

GE SEACO

Teneo helps GE SeaCo Increase Application Performance by Deploying Riverbed Steelhead Appliances



“The Riverbed appliances are an essential component of our IT infrastructure and allow us to work in a more productive and cost effective manner. We now have the application performance needed to improve our IT architecture and embark on consolidation and virtualization projects.”

Dave Sasse
IT Infrastructure Manager

GE SeaCo

GE SeaCo is one of the world's leading container leasing companies. With a fleet of around one million TEU, GE SeaCo offers the widest range of container equipment available from any leasing provider to customers in over 80 countries.

GE SeaCo was created in 1998 by Sea Containers Ltd and General Electric Capital Corporation, and is entirely self-funded. Operating as a stand-alone business, GE SeaCo has its headquarters in Barbados, with 13 sales and support offices worldwide. By working closely with container manufacturers and offering the most advanced container leasing services, GE SeaCo has become acknowledged worldwide as an industry leader.

The Challenge

Streamline And Accelerate Application Performance. Provide Speeds Necessary For The Consolidation And Virtualization Of IT Infrastructure

GE SeaCo first investigated the WAN Optimization market in 2005 and invested in a 4 site, UK wide Riverbed solution that was implemented by Teneo. Following a restructure a review was undertaken in 2007. Dave Sasse, IT Infrastructure

Manager of GE SeaCo was tasked with auditing the existing WAN architecture. It was clear to Dave that further investment in the WAN optimization solution was needed to continue accelerating the company's Intranet and live document management system alongside heavy applications such as SAP. GE SeaCo used a lot of spreadsheets that needed to be shared across offices and without a solution in place they would become crippled. The need for WAN optimization was heightened by an increasing drive to consolidate IT infrastructure and simplify IT management in order to reduce costs. Combined with a move in datacentres and a headquarters relocation it was essential for the network to perform well enough to cope with future demands.

However, Dave wanted to ensure the best WAN optimization solution was deployed rather than merely adopting the existing inherited technology. Dave researched the market including sources from industry press and Gartner's 'Magic Quadrant' report. After a thorough investigation into the benefits of various options, it was clear that Riverbed technology provided the best solution. Dave describes the situation:

“As a small but disparate organization we have to move a lot of large files between offices. When

In Brief

Industry

- ▶ Transport

Challenge

- ▶ Streamline and accelerate application performance
- ▶ Provide speeds necessary for the consolidation and virtualization of IT Infrastructure
- ▶ Overcome user dissatisfaction
- ▶ Avoid costly bandwidth upgrades

Solution

- ▶ Maintain existing and invest in additional Riverbed Steelhead Appliances

Benefits

- ▶ Improved application performance leading to enhanced business processes and accelerated operations
- ▶ Provided performance needed to enable a consolidated IT infrastructure
- ▶ Increased productivity and an end to user frustration

application performance is slow users become frustrated. We also needed to consider future projects to centralize and virtualize IT infrastructure. After research into technologies that would allow us to optimize application performance and also pave the way for these projects - we kept on coming back to Riverbed."

The Solution

Maintain Existing And Invest In Additional Riverbed Steelhead Appliances

GE SeaCo made the decision to maintain and further develop the deployment of Riverbed throughout their offices. Assessing Teneo (Riverbed's Diamond status reseller) to be the best partner to work with, Dave set about the changes he needed to make to ensure maximum benefit from the Riverbed solution.

The project began in the summer of 2007. Teneo helped GE SeaCo to roll out the Riverbed deployment to the new UK headquarters in London, the new datacentre in Leeds and sites in Miami, Gurgaon, Antwerp and Singapore. The project included adding some additional units and also recycling existing units by moving them to different sites.

Teneo provided project management and installation services on a worldwide basis, ensuring that the project was rolled out successfully. Teneo managed the shipping of the unit to the Gurgaon, India site and performed installations out of hours so as to minimise the disruption to the working network. For the installation of the new datacentre unit in Leeds there was a very narrow downtime window of just 1 and a half hours (during a Sunday night) for Teneo to install, configure and go live with the new unit. The excellence of Teneo's support and installation personnel is one of the key reasons Riverbed rewarded the company with Diamond partner status and GE SeaCo reaped the full benefits of this during the operational stage of their project.

Dave continues. "We found Teneo to be a supportive partner, responding quickly to technical questions and showing an in depth

understanding of the Riverbed solution."

The Benefits

Improved Application Performance Leading To Enhanced Business Processes And Accelerated Operations

Utilizing its patented application and protocol streamlining techniques the Riverbed units have enabled GE SeaCo to reduce the amount of data crossing the WAN architecture by 73% across all applications. This has led to an effective capacity increase of 3.7 times allowing GE SeaCo to maximize its bandwidth utilization.

The Riverbed appliances have made the long distances between offices disappear allowing GE SeaCo to take advantage of their human and technology resources. Business processes have dramatically improved and operations accelerated. Internet traffic is under control and documents are shared better between offices. The Riverbed units have been easy to manage and have freed up IT resource for other projects.

"The Riverbed Steelhead appliances are extremely stable and require very little 'babysitting'. The Central Management Console provides visibility of traffic patterns and offers excellent reporting. The fact that we haven't had to increase bandwidth offers a considerable cost saving."

The Riverbed Steelhead appliances provide GE SeaCo with the infrastructure for an agile business. Datacentres can be located anywhere and can be moved in a tenth of the time. New applications can be rolled out faster. Centralized implementations of servers and storage can serve global users with less investment. The end result is that IT can be more responsive to business needs without a ballooning budget.

"Without the Riverbeds everything would grind to a halt and this would lead us to consider putting in bigger pipes, even though it doesn't always mean faster application performance."

The Future

Maintain Investment In Riverbed Products To Allow Consolidation And Virtualization Of IT Infrastructure

Due to the dispersed nature of GE SeaCo's sites they prove to be difficult to manage. The launch of Riverbed's new Riverbed Services Platform (RSP) functionality is therefore very attractive to them and GE SeaCo plan to roll this feature into the current Riverbed estate. RSP provides the capability to run up to five additional services and applications virtually on VMware in a protected partition on the Riverbed Steelhead appliance. This can help customers to replace old legacy servers which are difficult to manage and maintain and enable a true server less office environment. Even key network services such as DNS and DHCP can be removed from local servers and run as part of the RSP platform.

By minimizing the hardware needed at the branch office, further consolidation of IT operations, reduced costs, and simplified administration are enabled, all while still delivering essential local services.

"The Riverbed appliances are an essential component of our IT infrastructure and allow us to work in a more productive and cost effective manner. We now have the application performance needed to improve our IT architecture and embark on consolidation and virtualization projects," concluded Dave

About Teneo

Teneo is an Infrastructure Optimization specialist with worldwide reach, focused on helping businesses to meet corporate and IT objectives through accelerating the performance of global network infrastructures, improving user productivity, automating management within the Data Center and lowering overall IT costs.

Teneo has over 1500 customers across 40 countries and offers a portfolio of services that includes Training, Installation, Maintenance and Performance Analysis Consultancy.

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