

BURRELLESLUCE'S IMPLEMENTATION OF EXPAND NETWORKS' RDP COMPRESSION SOLUTION DROPS BANDWIDTH UTILIZATION FROM 90% TO 40%



IN SUMMARY

- Bandwidth utilization reduced from 90% to 40%
- Network throughput increased by 60%
- Network capacity increased by more than 50%
- Increased performance on network operations 50%
- Improved application response times by 50%

PROFILE

For over a century, BurrellesLuce has helped communication professionals maximize their media relations results through a full range of planning, monitoring and measurement services, all delivered through an easy-to-use portal. Besides delivering content, the company's online platform, called BurrellesLuce 2.0, enables clients to target and connect with journalists and bloggers, monitor the media for coverage, and measure and understand the impact of their outreach efforts.

By offering top-notch technology tools, unsurpassed customer service, and the broadest offline and online media news coverage in the industry, BurrellesLuce has developed many loyal customer relationships, and maintains a leadership position within its industry.

THE CHALLENGE

Headquartered in Livingston, New Jersey, BurrellesLuce has major offices in New York City and Presque Isle, Maine, a datacenter in Secaucus, New Jersey as well as remote offices throughout the U.S. Due to the nature of its business, BurrellesLuce runs its applications via terminal services, with all data processing performed in Secaucus. With employees and contractors around the country needing access to applications housed on servers in the datacenter, bandwidth utilization was often at 90% on their DS3 uplink, creating noticeable user performance challenges.

Quick fixes to the problem included having fewer users log in simultaneously and only utilizing locations that had enough bandwidth. It was apparent to BurrellesLuce that this was not a scalable or viable long term option.



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Joe Sacino, Sr. Network Engineer, BurrellesLuce

They needed to find a solution that would optimize RDP sessions over the WAN and control bandwidth costs which were one of the most expensive components to the production environment. Getting bandwidth costs down and improving network performance were very critical issues that needed resolving quickly.

WEB LINKS

- Learn about our solutions
www.expand.com/solutions.aspx
- Learn about our products
www.expand.com/products.aspx
- Learn about our WAN Monitoring Tool
www.expand.com/wan-tool.aspx

THE SOLUTION

Along testing Expand as part of a complimentary 30 day proof of concept trial, BurrellesLuce, reviewed an exhaustive list of other providers including Juniper Networks, Silver Peak, Citrix and FatPipe. In the end, only Expand was able to deliver significant optimization results for RDP

“I had been tasked with finding a viable solution that would reduce bandwidth utilization and costs, while improving user performance,” explains Joe Sacino, Sr. Network Engineer, BurrellesLuce. “Not only did Expand do what they said they were going to do – improving my bandwidth utilization by over 50%, the support and implementation teams were just awesome. And best of all, I no longer get complaints from my users, they’re much more productive and satisfied, which makes my job easier.”

THE RESULTS

With the Expand Solution, BurrellesLuce’s bandwidth utilization is down significantly from 90% to 40%. The improvement allowed the company to increase the number of concurrent users at the remote sites. Additionally, with the increased available bandwidth, BurrellesLuce was also able to start other key IT projects like storage replication. Furthermore, average compression over the WAN is now in the 50-70% range. Considering most of the remaining traffic is compressed FTP and not ideal for acceleration, the results are outstanding.

By using Expand’s packet aggregation BurrellesLuce has also significantly increased terminal services performance on its low speed and broadband links. “Now we can use low speed links like DSL in our smaller remote locations to run up to 12 RDP sessions on wide screen monitors. This was impossible to do before Expand. We can show more on the wide screens than before, and use thumbnails to improve the user experience whereas before they had to use dropdown menus.” Joe Sacino, Sr. Network Engineer. “Also, with Expand in place, we are able to start some datacenter replication projects that we were unable to do before because of bandwidth restrictions.”

Other benefits realized:

- Network throughput increased by 60%
- Network capacity increased by more than 50%
- Increased performance on network operations by 50%
- Improved application response times by 50%

“Unlike other vendors Expand Networks’ was the only one that could guarantee 70% RDP compression and optimization and prove it.” Sacino concludes, “Expand Networks’ unsurpassed technological platform has become the cornerstone of our WAN re-design later this year. For BurrellesLuce, Expand Networks’ WAN Optimization isn’t a nice-to-have, it is a business and operational necessity.”