

CASE STUDY: Gensler

SUMMARY

Industry

- Architecture, Design, and Planning

Challenges

- Centralize and consolidate file servers
- Improve performance when collaborating on designs located on remote servers

Solution

- Riverbed Steelhead appliances

Benefits

- Provides high performance read/write access to design files located in remote file shares
- Dramatically reduced cost of backing up branch office servers
- Enables "Office-in-a-Box" concept, which dramatically simplifies deployment of IT services at new offices

Gensler



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Riverbed Steelhead® Appliances Improve Worldwide Productivity and Provide Dramatic Cost Savings

Background

Gensler (www.gensler.com) is a leading global architecture, design, planning, and strategic consulting firm that partners with companies to achieve measurable business and organizational goals through the use of design. For more than 35 years, Gensler has been a pioneer in creating great places that enhance the quality of work and life. Today, Gensler has nearly 1,700 people and offices in 25 cities.

Gensler's business environment and accompanying IT infrastructure are globally distributed, with offices located in the US and throughout the world. To fulfill the need for storage of large design files, file servers have been deployed at each office location. The data residing on each office file server is globally accessible by Gensler architects over their WAN infrastructure.

Challenge: Consolidate Remote File Servers Without Degrading Performance

For Bruce Bartolf, Gensler's Chief Technology Officer, having file servers deployed at each office resulted in both performance and cost challenges. "In order to address the storage needs for our massive design files, local file servers had been deployed in each of our offices. This resulted

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in the deployment of distributed servers that are terribly expensive to manage and back up."

"In addition, the performance when accessing design files from another office's file server was very poor. An overnight mail courier service was the most efficient way to send designs from one office to another."

Solution: Steelhead Appliances

In mid 2004, Bruce deployed Riverbed's Steelhead appliances at several globally-distributed offices. "Our files and data now move more than 70 times faster between offices, giving us the ability to complete projects more quickly by sharing data across Gensler locations and fostering teamwork among architects in different cities," he said.

"The device takes just ten minutes to install and has increased our network capacity by nearly four times. In fact, we had planned to add more bandwidth in October, but now we can reserve that portion of our IT budget for other investments. In addition, the Steelhead appliances enable us to centralize the backup of our distributed servers allowing us to potentially save about 70 backup tapes per month, per office.

Furthermore, with the dramatic acceleration that the Steelhead appliances provide, we are also looking at implementing an office-in-a-box concept for new offices. This would allow new offices to be equipped with a simple IT infrastructure consisting of a router, VPN, IP Phone, and Steelhead appliance."

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About Riverbed

Riverbed Technology is the pioneer in wide area data services (WDS), a fast-growing product category that solves the problems of high latency and limited bandwidth that plague a wide variety of applications over distributed networks. Riverbed's Steelhead appliances provide the highest level of WAN performance at a lower cost, reducing WAN traffic by up to 95% and accelerating applications by up to 100 times. By providing optimizations that are orders of magnitude greater than what users experience today, Riverbed is changing the way people work – and enabling, for the first time, a truly distributed workforce. InfoWorld named Steelhead a "Product of the Year" for 2005 as the "Best WAN Accelerator." Steelhead appliances are available worldwide directly from Riverbed and through global partners, including HP.