

VERACITY NETWORKS



IP NETWORK

Building a World-Class Network with a Local Touch

EXECUTIVE SUMMARY

Challenge

Support the growth of high-value commercial customers and meet the voice, video, and data service demands of residential customers with a highly scalable and reliable network

Solution

- Brocade MLX Series routers in the core
- Brocade NetIron CER Series routers at the edge

Results

- Expanded high-value commercial services and added business customers while leveraging existing networking infrastructure
- Enabled value-added services that provide a competitive advantage
- Increased customer satisfaction with improved network stability and reliability, capturing 50 percent market share among Provo businesses using managed Voice over IP (VoIP) services
- Increased network capacity to meet growing traffic demands created by new data, voice, and video services

Founded in 2002, Veracity Networks provides voice, video, and data services to residential and commercial customers throughout Utah and Nevada. With the goal of delivering world-class service with a local touch, Veracity has expanded its capabilities by merging with Broadweave Networks and purchasing the municipally built iProvo network. As a result of the merger and acquisition, Veracity now operates next-generation Fiber To The Premises (FTTP) networks in Provo and St. George, Utah.

The integration of the three networks required design changes to scale the Layer 2 iProvo network and ensure a seamless solution for customers on the Broadweave network. Veracity evaluated several infrastructure solutions capable of providing the scalable, high-performance network that the company sought to deploy. Ultimately, Veracity selected Brocade® networking solutions because they aligned better with the strategic direction of the company and provided greater overall value.

“We wanted something that was going to be fast and cost-effective,” explains Chris Modesitt, Chief Technology Officer at Veracity Networks. “We felt Brocade could deliver the performance we were after with the high level of engineering support and service that were so important to our future success.”

SUPPORTING BUSINESS GROWTH AND NEW OPPORTUNITIES

Working closely with Brocade, Veracity designed a network capable of supporting its current customers as well as the services the company wanted to offer in the future. Veracity deployed one Brocade MLX-4 router capable of handling all voice and data traffic for the network and soon decided to include another Brocade MLX-4 router as the company transitioned the entire video network to the Brocade platform.

BROCADE

As a network primarily designed to meet the needs of residential customers, Veracity recognized that its commercial customers required a more robust and performance-driven network capable of delivering next-generation capabilities, including WAN services. Because commercial customers presented a tremendous growth opportunity for the company, Veracity again turned to Brocade to deliver a networking infrastructure solution.

“When we sought to build out our network, Brocade offered the features we needed without breaking our budget,” says Modesitt. “With our long-term strategic initiative aimed at providing next-generation features with a scalable and reliable infrastructure, Brocade was once again the right choice for a major upgrade to our core network.”

The new network consists of two Brocade MLX Series routers in the core, effectively doubling the capacity while providing N+2 redundancy for stability. In addition, Veracity also deployed Brocade NetIron® CER routers at the network edge, providing a compact, cost-effective routing solution.

The upgrade transformed what was once a network designed for residential customers into a carrier-grade network capable of meeting or exceeding five-nines reliability. At the same time, it enables Veracity to provide superior network redundancy to accommodate customers' escalating data communications needs. The network's Layer 3 capabilities provide more cost-effective operations and enable segmentation up to the edge of the network for greater stability.

“The redesign of the network required a solution that could meet both the technical needs of the infrastructure and the budget requirements of the business,” notes Modesitt. “The Brocade network will enable Veracity to increase our product offerings on the commercial side and allow us to make the network more stable for our residential customers.”

LOOKING TO THE FUTURE

From its beginnings, Veracity wanted to be local enough to understand its customers' needs and provide a high level of service. But it also wanted to be big enough to offer the very best, most reliable solutions at the most competitive prices. As one of the largest and fastest growing ISPs in Utah, Veracity remains committed to its mission while striving to maintain a competitive edge as it looks ahead.

Future plans include upgrading the network to a 10 Gigabit Ethernet (GbE) backbone, adding 10 GbE fiber connections, and taking advantage of link aggregation. The IPv6-compliant Brocade solution will enable the company to continue growing while leveraging its existing infrastructure investments.

“We look at each technology and select the best of breed,” concludes Modesitt. “We chose Brocade for the core and edge of our network because we believe it's the best product out there, and it's going to help us be successful.”

For more information, visit www.brocade.com.

WHY BROCADE

“We chose Brocade for the core and edge of our network because we believe it provides the best combination of advanced routing features, scalability, reliability, redundancy, and quality of service. Brocade is going to help us be successful.”

— Chris Modesitt, Chief Technology Officer at Veracity Networks

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