



BROCK WHITE CASE STUDY

CENTURYLINK® DYNAMIC CAPACITY DELIVERS 400% APPLICATIONS PERFORMANCE IMPROVEMENT

Situation

A 59-year-old construction materials supplier headquartered in the Midwest with branch locations in the U.S. and in Canada.

Overview

Challenge

Accelerate the frequency and reduce the latency of data replication and its effect on the firm's voice and data communications. Improve the firm's effectiveness of its disaster recovery applications.

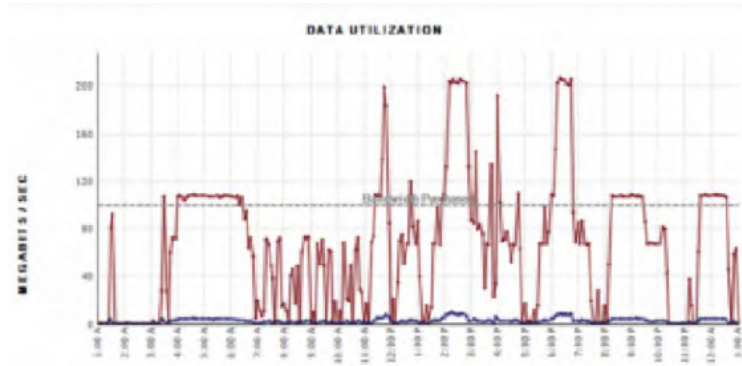
Brock White connects its headquarters location in St. Paul to CenturyLink co-location facility in Minneapolis, where its SAN, PBX, Internet access and key business applications, such as ERP, reside. Due to variably sized replications and limited bandwidth, the company was challenged to replicate as often as desired without negatively impacting end-users accessing applications across the same connection, especially latency sensitive applications such as VoIP calls. With fluctuating demands and latency sensitive applications, the firm needed not just additional bandwidth, but a solution with dynamic, flexible bandwidth capabilities to meet its needs.

Solution

CenturyLink provided an E-line-based solution with CenturyLinkSM Adaptive Network Control Solutions options - CenturyLink® Enhanced Management and CenturyLink® Dynamic Capacity. The solution gives Brock White real-time visibility, flexibility and control of its network performance. The Dynamic Capacity capabilities allow the firm to immediately double or triple its network capacity when network traffic increases to their preset threshold. After a planned or unscheduled event occurs, the network capacity returns to its original committed rate.

Mike Somers, Brock White Director of IT said: "The automatic capability made Dynamic Capacity twice as useful for us. You tell it what you need and it automatically does it for you. The important point is that with Dynamic Capacity my time is freed up to work on other business solutions and not infrastructure. I don't have to worry about my network, or even think it about its performance, with Dynamic Capacity."

Recently, CenturyLink introduced alerts-driven Dynamic Capacity. The enhanced capability goes a step further; allowing the firm to define thresholds that can automatically double or triple network bandwidth in real-time. This dedicated Ethernet, bandwidth-on-demand capability delivers customers greater network capacity and performance—without human intervention. All Adaptive Network Control capabilities support customer bandwidth needs up to 6GB. With CenturyLink Dynamic Capacity, it's like the network is always "thinking" for the customer by determining the optimum capacity for customer applications.



This bandwidth utilization chart shows how a customer's bandwidth is able to automatically increase above their subscribed level of 100M to complete hourly data replications throughout a typical day.

Results

Before CenturyLink Dynamic Capacity was implemented, replications were only scheduled once per day, and during replication, VoIP calls and other applications traffic was negatively impacted. Now, with alerts-driven Dynamic Capacity, the firm can replicate multiple times per hour and simultaneously run real-time traffic, without any delay or impact to VoIP calls.

"We could only backup applications once a day. Now (with Alerts Driven Dynamic Capacity) we can perform data replications every 15 minutes without any service impact or latency with scheduling. Dynamic Capacity functions completely 'hands off' like a managed service."



-Mike Somers
Director of IT at Brock White

The Facts

- 400% improvement in disaster recovery applications from one hour to 15 minutes
- Replicate data four times an hour versus one time per day
- 100 Mbps established baseline network performance, dialing up to 300 Mbps on a regular basis
- No service impacts
- Thresholds set through CenturyLink's MyPortal automatically activate Dynamic Capacity. An e-mail alert is generated for each Dynamic Capacity event.
- Know exact costs for increased network capacity without waiting for monthly bill.

CenturyLink has taken a unique approach in developing and delivering its Adaptive Network Control portfolio, incorporating customer feedback into its evolving IT strategies at the foundation of the solution.

The CenturyLink® Adaptive Network Control Solutions suite is highly scalable, and widely available to meet the needs of business Ethernet customers because it is built on the company's comprehensive data services platform and integrated systems architecture.

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