



customer profile



# IVEY ELEVATES BRAND AWARENESS WITH SILVER PEAK

*WAN Acceleration Saves Millions in Machine Costs by Balancing Load Across Multiple Manufacturing Facilities*

## BACKGROUND – IVEY

For over 30 years Ivey has built a strong reputation as a nationally recognized professional services company. Ivey provides solutions for creating and producing innovative visual imaging campaigns for some of the most powerful retail brands in the country. Ivey’s customers include; adidas, Coldwater Creek, Columbia Sportswear, Eddie Bauer, Nike, Nordstrom, Panera Bread Company, REI, Starbucks, Northface and Taco Del Mar.

*“SLOW FILE TRANSFERS WERE BECOMING OUR SINGLE BIGGEST ROADBLOCK TO PRODUCTIVITY, LIMITING OUR ABILITY TO COLLABORATE ACROSS TEAMS IN MULTIPLE OFFICES, AND IMPACTING OUR ABILITY TO MAINTAIN REAL-TIME BACKUPS UP CLIENT INFORMATION.”*

— CARY DAHL, IT MANAGER AT IVEY

Ivey provides end-to-end capabilities across the United States, with manufacturing operations in Seattle, Portland, and Los Angeles, and satellite sales offices in Atlanta, Dallas and Memphis. An additional collocation facility in Seattle is used for disaster recovery. To minimize costs and to capitalize on labor, Ivey made a strategic decision to share their specialized technology across manufacturing locations. Screen printing,

for example, takes place in California, while premedia and photography technology and services primarily reside in Portland. Ivey employees typically transfer Gigabytes of data across the WAN each day, including hundreds of .pdf files and .jpg images. The company does extensive file sharing using a variety of protocols, including Microsoft CIFS, File Transfer Protocol (FTP), and Apple File Protocol (AFP), while also relying on Microsoft email for office communications.

“By utilizing the same pieces of hardware across all Ivey locations, we can now sell and develop our services from any office without having to purchase millions of dollars worth of equipment and maintenance contracts for each location,” said Cary Dahl, IT manager at Ivey. “However, this put us at the mercy of our WAN. Slow file transfers were becoming our single biggest roadblock to productivity, limiting our ability to collaborate across teams in multiple offices, and impacting our ability to maintain real-time backups up client information.”

## DESIGNING A SOLUTION

Ivey’s IT department considered adding more bandwidth to their WAN to support their significant file transfer requirements. However, this was determined to be cost prohibitive.

“We conservatively estimated that bumping up bandwidth would cost the company close to \$1000,000 per year in telco costs and hardware upgrades,” said Dahl. “We wanted to do much more with our WAN for much less.”

Customer: IVEY



## Quick Ivey Facts

- Leading visual imaging solutions provider for over 30 years
- Multiple manufacturing and sales locations throughout United States
- Gigabytes of uncompressible data transferred across WAN each day
- Slow file transfers were single biggest obstacle to employee productivity
- Desire to improve email, VoIP and video performance across WAN

## Silver Peak Results

- 50 MB file transfer reduced from 5 minutes to 5 seconds after first transfer – a 60x improvement
- 3x increase in WAN capacity
- QoS in place to support future VoIP and videoconferencing initiatives
- Saved \$100,000/year in WAN bandwidth and hardware upgrades

The company explored traditional WAN compression and traffic shaping as a way of solving their WAN performance problems. They deployed Packeteer appliances, but were underwhelmed with the results.

“Most of the files being transferred across our WAN were already pre-compressed,” said Dahl. “There wasn’t much more that the Packeteer product could do.”

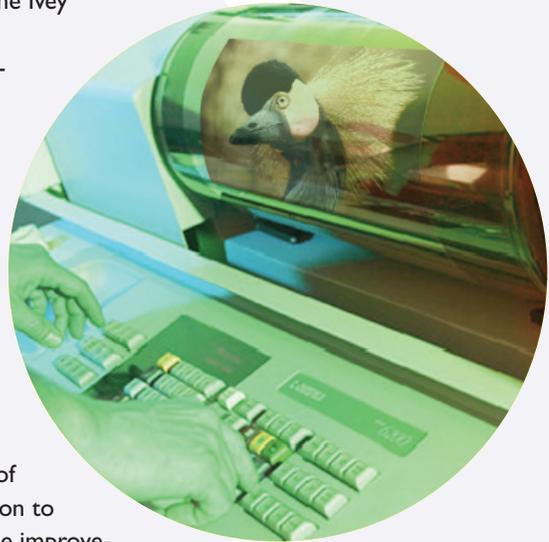
Ivey also started to look at Wide Area File Services (WAFS), but were put off by the management complexity, and the inability to handle non-file applications, such as email, web, Voice over IP (VoIP), and videoconferencing.

After evaluating a variety of solutions, including products from Riverbed and F5, Ivey saw the biggest performance improvements with Silver Peak’s NX appliances. With Silver Peak, 50 MB files that used to take 5 minutes to transfer across the WAN were reduced to a few seconds after the first transfer – a 60x improvement. This was primarily due to Silver Peak’s Network Memory™ technology, which uses data reduction to eliminate the transfer of duplicate data across the WAN. With Network Memory, Ivey now eliminates the bulk of their WAN traffic, consistently delivering a 3x increase in effective WAN capacity.

The Silver Peak solution also delivered a variety of latency mitigation techniques that improved performance in the Ivey environment. CIFS acceleration, including read-aheads and write-behinds, dramatically improved the performance of Microsoft file transfers, while TCP acceleration helped with virtually all of Ivey’s business critical applications.

“Silver Peak has everything we are looking for in a WAN acceleration solution, allowing our teams to collaborate more effectively while sharing expensive machinery across all of our offices,” said Dahl. “In addition to delivering extensive performance improvements for our file and email traffic, they have the QoS capabilities that will enable us to better support voice across our WAN in the near future. The fact that the Silver Peak solution can grow with our evolving application needs really made the difference.”

By improving WAN performance between geographically dispersed locations, Ivey can better balance human resources while avoiding the duplication of expensive equipment between specialized manufacturing sites. This improves all aspects of the company’s business – from project management and production design to printing and finishing – while saving Ivey millions of dollars in capital expenditures and hardware maintenance costs.



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