

Technology Partner Case Study | Emulex

Emulex, the leader in network connectivity, monitoring and management, provides hardware and software solutions that enable unrivaled end-to-end application visibility, optimization and acceleration for global networks that support enterprise, cloud, government and telecommunications. Emulex’s monitoring and management solutions, including its portfolio of Endace network visibility and recording products, help organizations investigate and respond to security events quickly and efficiently by connecting analysts directly to the network history that they need to make rapid and informed decisions.

Challenge

As a well-established vendor in the high-performance traffic monitoring and recording category, Emulex, saw the need to add application awareness to the product portfolio. Customers were starting to request this capability and the company needed an answer—fairly quickly. With a solid reputation in ease-of-use and performance, engineering management knew that taking on this development would be both distracting from their core competency and somewhat outside their current skill set. In order to limit potential execution risk and speed time to market, Emulex made the decision to review options for adding this important capability through partnership.

Tim Nichols, senior director of corporate marketing, Endace division, Emulex, says, “Our business is about doing everything very, very fast. We are famous for 10, 40 and 100Gb Ethernet (100GbE) analysis. It was very important that the nature of the architecture offered by the chosen partner could be scaled to meet the extraordinary demands we place on technology at those speeds.”



Solution

As the Emulex team evaluated potential next-generation DPI solutions, several critical requirements emerged:

Endace Requirement	NAVL Capabilities
Performance. A like-minded focus on high performance consistent with core values was over-arching.	Supports multi-core scaling and implements a low memory footprint ensuring the highest performance in the category.
Signature Coverage. A complete inventory of application recognition signatures, along with a flexible architecture for evolving and including new applications as needed.	Implements the broadest array of signatures in the business with over 10 years experience in developing, perfecting and publishing new application signatures quickly. NAVL is deployed in thousands of sites and has been extensively tested across a variety of applications.
Accuracy. A commitment to the precision customers expect and rely on for visibility and recording was extremely important. There is little room for error or ambiguity from a customer perspective.	Relies on the uncompromising accuracy and quality required to satisfy the most demanding security and monitoring applications where perfection defines the standard of effort. Vigilance toward this end is a critical success factor and requires ongoing diligence.

Summary

Area of Business:
Network Visibility and Traffic Recording

Challenge:
Enable application recognition in performance-leading high-speed network visibility and traffic recording solution.

Solution:
Procera NAVL adds next-generation Deep Packet Inspection (DPI) technology to the Emulex high-performance visibility solution, frees engineering resources to work on core functionality, enables application recognition and accelerates time to market.

- Results:**
- Cut development time
 - Accelerate time to market
 - Focus on core competencies
 - Mitigate execution risk
 - Leverage expertise
 - Solidify installed base
 - Increased addressable market
 - Drive additional opportunity

As the evaluation unfolded, it became clear to the Emulex team that Procera NAVL exceeded the core performance requirements for the application. This enabled the team to bear down on the coverage and accuracy aspects of the solution. NAVL distinguished itself in satisfying these key requirements over competitive offers and they proved to be significant advantages.

As Nichols said about the evaluation process, "NAVL really addressed our requirements and instilled confidence that it could be a key component of our products. The support team was impressive and we feel very comfortable that the Procera culture matches that which we look for in a partnership of this nature. The relationship is one of shared values and outlook and that makes it both productive and special."

Results

After an exhaustive evaluation that tested both functionality and cultural fit, the Emulex team selected Procera NAVL as their next generation DPI solution. This choice extended application recognition to the existing Endace product line affirming Emulex's value to installed customers, while helping drive new interest in company solutions with prospects.

As Nichols said after the launch, "Our customers have responded incredibly positively to what they are able to see now that we have added NAVL to our product. They were astounded at what this capability provided. It's like the difference between

black and white television versus color. If all you can see is layers 1-4 you are very limited, but as soon as you can add the application visibility that Procera NAVL provides, you have high-definition network visibility."

High-definition network visibility served as a centerpiece for the Emulex marketing and sales campaigns once the integration with Procera NAVL was complete. Added Nichols, "Application awareness was critical to our long-term success. We expected to have significant competitive advantage in the market for some time to come as a result of integrating Procera NAVL."

Indeed the combination of the Emulex Endace product line of high-performance monitoring and recording solutions with Procera NAVL has earned significant notice in the industry. Said Nichols, "We took a long hard look at several different options and Procera was a clear winner."

About Procera Networks

A leader in Deep Packet Inspection technology, Procera Networks delivers real-time, application classification solutions to Enterprise Gateway, Lawful Interception and Telecommunications vendors globally. Network Application Visibility Library (NAVL), a real-time, Layer-7 classification engine, is designed exclusively for integration into third party platforms and enables Procera Networks to provide its partners with next-generation application-aware networking solutions.

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—Tim Nichols
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