

Butler Manufacturing: Juniper Networks Saves Century- old Firm up to \$90,000 Annually

**Business Profile:**

Butler Manufacturing is a leading manufacturer of pre-engineered metal building systems and architectural products for the nonresidential construction market.

Industry:

Manufacturing

Challenges:

Butler has a centralized data center serving five domestic manufacturing facilities. Their WAN links were already at capacity and they planned to roll out a mission-critical Oracle application, requiring even more bandwidth. Purchasing additional WAN capacity would cost over \$90,000 per year.

Solution:

Butler installed six Juniper Networks WX™ 50 application acceleration platforms in Missouri, Pennsylvania, North Carolina, Texas, Illinois and California.

Benefits:

Butler instantly increased the capacity of their existing network, which cut critical application response times almost in half. They also saw decreased packet counts which reduced processing overhead on their routers.

"When our CIO heard about Juniper Networks, we doubted their claims. The WX 50 installed in minutes, required no network changes, and quite honestly was a transparent 'plug and play' component within our existing network. The WX 50's data reduction helped shave WAN response times during peak periods from over 100 milliseconds towards the normal idle condition of 60 milliseconds. With less than a one year ROI, the decision was simple – the entire evaluation and purchase decision timeframe was only four weeks."

Dave Poncez

Director of Telecommunications
Butler Manufacturing

Company:

Established in 1901, Butler Manufacturing Company is the world's leading producer of pre-engineered metal building systems and architectural products for the nonresidential construction market – and the largest source of related development and construction services. Butler currently operates manufacturing, engineering, and service centers throughout the United States and fifteen other countries. The company's products are primarily sold, installed, and serviced through approximately 4,000 independent dealers in the United States and throughout the world.

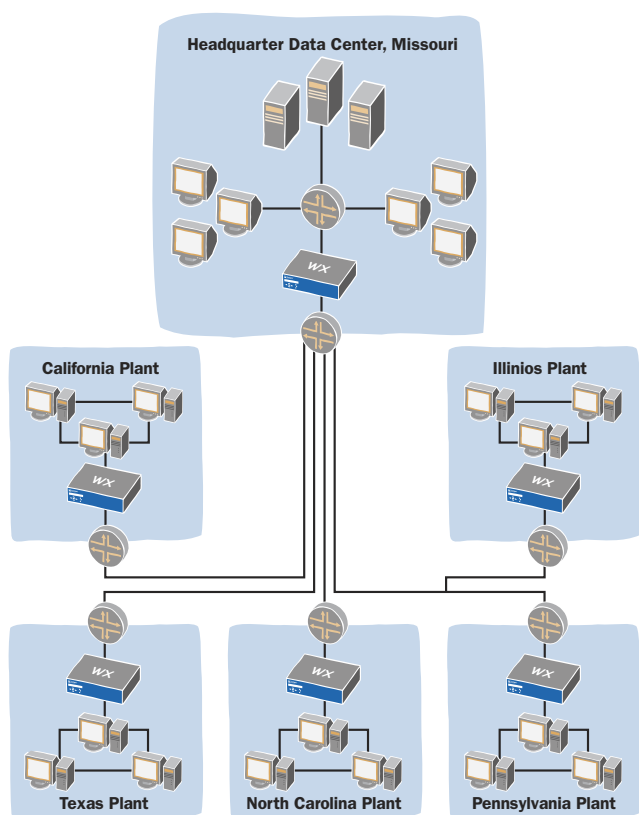
Customer Challenges:

Manufacturing companies must watch overhead expenses closely. Butler had already deployed a QoS solution to effectively manage their limited WAN capacity. However, limited network capacity was causing response time delays, which required a network upgrade. Timing was critical to support an impending application rollout that would cut operating costs and improve responsiveness to customer requests. Increasing the capacity of their current network was estimated to cost Butler \$90,000 in annual recurring WAN charges.

Juniper Networks Solution:

Butler Manufacturing first installed a pair of WX 50 application acceleration platforms between their Missouri and California sites to evaluate performance gains. They quickly saw measurable data reductions and improvements

to peak hour response times. Soon after, Butler purchased the demo units and four additional WX 50s to complete a Juniper Networks architecture of one WX 50 platform at their world headquarters that works in turn with a WX 50 at each of their five plants. According to Dave Poncez, Director of Telecommunications for Butler, the key advantage of deploying the Juniper Networks application acceleration platforms is that during peak usage intervals, the technology helps keep WAN response times to near what they would be with little or no traffic traversing the WAN. Dave also was impressed with how easy the devices were to install and the friendliness of their GUI management interface.



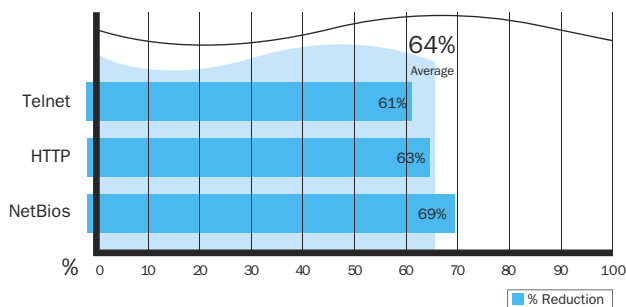
Butler Manufacturing deployed Juniper Networks WX 50 application acceleration platforms in six states to instantly increase their WAN capacity.

Alternatives Considered:

Butler had already dabbled in QoS approaches to improve response times for a variety of traffic types during peak WAN usage intervals. In addition to prioritizing traffic types, Butler also experimented with limiting maximum packet size to insure that “large packets” (e.g., those associated with file transfers) did not clog the WAN and inhibit the flow of smaller packets associated with interactive applications. Unfortunately this tends to lengthen the overall time it takes to move large files across their WAN. Dave was impressed with the net effect of the WX platforms because they truly shorten the length of large packets typically by a factor of two, yielding two benefits: Smaller packets traverse the WAN more quickly and the transfer times for large file transfers don’t suffer and often improve.

Juniper Networks Benefits:

Not only did the Juniper Networks solution provide more capacity, decrease application response time and reduce network packet transmissions, it also gave Butler greater visibility into their network performance. The simple and informative web-based management reports and charts allow them to understand the nature of their network traffic. In fact, the support center now uses Juniper Networks to help identify and isolate network issues and errant applications.



Butler Manufacturing reduced their backbone data traffic by 64 percent, averaged across several applications.



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