

# ERIC MOWER & ASSOCIATES

## Marketing Agency Boosts Inter-office Collaboration by Optimizing WAN



### IN SUMMARY

- Replication time decreased from 13 hours to under four hours
- Network throughput doubles, reducing transport time by two-thirds
- Rapid and simple turn-up at all sites

### PROFILE

Eric Mower and Associates (EMA) is a marketing communications and advertising agency serving clients throughout the United States and Canada. Celebrating its 40th anniversary in 2008, EMA has 275 professionals, billings of \$230 million and seven offices along the East Coast.

### THE CHALLENGES

The marketing services business is extremely fast paced, making it critically important for dispersed personnel to be able to effectively communicate with each other, collaborate and present a unified front to clients. Their work often involves the editing and sharing of large multimedia files.

Given the need for enhanced information sharing, EMA management concluded that the firm needed a more effective way to manage remote IT and inter-office communications. Given the size of each office, it was impractical to justify the investment in dedicated telecommunications lines and phone switches.

Specific challenges EMA experienced included delays in sharing large files and backing up data from remote offices. These challenges were negatively impacting overall productivity: collaboration in real-time was often not possible and simple access to files could prove very time consuming for remote workers. EMA also needed a more cost effective way to handle voice communications for its offices; but without a clear solution for their WAN communications problems, they did not want to risk using Voice over IP (VoIP).

### THE SOLUTION

At first, EMA sought internal workarounds to various distributed IT management and communications challenges. When it became apparent that this strategy would not suffice, the company solicited proposals from a range of WAN optimization vendors.

“Expand Networks helps us collaborate seamlessly and get the most return from our remote offices.”

Bruce Wodka, Network Manager/Sr. IT Administrator, Eric Mower & Associates

## WEB LINKS

- Learn about Expand Networks at [www.expand.com](http://www.expand.com)
- Learn more about Expand's products at [www.expand.com/products](http://www.expand.com/products)
- Learn about WAFS and Server Consolidation Solutions at [www.expand.com/products](http://www.expand.com/products).

After testing Riverbed, SilverPeak and Expand Networks, it was clear that Expand had the best overall solution and customer support, especially given EMA's current IT environment and future growth plans.

"The other vendors were just not as responsive," said Bruce Wodka, Network Manager/Sr. IT Administrator for EMA. "Expand was great; they assigned a dedicated person who held our hands, got us up and running, and has stayed close to us throughout."

Working with Expand Networks, it took just three hours for the first two sites to get their optimization appliances up and running. The rapid and simple turn-up extended to branch sites, which were sent pre-configured units that could be handled by local employees with very limited technical experience. "This was truly remarkable," said Wodka. "Such ease of installation is not at all the norm in my experience with other vendors."

## THE RESULTS

In working with Expand Networks, EMA has found a way to flatten the time it takes to send and receive large files between offices and improve its disaster recovery capabilities. Replication sessions that used to take 13 hours now run in under four hours, which has translated into accelerating Double-Take software applications (used for backup and disaster recovery needs) by over 75%. Further, Expand Networks has made it cost effective to support EMA's voice communications needs over the same WAN infrastructure.

All of this is made possible by Expand's full range of features, which provide the sort of Virtual Proximity experiences desired by remote users. This includes advanced caching and compression techniques and Layer 7 Quality of Service (QoS)—which mitigate bandwidth and latency issues and prioritize traffic needs on the network.

"Using Expand Accelerators has enabled more aggressive replication schedules, helped to avoid unnecessary network upgrades and costly server migrations," explained Wodka. "Now, our dispersed teams look like one tightly integrated unit to clients. Expand Networks helps us collaborate seamlessly and get the most return from our remote offices."

## LEARN MORE

Some of the best-known names in financial services, manufacturing, retail, health care, as well as leading government agencies and the military, rely on Expand Networks for optimized network infrastructures and superior applications performance. For more information on how Expand solutions can benefit your company, contact your local Expand representative today or visit us at [www.expand.com](http://www.expand.com).