

OGD Delivers Added Value to Customers with a Scalable, Virtualized Infrastructure

Summary

Company:

OGD IT Services

End Customer Vertical:

Technology

Business Challenge:

- Differentiation in a highly competitive marketplace
- Providing a self-service IT model for customers
- Improving speed of delivery
- Building a scalable infrastructure

Technology Solution:

- QFX Series switches
- SRX Series Services Gateways
- VMware NSX

Business Results:

- Full ROI within three years
- Time to delivery measured in hours instead of months
- Offering maximum customer choice with self-service portal
- Seamless and effective integration with VMware NSX

OGD IT Services is a Dutch IT service provider, with five offices and 800 professionals specializing in IT infrastructure, service management, and software development. Adding value is at the core of its success, and OGD does this by using those technologies that help build reliable and flexible IT solutions for its customers.

Business Challenge

Customer demands and IT service provision evolve continually at a fast-moving pace, and OGD has expanded its service offerings in response to this changing landscape. However, it identified a missing link in the provision of an infrastructure capable of accommodating its customers' applications quickly and easily. This started the development of its own multitenant Infrastructure-as-a-Service (IaaS) platform based on VMware NSX. Joep Piscaer, chief technology officer (CTO) at OGD, explains the thinking behind this: "We wanted to improve our delivery speed and offer a solution which would give our customers more flexibility. In our setup, we would need to create a new environment for each new customer. This would include ordering racks and servers as well as network and storage area network (SAN) configuration. Although we would start from a base architecture, this whole process could still take up to four months, which we felt was too long in today's fast-moving world. Network virtualization would offer lots of opportunity for innovation in this area and even though VMware NSX is a new technology, it has already proven its worth in deployment.

"The combination of VMware NSX and Juniper Networks has made us much more responsive to our customer's business challenges. We were never looking for a network vendor; we wanted a partner, someone whose business ethics and culture aligned with our own."

Joep Piscaer, CTO, OGD IT Services

Technology Solution

Once OGD decided on VMware NSX as the underlying technology for its IaaS, it needed to find a networking vendor to support the physical underlay. "We had some very specific selection criteria," Piscaer says. "We needed a simple, intelligent, and scalable network environment which would enable us to offer a self-service facility to our customers, as we wanted to give more choice in how our customers interact with us. We did a thorough market investigation, evaluating relevant vendors, and Juniper Networks was the only one who could support our particular platform."



OGD worked closely with Juniper, in its two data centers during the planning stage, while OGD did the network implementation itself. The network design is pod-based to mitigate risk wherever possible. Pods can be integrated into a single offering, but if one pod fails there is only a partial outage, not a full one. This design offers economic advantages as well as security ones.

OGD chose to implement a network aligned with the Juniper Networks® MetaFabric™ architecture principles, consisting of Juniper Networks QFX5100 switches and SRX Series Services Gateways. QFX5100 switches are flexible data center switching platforms that provide a universal building block for multiple fabric architectures. They use large media access control (MAC) tables to enable OGD's virtualization deployment in VMware NSX. OGD's managed service is based on SRX Series Services Gateways, delivering scalable performance and network segmentation, which allows administrators to tailor security and policies customized to different customers.

Thanks to the use of QFX5100 switches in the network architecture, OGD can offer its customers a new facility. As Piscaer explains: "We chose the QFX Series specifically for its integration with VMware NSX and the ability to integrate physical devices into a virtual stack. Customers can bring equipment to the data center where it is seamlessly integrated into their virtual infrastructure. This is a huge added value."

The combination of VMware and Juniper Networks has enabled OGD to offer a self-service portal to its customers. This is completely flexible, enabling customers to decide how much they would like to do themselves and OGD takes care of the rest. Many customers find it easy and quick to create new IP addresses, make changes to firewall configurations, create a new virtual machine, or migrate applications themselves.

Business Results

Shortly after introducing the new IaaS approach, multiple OGD customers, with over 50,000 end users, have already begun leveraging the new platform. Customers use IaaS to migrate applications to the platform easily and quickly, usually within a day, which is unprecedented in a traditional data center environment and a massive benefit for the customers. Not only has the IaaS platform transformed the way in which OGD interacts with its customers, it has also brought about a big change internally. As the data center has become more akin to a software environment,

infrastructure data center staff members now work more like software developers. "The lines between our infrastructure and development departments used to be really specific," Piscaer says. "Not any more. The lines are blurred and team collaboration happens everywhere, often over a pizza and a beer!"

Piscaer and the team worked on a full business case before implementing the IaaS platform: "In such a competitive marketplace, we have to create positive cash flow as fast as we can. Our pod-based design makes it easy to predict future expenditure based on growth in the business and we expect to achieve full ROI within three years of our initial investment."

Next Steps

OGD's choice of VMware and Juniper Networks enables it to set up a customized network easily without unnecessary complexity for the customer and with a fully standardized and automated setup procedure. This approach allows customers to remain in control. Using the self-service portal, customers can roll out applications in record time, while OGD takes care of the back-end factors such as platform performance, uptime, and security.

As Piscaer concludes: "We're already developing new services such as self-service facilities based on technologies which will complement our business in the long term, further leveraging cloud and virtualization technology. The combination of VMware NSX and Juniper Networks has made us much more responsive to our customers' business challenges. Instead of a network vendor; we wanted a partner, someone whose business ethics and culture aligned with our own. Juniper Networks is that partner and we look forward to our continued success together."

For More Information

To find out more about Juniper Networks products and solutions, please visit www.juniper.net.

About Juniper Networks

Juniper Networks is in the business of network innovation. From devices to data centers, from consumers to cloud providers, Juniper Networks delivers the software, silicon and systems that transform the experience and economics of networking. The company serves customers and partners worldwide. Additional information can be found at www.juniper.net.

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