



## Bed Bath And Beyond Maximizes Replication Throughput With EMC SRDF And Silver Peak

Bed Bath & Beyond is a top retailer, with 930 stores throughout the US and Ontario, Canada. The stores' floor-to-ceiling shelves stock better-quality (brand-name and private-label) goods in two main categories: domestics (bed linens, bathroom and kitchen items) and home furnishings (cookware and cutlery, small household appliances, picture frames, and more).

Bed Bath & Beyond relies exclusively on circulars, mailings, and word-of-mouth for advertising. The company also operates three smaller specialty chains: 50-plus Christmas Tree Shops; 40 Harmon discount health and beauty shops; and 15 BuyBuy Baby locations.

### Business Need/EMC Opportunity

With their main data center in Union, NJ, Bed Bath and Beyond ran into difficulty backing up data to their disaster recovery site on the west coast of the United States. With their expanding stores and heavy communications between warehouses they began to suffer network bandwidth issues.

### Discussion

EMC first introduced Silver Peak into Bed Bath & Beyond's storage team as a complement to a future SRDF/A purchase. The storage team introduced Silver Peak to Bed Bath & Beyond's network team, where it was learned that a WAN optimization project was already underway. The Bed Bath and Beyond networking team had already evaluated two other solutions with lackluster results. They agreed to bring in Silver Peak as a third WAN optimization vendor for trials.

Silver Peak excelled where the other WAN optimization vendors could not.

This included:

Optimization of Bed Bath & Beyond's non-TCP traffic. For example, Bed Bath & beyond relies heavily on a custom scanner application, called "Avalanche", which runs over UDP. In addition, the company expects to deploy more voice and video across the WAN in the near future, and therefore requires a WAN optimization solution that can easily support real-time traffic.

Silver Peak delivered over 90% deduplication on Oracle replication. On smaller links (< 10 Mbps), 90 GB transfers were reduced to under 10 GB.

Silver Peak optimized the performance of Lotus Notes and other critical productivity applications.

Silver Peak's encryption and transparency tools enabled Bed Bath & Beyond to maintain PCI compliance. In addition, Silver Peak's robust VLAN and WCCP redirect capabilities maintained the integrity of Bed Bath & Beyond's current network design (while other WAN optimization vendors required significant reconfiguration).

Bed Bath & Beyond has deployed WAN optimization to avoid bandwidth upgrades in support of an existing E-commerce project, and to facilitate communication between strategic hubs, warehouses, and back office locations. Future opportunities exist in support of strategic disaster recovery initiatives, and to optimize communication to the company's distributed store locations.

**Customer:** Bed Bath & Beyond



**Partners:**

- Silver Peak and EMC

**Application(s):**

- Avalanche Point of Sale; Oracle Financials; Lotus Notes; SRDF/A (future)

**Products Sold**

- Silver Peak NX appliances and Global Management System (GMS)