



Application Performance Case Study



Optimizing Network Performance and Improving Application Visibility for a Clothing Retailer's Growing Data Demands

The Solution

Innovative Information Solutions and Riverbed improve data access and optimize bandwidth in a rapidly changing industry where prompt decision-making is a competitive advantage.

From Hong Kong To NYC, Improved Application Performance

Founded in 1818, Brooks Brothers is the oldest men's clothing retailer in the U.S. headquartered in New York City, the company has 270 stores throughout the country and 200 in other countries around the world. Brooks Brothers' data hub, located in Enfield, Conn., serves the corporate headquarters as well as field locations worldwide.

The company's IT infrastructure consists of IBM Power systems running IBM i and AIX as well as over 500 VM's on an intel platform, Hewlett Packard and Cisco switch architectures, and Palo Alto and Fortinet firewalls. Brooks Brothers runs SAP and other applications for critical business functions.

Speeding Up Data Access At Headquarters And Field Offices

Brooks Brothers has worked with Innovative Information Solutions for the past 11 years. When the retailer's remote sites and C-level executives were having latency and bandwidth issues, Innovative did an assessment and

recommended Riverbed SteelHead technology for wide-area network (WAN) optimization. "Riverbed is best in class, the market leader in application performance infrastructure. We looked at the business challenge and knew SteelHead would perform," said Evan Walters, Innovative's president. "We even did a proof of concept to demonstrate that it would deliver the results they were looking for."

Riverbed SteelHead improves the efficiency of traffic between the remote sites and reduces the bandwidth required for the flow of data. "We were impressed by how easy it is to configure and use," said Byron Escanio, a Brooks Brothers technical engineer. "We can basically just set it and forget it. And it's made a real difference in response time. We're able to access data between 60 to 70 percent faster since implementing the SteelHead technology."

Greater Visibility For Better Network Management

Innovative also installed Riverbed SteelCentral™ NetProfiler, formerly Cascade Profiler, an application aware network performance

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*Manny Stergakis,
Director-Tech Services,
Telecommunications,
Networks*



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monitoring tool that identifies actionable information and helps diagnose issues before users notice. It provides easy visibility into network traffic and the ability to troubleshoot and resolve bandwidth issues. "Real-time reporting allows us to see who the users are, how much data they're using, who's over-utilizing the resources and who's impacted if there's an outage," said Escanio.

"Brooks Brothers is cutting edge when it comes to IT," said Walters. "They believe in investing in technology." As Innovative and Brooks Brothers have learned, implementing the right solutions can be critical in today's retail environment where the competitive challenges have never been greater—and the ability to assess data quickly is more critical than ever.

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About Riverbed SteelHead CX:

The Riverbed SteelHead CX accelerates the performance of all applications including on-premise, cloud, and software-as-a-service (SaaS) across the hybrid WAN.

About Riverbed SteelCentral™ NetProfiler:

Riverbed SteelCentral™ NetProfiler is a centralized reporting and analysis console that allows to quickly view network and application performance and troubleshoot issues.

About Innovative

Since 1989, Innovative Information Solutions has been providing best-in-class technology solutions to companies and organizations in a broad range of industries. We partner with the most trusted and leading-edge technology providers to deliver customized, cost-effective solutions in the areas of Application Performance, Business Continuity, Security and IT Infrastructure.



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