Silver Peak | customer profile

GLOBAL SHIPPING COMPANY SPEEDS DATA REPLICATION WITH HDS AND SILVER PEAK

Global Supplier Cuts Telco Costs by 70% with Data Center Class WAN Optimization

THE COMPANY

The global shipping company is headquartered in Seattle, Washington employing more than 12,000 trained professionals worldwide. The company's employees and data are linked by a seamless global network and integrated information management system. Services provided include air and ocean freight forwarding, vendor consolidation, customs clearance, marine insurance, distribution, and other value added international logistics services.

The global shipping company has more than 200 locations worldwide with revenue approaching $6 billion. The company has been recognized by Forbes magazine as the Best Managed Transportation Company, and has been ranked #1 in the Wall Street Journal shareholder scorecard for delivery services, above UPS and FedEx.

THE DISASTER RECOVERY CHALLENGE

Like many Fortune 500 companies, the global shipping company needed to guarantee operations in the event of material or natural disaster. A strategic decision was made to replicate data between the headquarters in Seattle and a new disaster recovery site in Spokane, Washington. Simple enough, except for the fact that WAN circuit circuits over the course of one year would cost more than the capital expenditures needed to build out many data centers.

To accomplish this task, the company wanted to leverage its relationship with Hitachi Data Systems (HDS) for back-up and recovery, and implement the Hitachi Universal Replicator solution for replication between Seattle and Spokane.

The global shipping company requires roughly 500GB of data to be replicated every day between Seattle and Spokane over the wide area network (WAN). In addition, replication traffic is accompanied by standard office application traffic running over the server message block (SMB) or common Internet file system (CIFS) protocols to support users based in Spokane. Expeditors needs to ensure these applications are not adversely impacted by WAN performance challenges during the replication process.

To move such large volumes of data on a daily basis, the company initially looked at a dedicated 1Gbps WAN circuit. However, this quickly proved to be cost prohibitive. In addition, adding more bandwidth did not guarantee that the company would achieve enough throughput to meet its application delivery and disaster recovery objectives.

THE SOLUTION

The global shipping company teamed with networking and storage reseller GMI to evaluate various network options to satisfy their strategic objectives.

They first tried running the HDS Universal Replicator solution over a more cost effective 100Mbps shared WAN. While storage system performance was good, WAN performance lacked with the first pass of replication taking nearly one week to complete with 100% of the 100Mbps circuit being consumed.

Customer: GLOBAL SHIPPING CO

Environment:

- Two sites – Seattle to Spokane, WA connected by 100Mbps WAN
- HDS: 2 USP-V's replicating 500GB of data daily between Seattle and Spokane, WA using Hitachi Universal Replicator
- Silver Peak: 2 NX-8000 appliances

Silver Peak Results:

- 75% reduction in data replication times
- Over 70% reduction of WAN bandwidth
- 7x WAN performance improvement—700Mbps throughput on 100Mbps connection

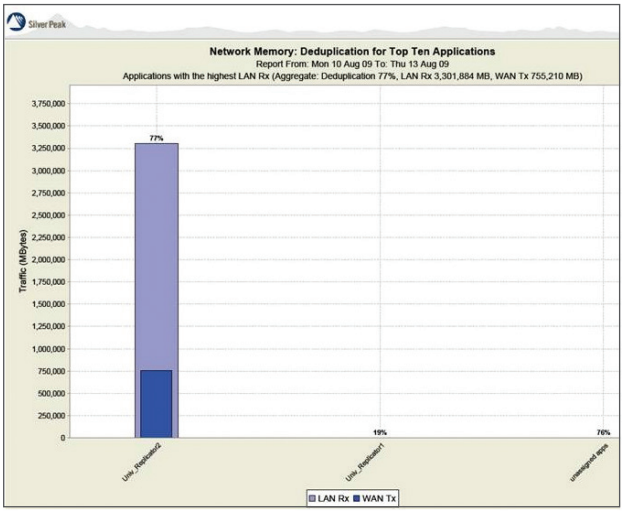
The global shipping company and GMI then decided to implement Silver Peak's WAN optimization on the 100 Mbps connection. Silver Peaks' unique data center-centric architecture coupled with its strategic partnership with HDS made it the logical choice. Silver Peak's network approach to WAN optimization was the best fit for the global shipping company's robust environment and business continuity demands because it enabled the global shipping company to seamlessly optimize both the high volumes of replication traffic as well as the traffic from office applications over the shared WAN connection.

The customer further benefited from Silver Peak's capabilities for drastically reducing WAN latency and correcting packet delivery issues on the fly. The products also intelligently allocate WAN resources to maximize WAN bandwidth utilization, which is critical for the global shipping company's combination of replication and non-replication traffic traversing the shared WAN.

THE RESULTS

Following the implementation of Silver Peak's NX WAN optimization appliances with the Hitachi Universal Replicator solution, the global shipping company completed a 12-hour replication between Seattle, WA and Spokane, WA in less than three hours. The company also achieved more than 70% data reduction for the HDS Universal Replicator application. The company achieved more than 7x WAN performance improvement, achieving 700Mbps throughput on a 100Mbps connection. These combined benefits have allowed the global shipping company to reduce and eliminate its bandwidth expenditures.

With Silver Peak's data center class WAN optimization, leading global enterprises like the global shipping company can reduce recovery time objectives (RTO), reduce WAN bandwidth expenditures, and improve WAN bandwidth utilization. And with Silver Peak's comprehensive application support, customers can combine storage and non-storage traffic on a single shared WAN for simplified management and lower ongoing telecommunications costs.



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