BioHorizons

ENTERPRISE LAN SWITCHING

Innovation and Technology Go Hand in Hand

EXECUTIVE SUMMARY

Challenge

Support a growing global enterprise as it transitions from local applications to Web-hosted applications without impacting mission-critical services such as VoIP or increasing administrative overhead

Solution

- Brocade FastIron Edge X Series switches in the network core
- Brocade FastIron PoE switches at the network edge
- Brocade 200E Switch for storage connectivity
- Brocade IronView® Network Manager for management
- Brocade Global Services for an integrated solution

Results

- Implemented a network designed for the ultimate price/performance value
- Improved network stability and reliability
- Met growing application demands without increasing administrative costs by increasing network capacity
- Freed up administrative resources, enabling investment in new technologies and initiatives
- Provided a foundation to host over 2500 Web applications delivered worldwide

BioHorizons is one of the fastest-growing companies in the oral reconstructive device industry. With a comprehensive portfolio of dental implants and biologics products, the Birmingham, Alabama, company has built its global success upon innovative technology and a commitment to service. It is this commitment to science, innovation, and service that has allowed BioHorizons to create the unique products that have driven the company's impressive growth.

"We are constantly striving to identify ways to make everyone more efficient," explains Eddy Burnett, Director of IT at BioHorizons. "Our goal as an IT organization is to provide staff with tools that allow better visibility into business processes so they can make better business decisions. Technology touches absolutely every department in the company."

A NETWORK THAT IS READY FOR ANYTHING

At BioHorizons, the corporate network provides the foundation for communications and the sharing of business intelligence across the organization—from manufacturing and research to quality assurance and sales.

With the company's emphasis on delivering information seamlessly to a global organization, BioHorizons is transitioning from local applications residing on the desktop to a Web-based application delivery strategy. But the Web is also important to BioHorizons for another reason—the company's e-commerce site, shop.buyerhorizons.com, is used by the company's dentist, prosthodontist, and oral surgeon customers. Because customers can access their purchase history via the site, as well as place new orders, uptime is imperative to ensure sales success and a positive customer experience.

BROCADE

BioHorizons needed a reliable, stable network to deliver applications around the world. It also needed to minimize downtime while ensuring that the IT organization could add bandwidth and capacity to the network. After evaluating several options, BioHorizons selected Brocade® networking solutions, primarily for their price/performance value and because they provided a robust yet simplified operating system.

"We never know what next year will bring, but we have to be ready. For the price/ performance value and ease of use, we couldn't beat Brocade," Burnett says. "Since we've been using Brocade, our network has been absolutely bulletproof. There hasn't been anything that our network couldn't handle."

In fact, today BioHorizons hosts more than 2500 Web applications and reports on the company intranet, including an Enterprise Resource Planning (ERP) system, Customer Relationship Management (CRM) system, and Manufacturing Resource Planning (MRP) system. With a Brocade FastIron® Edge X Series switch in the network core, and additional FastIron switches with Power over Ethernet (PoE) capabilities throughout the network, BioHorizons has a reliable network foundation to meet its current and future objectives.

As a global organization supported by a single data center in Birmingham, BioHorizons must ensure that the data center can provide continuity of operations across the world. With the Brocade network, the data center has provided solid performance for BioHorizons offices from Canada to Chile.

"I'd put our Brocade infrastructure up against any comparable Cisco infrastructure, and, hands down, it's going to perform better or equal to Cisco—without the increased cost," adds Burnett.

SUPPORTING GROWTH WITHOUT INCREASING COSTS

Prior to Burnett's arrival, BioHorizons relied upon outsourced IT resources from a third party. Burnett's first order of business was to create a strong team of in-house IT professionals to manage network and systems administration. Because personnel resources are still at a premium, network management had to be straightforward.

"Configuring and making changes to the network has proven to be very easy," confirms Burnett. "Even setting up QoS for the Voice over IP traffic and setting the packet size to take advantage of the network are easy and fast."

The Brocade network has allowed Burnett and his staff to continue meeting the needs of the organization without adding resources. In fact, BioHorizons was able to move its entire data center from one building to another and have it up and running in less than 12 hours with support from Brocade.

"The support from the Brocade technical services team has enabled me to keep my IT department lean and mean," Burnett comments. "Brocade has been by our side, training our network administrators and making sure they can maximize our Brocade investment."

WHY BROCADE

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LOOKING AHEAD

With the new Brocade network in place, BioHorizons has been able to meet its current network performance and reliability demands while building a foundation for the future. The company plans to continue enhancing disaster recovery and business continuity, as well as building out a WAN to connect international offices.

Burnett estimates that the new network has saved him the expense of hiring two additional resources, enabling the company to invest in new technology initiatives. Concludes Burnett, "Brocade delivered the rock-solid network we were after. But more than that, the support team gave us tools and knowledge to minimize our costs. You can't put a price tag on that."

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