

## IN BRIEF

### Industry

- » Financial Services (Investment Management)

### Challenges

- » Consolidate complex network infrastructure
- » Reduce the time required to manage remote office IT
- » Provide faster access to centralized data resources

### Solution

- » One Steelhead appliance deployed in headquarters and in each of 3 remote offices

### Benefits

- » 66% reduction in Exchange costs by centralizing server and software infrastructure
- » \$60,000 saved annually in bandwidth expenses
- » 97% reduction in bandwidth utilization
- » 4 month payback period
- » Dramatically reduced IT management needs for remote offices
- » Remote offices require no new IT infrastructure



# Greenhill & Co.

## Riverbed® Steelhead® Appliances Enable Investment Management Firm to Consolidate IT Infrastructure

Greenhill & Co. ([www.greenhill-co.com](http://www.greenhill-co.com)) is a leading global investment banking firm that provides services for mergers and acquisitions, financial restructuring, and merchant banking. The company has 160 employees worldwide, and is headquartered in New York with offices in London, Frankfurt and Dallas. Greenhill serves a wide range of corporations looking for independent advice and assistance on their most pressing financial issues, and has advised on more than \$300 billion in transactions. Listed under the New York Stock Exchange under the symbol GHL, Greenhill is an independent advisory-focused investment banking firm with many of the most experienced managing directors in the industry.

### Challenge: Enabling the IT Staff to More Easily Manage an Ever-Growing Network

With the ever-growing use of email and Windows applications across Greenhill's worldwide offices, the company's relatively small IT department found itself continually trying to keep pace with its

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increasing network complexity. This complexity meant dealing with application performance problems, data sprawl, reliability issues, and data security challenges.

Greenhill's IT department was always looking for ways to manage their systems more effectively, and IT consolidation was a key goal. As a top

priority, the company wanted to centralize email architecture, but as they began to consolidate their email systems, they discovered that Exchange 2003 performed poorly over the WAN and was bandwidth-intensive. Using caching mode only masked the underlying problems.

In an effort to combat network latency and application performance problems, they researched WAN optimization technology. “We believed that with the right WAN optimization solution, overall we would spend less time and cost managing remote offices, while providing faster access to our centralized resources,” stated John Shaffer, Director of IT at Greenhill.

### Solution: Steelhead Appliances Overcome WAN Limitations

“We chose Riverbed after careful consideration among the leaders in the optimization technology space”, says Shaffer. “We are currently customers of Cisco, Juniper, and F5, and looked at their technologies as well as others prior to choosing Riverbed. Riverbed had been receiving great reviews. After meeting with Riverbed's technical people I was sold on their understanding of this technology. Riverbed addressed two of the primary needs for us which were improving MAPI and CIFS performance over slower, more latent connections.”

“Prior to choosing Riverbed's Steelhead appliances, Riverbed set up a pilot on my network to test the technology in action. Again, their technical staff was extremely knowledgeable, and we were able to get the system running in less than an hour. Ultimately, I felt very comfortable that Riverbed's technology was built from the ground up, and unlike other vendors, this was their expertise.”

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**Benefits: Simpler IT Management, Lowered Costs, and Greater Productivity**

Greenhill views consolidation as a key strategic direction to help eliminate data sprawl, centralize Exchange servers, enable higher reliability, and accelerate data backup and replication. According to Shaffer, "Riverbed Steelhead Appliances have allowed us to streamline our systems by eliminating redundant technology in branch offices, particularly smaller offices that do not have onsite technical support. We have also been able to lower expenses by eliminating high-cost data circuits and

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additional servers that might have been required previously. I'm certain the Riverbed Steelhead appliances will pay for themselves within the first four months."

in a secure, high availability co-location facility – with no reduction in user performance. Exchange WAN performance was dramatically improved: email that took 3-4 minutes prior to Riverbed is now delivered in just seconds. Riverbed also enabled Greenhill to apply additional fault tolerance to their email system without replicating hardware requirements in all locations. Additionally, Greenhill was able to achieve a network capacity increase of 32 times — with Riverbed's data streamlining only 1MB is sent across the WAN for every 32MB of data requested. Network consolidation also protects vital information, as their digital data contains intellectual property.

**Riverbed Pays for Itself**

With Steelhead appliances, new offices or small offices require no new servers. For example, the Dallas office eliminated the need for a file server, exchange server, and software costs. Regional offices reduced server and bandwidth requirements, and remote Exchange servers were eliminated altogether.

Optimization enabled Greenhill to reduce their main DS3 link to a T1 link, saving the company \$5,000 per month. Greenhill also benefited from productivity gains, with less time managing remote offices, faster data access, and centralized data that prevented users from having to search for the 'right version' of the data.

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The bottom line is that Greenhill has seen dramatic application performance increases as a result of implementing Riverbed Steelhead appliances. They will continue to implement a strategy of consolidation by taking advantage of application acceleration and reduced bandwidth utilization. They have already realized cost savings, streamlined IT management, and productivity increases associated with implementing Riverbed, and see consolidation as a big win for the whole company.

**About Riverbed**

Riverbed Technology is the IT infrastructure performance company. The Riverbed family of wide area network (WAN) optimization solutions liberates businesses from common IT constraints by increasing application performance, enabling consolidation, and providing enterprise-wide network and application visibility – all while eliminating the need to increase bandwidth, storage or servers. Thousands of companies with distributed operations use Riverbed to make their IT infrastructure faster, less expensive and more responsive. Additional information about Riverbed (NASDAQ: RVBD) is available at [www.riverbed.com](http://www.riverbed.com)



2005, 2006, 2007, 2008, 2009



**SUMMARY**

**Greenhill Investment Co. wanted to reduce the costs of managing and maintaining its global IT infrastructure. However, application performance problems were stopping Greenhill from consolidating its Microsoft Exchange infrastructure.**

**Greenhill deployed Riverbed Steelhead appliances to address these concerns, and was able to successfully migrate their users from three distributed email servers to a single server located in a secure, high availability co-location facility.**

**Riverbed has also enabled Greenhill to apply additional fault tolerance to their centralized email system, by eliminating the need to replicate hardware requirements in their remote locations.**

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