling to 100 GbE to support cloud-based services and a pay-as-you-go business model
- Avoided service interruptions and reduced calls to customer support

According to a recent study by IDC<sup>1</sup>, the amount of data produced worldwide each year is expected to grow by 50 times and reach 35 zettabytes by 2020. In the world of business, such growth exacerbates an already difficult challenge: ensuring secure and reliable data transactions. To keep pace with customer demands, today's service providers require a high-performance and highly redundant network infrastructure that can easily scale to support future growth—an ongoing challenge that Prosodie knows all too well.

Prosodie provides cloud-based multichannel transaction services to more than 500 customers. Thanks to its buyout by Capgemini in 2011, the company now has the means to expand internationally. This prompted Prosodie to closely examine its current networking infrastructure with an eye toward the future. Its existing network,

built on Brocade® MLX® Series routers, was performing adequately, but required updating to meet future needs. Specifically, Prosodie was looking for a high-performance, highly scalable networking infrastructure that could support continued growth in data traffic, deliver enhanced Quality of Service (QoS), and provide a foundation for virtualization and cloud-based services.

“In our business, the customer experience is paramount,” says David Rogé, Head of the Design Department at Prosodie. “Each transaction that crosses our network is critical, so we need a reliable and robust network environment. For many years, Brocade has delivered such a network, but as we looked to the future and cloud-based service models, we realized that it was time to update the infrastructure. Once again, we turned to Brocade.”

<sup>1</sup> IDC, “Extracting Value from Chaos,” *Digital Universe study* (2011).

## IMPROVED PERFORMANCE, BETTER SERVICES

With more than 8000 managed servers and 500 connected information systems, Prosodie handles approximately two billion minutes of telephone calls and 300 million SMS messages per year, and hosts more than 870 terabytes of data.

“To support such high traffic volumes, we use a state-of-the-art technical platform consisting of six hosting centers throughout France and Spain. In France, we run our own backbone, including a double fiber loop with a capacity of 10 Gbps. Using two connecting hubs, this backbone connects to numerous international IP and telecom operator networks with whom we share peering agreements. Having such a reliable, high-performance network is critical to our business,” adds Rog e.

Because of the high demands of Prosodie’s customers, scalability, high availability, and extreme reliability are the company’s primary goals. To deliver the non-stop performance it requires, Prosodie selected Brocade MLXe Core Routers to underpin its new platform.

Delivering unprecedented scale and performance, high reliability, and cost-saving operational efficiency, the Brocade MLXe routers provided Prosodie with the blueprint for future growth, thanks to wire-speed 10 and 100 Gigabit Ethernet (GbE) performance. The routers are also ideal for cloud-optimized networks.

“Brocade offered a future-proof platform. Nowadays, 10 Gigabit Ethernet is standard, but our current investment will enable us to expand seamlessly to 100 Gigabit Ethernet to meet customer demand,” says Rog e.

## BROCADE SOLUTIONS FOSTER GROWTH

Complementing its existing Brocade environment, which includes Brocade FCX Series switches and Brocade ServerIron® ADX® Series Application Delivery Switches, the new infrastructure now provides the required bandwidth, performance, and redundancy for continued business growth.

“As always, Brocade has delivered exactly what we needed. The architectural design is robust, flexible, and allows us to maintain operational efficiency. Moreover, the deployment itself was seamless and transparent to users,” says Rog e. “Brocade really understands our market and is able to anticipate our needs.”

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

## WHY BROCADE

“We needed a networking vendor who understood our market and could meet our needs. Based on our long-standing relationship with Brocade, we knew that they could deliver.”

— David Rog e, Head of the Design Department at Prosodie

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