

CASE STUDY: ADVA AG Optical Networking

IN BRIEF

Industry

- Manufacturing

Challenges

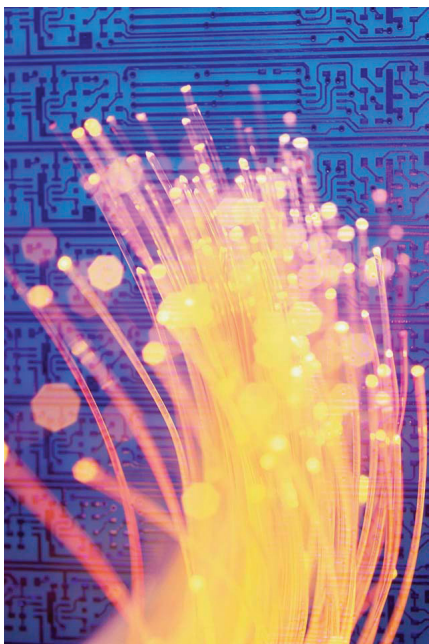
- Accelerate product development by enabling access to data all over the world
- Enable teams to effectively collaborate over the wide area network using a centralized SharePoint deployment
- Eliminate frustratingly slow data access for researchers

Solution

- A Steelhead appliance was deployed in each of 16 offices

Benefits

- 35 times faster access to centralized SharePoint Data
- Faster performance of PDM and File Sharing applications
- Flexibility to deploy applications in a centralized or decentralized architecture



Riverbed Steelhead® Appliances Enable Faster Research and Development for Global Optical Networking Manufacturer

ADVA Optical Networking (www.advaoptical.com, FSE: ADV) is at the forefront of providing Optical+Ethernet solutions that advance next-generation networks for data, storage, voice and video services. ADVA's strength comes from passionate and dedicated employees, all sharing a common vision: a fast, customized response to customers' ever-changing needs. The company's innovative Fiber Service Platform (FSP) and strong customer focus provide carriers and enterprises the ability to scale their networks and deliver intelligent, competitive new services. ADVA's solutions have been deployed at more than 100 carriers and 5,000 enterprises in more than 40 countries worldwide.

Challenge: Enabling a Global Research and Development Team

As a global developer and manufacturer of some of the most complicated technology products on the market today, ADVA Optical has strategically placed its development centers around the world. "We have researchers in Europe, the US, and China as well," noted Bernd Schwenk, Vice President of Information Management for ADVA. "With such a highly distributed workforce, it is a real challenge to provide them all with the level of information access and IT performance that they need."

"While other firms are thinking about consolidating their IT infrastructure, ADVA sees IT flexibility as a strategic imperative. We want research teams to have local infrastructure, but at the

"The Riverbed approach provides the performance we need, but also the flexibility to accelerate a wide range of applications and to deploy easily."

same time, we have to enable LAN-like access to data in other research offices as well as centralized corporate applications."

"The challenge for us, however, is the latency on our regional and international connections. While our bandwidth is as high as 10 megabits per second on some connections, latency really limits our throughput.

From Germany to China, for example, latency can be as high as 330 milliseconds. Europe to US latency ranges from 100 to 150 milliseconds. At that level of delay, applications such as the Microsoft SharePoint intranet portal and Agile PDM system typically do not perform well across the WAN," explained Schwenk. "We needed a solution that could accelerate a wide range of applications and have the flexibility to grow with us, as we are growing at 30% per year."

Solution: Steelhead Appliances Overcome Network Limitations

Schwenk researched application acceleration solutions, and decided that Riverbed's Steelhead appliance was the right product. "We had also considered caching products, but we quickly realized that they wouldn't meet our needs. If you change part of the file, their optimizations were not useful. Additionally, we needed a product that could do much more than files. The Wide-area Data Services approach seemed to provide the performance we needed, but also the flexibility to accelerate a wide range of applications and to deploy easily."

"But before rolling out the initiative," recalled Schwenk, "we wanted to perform some real-world tests on the Steelhead appliance. We decided to test the performance of our SharePoint portal, because the software must be deployed in a centralized architecture. We knew we needed a massive performance increase to achieve corporate-wide adoption of the solution."

"By accelerating previously slow tasks like accessing data at other research centers, we are actually accelerating our product development cycle."

Schwenk and his team tested two Steelhead appliances between Munich and Berlin, where ADVA had a 2 megabit connection. "Even with this high bandwidth and relatively low latency, we saw 35 times faster performance of our SharePoint portal. We were sold."

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SUMMARY

ADVA AG Optical Networking needed to accelerate application performance to better support its global research, development, and manufacturing teams. ADVA wanted a product that would support some centralized applications and distributed file sharing as well.

By deploying Steelhead appliances, ADVA saw an increase in Share-Point intranet performance of up to 35 times, and similar increases in PDM and File Sharing application performance. Now researchers have accelerated access to the freshest data, regardless of where the researcher is or where the data is.

Benefits: Faster Development and Greater IT Flexibility

Steelhead appliances have enabled the researchers and developers at ADVA to focus on what they do best: product development. "By accelerating previously slow and frustrating tasks like accessing data at other research centers, we are actually accelerating our product development

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cycle," explains Schwenk. "The Steelhead appliance enables every researcher to access any data, no matter where it lives in the world. That type of flexibility is a priority to an organization like ours."

Schwenk added, "Even our sales and manufacturing teams are reaping the benefits of

the Riverbed solution. Access to common applications such as File Sharing, email and the ERP system have seen significant acceleration. That means more productive users, less frustration, and fewer IT support calls complaining about application performance.

To complete the picture, we are seeing better adoption of our IT initiatives such as the intranet portal. This means the company will be able to share information more efficiently, and will help accelerate product development and sales even further."

Return on Investment (ROI)

Schwenk also discussed justifying the Riverbed purchase using ROI metrics. "Many organizations only assess ROI by using hard costs," he noted, "but that doesn't make sense for our organization. We have highly paid researchers and developers all over the place. And our strategy to support them is built around the idea of IT flexibility."

Schwenk continued, "ADVA uses IT to enable our research teams to work more efficiently. If we could save our researchers just 10 or 15 minutes per day through faster application performance, this type of solution would pay for itself in months."

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Schwenk concluded, "That's exactly what the Riverbed Steelhead appliance has enabled for us. With dramatically faster application performance, our company has seen a wide range of benefits for all our employees."

About Riverbed

Riverbed Technology is the performance leader in wide-area data services (WDS) solutions. By enabling application performance over the wide area network (WAN) that is orders of magnitude faster than what users experience today, Riverbed is changing the way people work, and enabling a distributed workforce that can collaborate as if they were local.

The Wall Street Journal named Riverbed the winner of its 2005 Technology Innovation Award in the Network/ Broadband/Internet category, and *InfoWorld* has named Riverbed's Steelhead appliance "Technology of the Year" in both 2005 and 2006, as the "Best WAN Accelerator". In addition, *Network Computing* named Riverbed the winner of its 2006 Well-Connected Award for Remote Office Network Infrastructure, and *eWeek* named Riverbed the 2006 Excellence Award winner for Networking Infrastructure. Riverbed's award-winning solutions are available worldwide from resellers who are members of the Riverbed Partner Network, from Riverbed OEM partners, or directly from Riverbed.

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