ethernet alliance

Technology Exploration Forum - End User Speak

Ethernet in Nationwide DataCenter

Feb 16th '12

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About

- $21B, Fortune 100, Financial Services Company
- Based out of Columbus, OH with offices in Scottsdale, DesMoines Cleveland
- Property and Casualty, Bank, Life, Annuities, Retirements
- Multiple brands and business units
- Centralized IT with in-house hosting
- Currently 2 data centers, 3rd under development

Data Center Objectives Overview

- Reduce cost, complexity and hardware
- Extend, scale and simplify provisioning
- Improve energy efficiency and reduce operating costs

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Role of Ethernet

- Fiber Channel Over Ethernet
  - Simplification of configuration and operations. Less power, cooling etc.
  - Reduced network interfaces and switches
  - Scalable architecture 10G, 40G, 100G
  - One single network, for both network and storage data traffic

- Next Gen Layer 2
  - Simplifies provisioning process – virtually any VLAN anywhere within the DC
  - Provides network configuration simplicity, scalability, flexibility and resiliency
  - Creates ability to build highly scalable layer two multi-path network without spanning tree protocol
  - Enables all links to be aggregated and active simultaneously
  - Low predicable latency between switches

- Energy Efficiency
  - LEED Gold Standards
  - Hot aisle containment
  - Air-side economizers
  - Energy Efficient Ethernet

- Cloud Architecture

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Challenges

- Location and Standardization
- Size and Future Growth
- Energy Costs

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Questions ?

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