



BROCADE

EXTRAORDINARY NETWORKS

SAVINGS

As you face unprecedented data growth and increasingly tighter budgets, Brocade Extraordinary Networks can help you save up to 30 to 50 percent on your network infrastructure costs.

Reduce Your Network Infrastructure Costs

As you consider your organization's long-term networking strategy, you likely face two divergent forces that have created some difficult business decisions. On one hand, you need to manage unprecedented levels of data growth and network traffic. On the other hand, you probably find yourself impacted by economic challenges that have left your operating budgets slashed, flat, or at the very least highly scrutinized.

The need to contain or reduce IT costs is a universal concern across all types of industries, geographical regions, and business sizes. And even though most organizations have been operating under the guideline of "doing more with less" for many years, that guideline has now become a mandate for business survival.

DATA AND NETWORK TRAFFIC KEEP GROWING

From a networking perspective, consider some of the key trends that affect you on a daily basis: More data-hungry devices are connecting to your network, e-mail continues growing exponentially, and new types of rich-media applications are becoming the norm rather than the exception. As a result, data and network traffic—and the need for more bandwidth—continue to grow unabated.

It probably seems that data is being created faster than your networks can keep up—yet everyone still expects more. So how do you meet that demand while staying within your budget?

One thing is clear: Maintaining the status quo simply won't work. In fact, you might already be overspending by as much as 30 to 50 percent for your networking infrastructure due to inefficient products and network design.

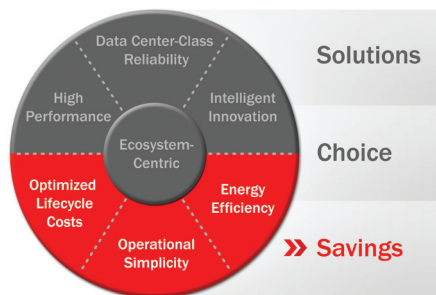
EXTRAORDINARY NETWORKS SAVE MONEY

When you're trying to take cost out of your network, improving efficiency is critical. Foremost is the need to update outdated infrastructure to meet your growing business requirements in terms of higher bandwidth, support for new applications, and long-term investment protection. This requires a network infrastructure with higher levels of service predictability, scalability, resiliency, and performance—all of which facilitate business growth.

Today, Brocade® solutions are helping to power 90 percent of the Global 2000 companies, who rely on industry-leading bandwidth, density, and power efficiency to support cost-saving initiatives such as data center consolidation and virtualization.

Brocade solutions are purpose-built to:

- Reduce both acquisition and operational costs (CapEx and OpEx)
- Protect your investments with future-built capabilities
- Maximize the value of your IT spending with faster ROI and lower TCO



THE SEVEN CHARACTERISTICS OF EXTRAORDINARY NETWORKS

- **High performance:** Providing the highest-performing products at the lowest possible cost point to support the most demanding applications
- **Data center-class reliability:** Extending proven reliability to the edge and throughout the enterprise to reduce risk, downtime, and cost
- **Intelligent innovation:** Leveraging innovation as a way to reduce cost and facilitate business transformation with future-proofed solutions
- **Energy efficiency:** Delivering denser and more energy-efficient products that are up to 10 times more efficient than the competition
- **Optimized lifecycle costs:** Utilizing unique solutions to reduce costs as part of a long-term strategy for maximizing ROI without inhibiting growth
- **Operational simplicity:** Simplifying management to free up personnel to focus on more revenue-generating tasks
- **Ecosystem-centric:** Working with world-class partners to deliver best-in-class solutions built on open industry standards

PARTNERSHIPS PROVIDE CHOICE AND SAVINGS

Another key factor in reducing network infrastructure costs is deploying reliable solutions that streamline deployment and reduce ongoing management effort. Through adherence to industry standards and rigorous interoperability testing with its partners, Brocade provides certified solutions for the widest range of IT environments.

In fact, Brocade has built the industry's broadest partnership ecosystem—giving you maximum choice and flexibility to deploy best-in-class solutions that match your unique business requirements. Moreover, Brocade designs its current solutions to interoperate with future infrastructure and products. This approach allows you to embrace a non-disruptive strategy for revitalizing your network infrastructure while avoiding a risky and expensive "rip-and-replace" approach.

TRANSFORM YOUR NETWORK TO GROW YOUR BUSINESS

When you need to save money without inhibiting business growth, the choice is clear: You need a partner with industry-leading products, unique experience, and the services expertise to deliver a comprehensive networking solution.

The price/performance value of Brocade solutions can help you transform your network infrastructure with Extraordinary Networks that continue to deliver ROI well into the future.

START SAVING TODAY

To learn more, visit www.brocade.com/extraordinary.

"We are able to directly quantify our cost savings and revenue to the performance and stability of our network. Brocade products not only provide the stability but the high performance to push the leading edge of technology."

—Lucasfilm, Ltd.

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