



# Reliam

## RELIAM HELPS CUSTOMERS EMBRACE HYBRID CLOUD WITH HIGH-PERFORMANCE DATA CENTER INFRASTRUCTURE

### Summary

**Company:**

Reliam

**Industry:**

Web Services

**Business Challenges:**

Build a new data center to deliver cloud-scale performance and reliability and eliminate past issues with network performance and reliability

**Technology Solution:**

- QFX5100 Switch
- EX4300 Ethernet Switch
- MX104 Universal Routing Platform
- SRX1500 Services Gateway

**Business Results:**

- Built a high-performance, scalable, and secure data center network to deliver cloud and managed services with 24x7x365 availability
- Captured growing opportunity for hybrid IT services
- Simplified network operations to free up time for strategic work

The appeal of cloud services is clear, bringing new levels of agility and cost efficiency. That’s fueling the growth of companies like Reliam, which provides white-glove cloud management services. The company was founded in 2001 to manage market-facing, mission-critical companies, and today, it counts an international toy manufacturer, world-renowned museum, life sciences organization, and a life style brand among its many customers.

### Business Challenge

Keith Archer joined Reliam as Chief Operating Officer, bringing more than two decades of experience delivering IT solutions in challenging environments. Archer, together with Nate Johnson, Founder and CEO of Reliam, saw a growing opportunity to help organizations embrace a hybrid IT strategy—taking advantage of public cloud services for some applications and workloads while leveraging private cloud services for others.

“We saw an opportunity to provide hybrid IT services to organizations,” says Archer. “What that means is going in either direction, from public to private cloud or vice versa to enable key infrastructure and services.”

Reliam also saw an opportunity to provide customers that are in the cloud with a backup strategy when their primary cloud provider fails. “If you’re in your own data center, you can back up to the cloud,” says Archer. “If you’re on the cloud and your provider goes down, what do you do? You need to hedge against the small chance that if the cloud provider goes down, your world doesn’t suddenly stop.”

To ensure the delivery of mission-critical managed IT services, Reliam wanted to rebuild its Los Angeles data center from the ground up.

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- Keith Archer, COO, Reliam

## Technology Solution

Archer knew that Juniper Networks would allow him to build a better data center network. Juniper proved its mettle at his previous company, which also was in an extremely demanding industry. He was confident that Juniper would deliver the data center network performance, scalability, efficiency, and advanced feature set that Reliam's growing business needed and customers expected.

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Reliam deployed a Juniper Virtual Chassis Fabric (VCF) in the data center with Juniper Networks® QFX5100 Switches as the spine devices and EX4300 Ethernet Switches as the leaf devices. With a Juniper VCF, Reliam has a single, highly redundant core network that's optimized to support a mix of 1GbE, 10GbE, and 40GbE. The fabric provides predictable low latency, resiliency, flexibility, and manageability. Each device is one or two hops away from every other device in the fabric, which avoids congestion and ensures predictable low latency for all traffic traversing the fabric. Resiliency is assured because traffic has multiple paths across the fabric. VCF simplifies configuration and management. "We have ten cabinets of fully redundant devices, but when we look at it from a support point of view, it's a single chassis," Archer explains. "Managing the network is simple and fast."

Reliam uses the Juniper Networks MX104 Universal Routing Platform, a modular, highly redundant MX Series platform that's built for edge routing in space- and power-constrained facilities. The MX104 delivers 80 Gbps of capacity and a redundant control plane for high availability. "With Juniper, we've created a true high availability model and deployed routers in an active/active model for constant connectivity and full redundancy and load balancing with service provider networks," Archer says.

Juniper Networks SRX1500 Services Gateway provides high-performance, low-latency firewall connections to customers. The SRX1500 gateway delivers very high-speed performance in a small form factor.

Automation has been key to achieving operational efficiencies. "Using Juniper routing, switching, and security allows us to create a single pane-of-glass view of the network that helps us manage individual customers," Archer says. "Previously, we managed devices one-off, and now we use automation to apply configuration rules. Juniper has simplified network operations significantly."

Simplifying network operations is a competitive advantage. "We're now focused on how we can deliver more value to our customers."

*"Our mission is to ensure that our customers' market-facing solutions are up and available all the time. With Juniper, we've built a data center with carrier-class equipment that can be a safety valve and a badge of honor when the cloud goes down, because they're not affected from a customer viewpoint."*

- Keith Archer, COO, Reliam

## Business Results

"With a Juniper network, we've seen increased throughput, enhanced security, increased resilience, and the ability to connect directly with cloud providers. We can offer better services to customers that they couldn't afford to build in-house," Archer says.

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Performance improvements have been dramatic, with customers receiving true 10 Gbps performance. Increased capacity allows Reliam to meet growing demand for private, direct connections to Amazon Web Services (AWS), Microsoft Azure, and other cloud providers. "We can provide customers the capacity through our data center to bypass the Internet and get a direct connection to the cloud provider of their choice," says Archer. "We can work with them and not expose their information directly to the Internet as a transit point."

Reliam also introduced new IPv6 services. "We have both IPv4 and IPv6 for customers, and being able to handle the full capacity was an instant value for our customers," he says.

That parallels the value that Reliam can deliver to its customers, too. As Archer explains, "Why manage your mission-critical market-facing solutions by having critical headcount and certified resources watch what you've already built? Why not supplement those key resources who have internal intellectual property knowledge to focus them instead on making your company succeed further with strategic projects?"

## Next Steps

Reliam continues to innovate so its customers can focus on running their businesses, not the technology fueling them. “The new normal is that the technology always works,” Archer says. “We keep raising the bar for ourselves in order to create more value for our customers.”

That focus on the future keeps Reliam ahead—and customers coming back. “When we first migrated to the new data center, customers were thrilled with the improvement in performance and reliability,” says Archer. “Basically, we took their basic car in for service, and they drove out with a Ferrari. But with all great changes it eventually becomes the new normal, and now they expect top-notch speed and reliability.”

## For More Information

To find out more about Juniper Networks products and solutions, please visit [www.juniper.net](http://www.juniper.net).

## About Juniper Networks

Juniper Networks brings simplicity to networking with products, solutions and services that connect the world. Through engineering innovation, we remove the constraints and complexities of networking in the cloud era to solve the toughest challenges our customers and partners face daily. At Juniper Networks, we believe that the network is a resource for sharing knowledge and human advancement that changes the world. We are committed to imagining groundbreaking ways to deliver automated, scalable and secure networks to move at the speed of business.

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