

# CASE STUDY: Rayonier

## IN BRIEF

### Industry

- Natural resources (Timber)

### Challenge

- Consolidate eight data centers
- Create an enterprise vision for IT, spread across five continents
- Improve or maintain data access to 2,000 users

### Solution

- Consolidated eight data centers down to two using Riverbed and VMware
- Consolidated 230 distributed servers to 15 virtualized ones with no performance degradation
- Deployed Steelhead appliances in 11 locations

### Benefits

- Centralized data model provides for simpler, more secure data
- End users have the same level of application performance
- Return on investment in under one year

# Rayonier



## Riverbed® Steelhead® Mobile Enables Data Center Consolidation For Global Natural Resources Firm

### Overview

Rayonier ([www.rayonier.com](http://www.rayonier.com).) is a leading international forest products company with three core businesses: timber, real estate and performance fibers. The company owns, leases or manages 2.6 million acres of timber and land in the United States and New Zealand. The company's holdings include approximately 200,000 acres with residential and commercial development potential along the fast-growing Interstate 95 corridor between Savannah, Georgia, and Daytona Beach, Florida. Its Performance Fibers business is the world's leading producer of high-value specialty cellulose fibers. Approximately 40 percent of the company's sales are outside the U.S. to customers in more than 50 countries. Rayonier is structured as a real estate investment trust.

### Challenge: Cutting costs while enabling global collaboration

"Rayonier is a truly global business, which had grown organically the way many companies do – which meant a highly distributed IT infrastructure," said Adam Rasner, director of corporate networking. "In the past, we needed to deploy servers globally in order to deliver the performance that our end users needed." But Rasner noted that things were beginning to change.

"We had a number of initiatives designed to cut costs and simplify our infrastructure, so we could accommodate new growth and new technology demands. At the same time, we were looking at refreshing the portion of our server infrastructure that was out-of-date. Given these projects, we knew a consolidation initiative would make sense," continued Rasner. "We had more than 230 servers at the time, spread out across eight data center locations. It was a challenge for my small IT team to keep all of these servers up and running, not to mention patched, upgraded, and backed up. We wanted a way to virtualize and consolidate all of these servers.

"Our leadership team liked the idea, with one caveat: assure them that performance and productivity of the end users would not suffer. So that was my big challenge: consolidate, but don't interrupt our business.

### Solution: Steelhead Products Provide Acceleration to support Virtualization

Rasner recalled his research process for WDS. "We're a Cisco shop, so we started with Cisco. After all, we're completely based on Cisco routers and switches. We use Cisco for QoS, and we even use them for VoIP in some locations. I thought it would be easiest if Cisco could provide me with a solution to this problem."

"I spent a lot of time researching the various alternatives in this space because WDS was the single biggest decision for the success of the data center consolidation effort. Without a good WDS product, we could not accomplish our goals. After doing some online research, and including a review of the Gartner Magic Quadrant, we still hadn't decided. While they do a great job of providing routing infrastructure, it looked as though the challenge of accelerating applications was not an area Cisco excelled in," continued Rasner.

"Nonetheless, I agreed to call a Cisco WAAS reference to get another perspective. "When he said 'To do it over again, we would purchase Riverbed instead of Cisco,' I knew I needed to explore the Riverbed solution more aggressively."

Rasner talked about evaluating Steelhead appliances in their environment. "We have

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### SUMMARY

Rayonier wanted to develop a better solution for managing its global IT infrastructure needs. With its 2,000 employees spread across five continents, balancing the tradeoff between complexity and performance was no easy task. After looking to their networking provider, Cisco, for a solution, Rayonier elected instead to go with Riverbed for a global wide-area data services (WDS) solution. With Riverbed, Rayonier was able to consolidate eight data centers down to two, without diminishing end user performance. In addition, Rayonier did not require additional bandwidth. The success of this project enabled Rayonier to payback its Riverbed investment in less than one year.

a pretty complex environment. We use Lotus Notes, Windows File Sharing, and also MS-SQL. In fact, we have a number of custom applications built on top of SQL. Any acceleration solution would have to be able to work across this broad range of applications, and work well enough so that remote users wouldn't notice when we consolidated the servers."

### Benefits: Happy, More Productive Users and Lower IT Costs

When asked about the results of the project, Rasner quipped, "The best thing I can say about Steelhead appliances is that our end users don't even know we have them. Using WDS products has enabled our business to consolidate infrastructure with no negative impact to the end user."

"We saw immediate results after putting Steelhead appliances in our remote offices. On average, we cut bandwidth utilization by 70 to 90 percent. That means I'm effectively getting the power of 13 to 16 T1s in each branch office, even though I'm just paying for one. In addition, we see 12 to 18 times faster performance across many of the applications we use. That type of performance gain means users are happy all over the world. We've even seen huge performance gains in printing, which was an unexpected benefit for us."

**"We see 12 to 18 times faster performance across many of the applications we use."**

"What makes Steelhead appliances so powerful isn't just their acceleration capability, but also their ease-of-use. My whole team was surprised at how easy the product was to configure and install. We didn't have to make any changes to our routers or QoS configuration to support the acceleration. We didn't have to adjust our VoIP, either. It all worked quite seamlessly."

### Return on Investment

Rasner could easily show management a quick ROI on his Riverbed investment. "Some quick calculations proved this out: buying 16 T1s for a single office would cost me about \$7,800 per month, or close to \$95,000 per year, per location. Instead, we would be investing \$7,000 to \$15,000 per office as a one time fee, and averting the expense thereafter. That's pretty easy logic for anyone to follow," said Rasner.

"In addition, we had the consolidation project. A successful consolidation could easily save us \$1,000,000 dollars by helping avoid the refresh cost of those 200+ servers, at a rough cost of \$5,000 per server." That doesn't even take into account all of the IT benefits of time saved patching or upgrading servers, or even the security gains of having all data in the data center."

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Rasner concluded, "All in all, it was easy to make the case that Steelhead appliances would pay for themselves in a year or less. They would enable major savings for the company. Our leaders agreed, and now, after the project is complete, everyone sees that the project was a complete success."

### About Riverbed

Riverbed Technology is the performance leader in wide-area data services (WDS) solutions for companies worldwide. 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. Additional information about Riverbed (Nasdaq: RVBD) is available at [www.riverbed.com](http://www.riverbed.com).

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