

## Juniper Networks Helps BroadVision Increase WAN Capacity and Cut WAN Costs

### BROADVISION<sup>®</sup>

**Business Profile:**

BroadVision is the world's leading supplier of enterprise self-service applications and technology.

**Industry:**

High technology

**Challenges:**

Cut IT spending, improve application response times and prepare BroadVision to take advantage of the eventual economic recovery.

**Solution:**

BroadVision deployed Juniper Networks WX<sup>™</sup> 50 application acceleration platforms at each end of a link from Redwood City, CA to their UK office. Phase 2 will include Germany, Switzerland, and Taiwan.

**Benefits:**

BroadVision increased network link capacity by five times, allowing them to cut their frame relay committed information rate (CIR) in half. The result was increased end-user satisfaction with improved network performance and an internal ROI of less than 12 months.

**Company:**

BroadVision is the world's leading supplier of enterprise self-service applications and technology that enable organizations to create immediate business value. BroadVision is headquartered in Redwood City, California, and has 1,200 employees in 60 offices worldwide. BroadVision enables their customers to create significant business value by transforming the way they do business through a personalized self-service model.

**Customer Challenges:**

BroadVision supports its worldwide employees with fast and economical network connectivity. The Information Technology group was faced with several daunting challenges. First, they were in the midst of a company-wide cost savings initiative looking for ways to reduce carrier expenses. Second, BroadVision had end users of CRM applications in Europe and Asia demanding better response times. Finally, BroadVision needed to prepare their infrastructure for the eventual economic recovery. This meant that they could not indiscriminately cut network links to lower speeds only to increase those same links in the future.

**Juniper Networks Solution:**

Two Juniper Networks WX 50 platforms were installed on the LAN side of the link between their Redwood City and UK offices. They immediately reduced 80 percent of the network traffic traversing this link, translating to a capacity increase of five times. This increased capacity allowed BroadVision to cut their network CIR from 512 Kbps to 256 Kbps, thus generating significant cost savings. Even with the circuit rate reduction, the net throughput of the link was still over 1 Mbps, and decreased end-user response time. This additional "room to grow" will help BroadVision prepare for the eventual economic recovery. Therefore, Juniper Networks enabled BroadVision to meet all of their objectives – cut costs immediately, decrease application response time, and prepare for economic recovery. Problem solved!

*"The Juniper Networks WX 50 is the only product that allows me to drastically increase the flow of data over my network by five times instantly – without the pain of ordering more bandwidth"*

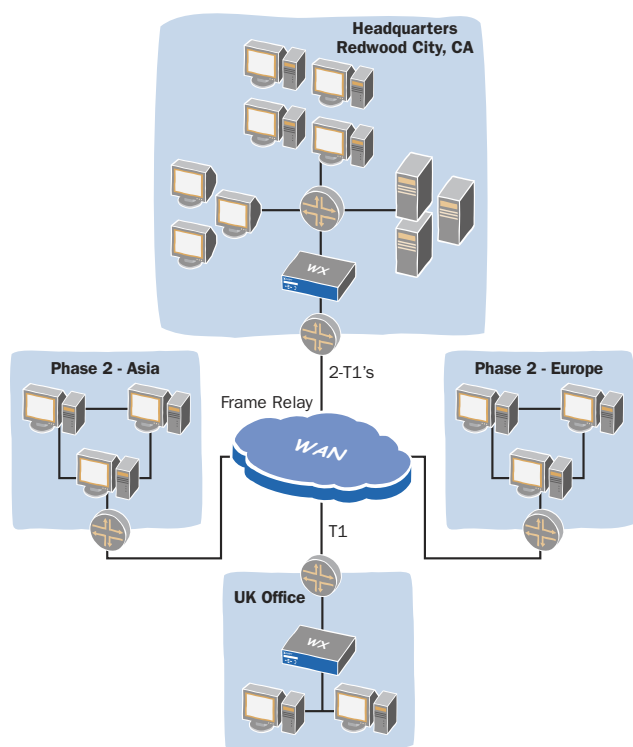
**Shawn Farshchi**  
CIO  
BroadVision

## Alternatives Considered:

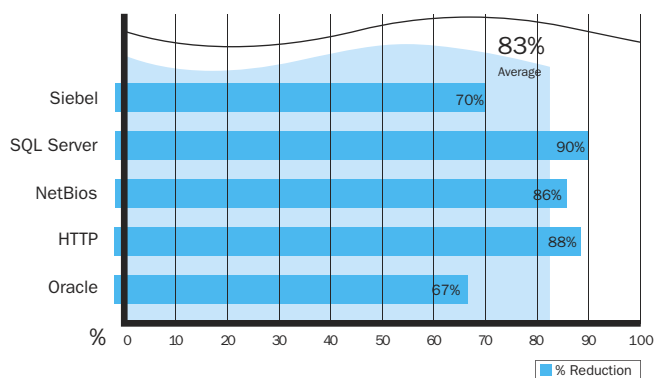
BroadVision considered several alternatives, including compression, proxy caching, and QoS. Compression was already installed in their backbone routers but it could not scale to the link speeds required, only provided minimal data reduction, and introduced additional network latency. Proxy caching provided limited benefits because it works best on static http traffic and web objects where BroadVision's backbone network links transport mostly CRM, database, and messaging applications. QoS was not viable because they had no applications running that set traffic priority (TOS) bits. In the end, they needed greater throughput for all traffic flows.

## Juniper Networks Benefits:

After a ten-minute installation and another 10 minutes of operation, the Juniper Networks WX 50 platform provided an 80 percent data reduction rate on the traffic between Redwood City and the UK offices. After a few days, BroadVision contacted their carrier to reduce the link speed from a 512 Kbps CIR circuit to a 256 Kbps CIR circuit. This cut BroadVision's costs for just this one circuit by \$4,000 per month, and the link still provided users with effective bandwidth around 1 Mbps. BroadVision's risk in installing this new technology was minimal with the "fail to wire" capacity in the WX 50 platform. This allows the WX 50 to continue to pass data – even in the event of a power failure.



BroadVision deployed Juniper Networks' WX 50 application acceleration platform in their headquarters and UK offices, increasing throughput over that link by five times.



BroadVision reduced their backbone data traffic by 83 percent, averaged across several applications.



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