

# AMAZINGMAIL.COM MAKES THE SWITCH: REPLACES NETWORK INFRASTRUCTURE AND GAINS 10X PERFORMANCE

## Summary

**Industry:** Printing and electronic direct-mail services

**Challenge:**

- Significantly reduce recurring IT costs while improving service to customers
- Improve and simplify highly complex network architecture that was unreliable and costly to manage and maintain

**Network Solution:**

- Juniper Networks EX4200 and EX3200 lines
- Juniper Networks SSG320M Secure Services Gateway

**Results:**

- Produced annual savings of \$90,000 in reduced IT costs
- Cut data center space requirements in half and reduced power consumption
- Significantly increased network performance: tripled VPN performance and increased switching capacity tenfold
- Added redundancy to the network and improved business continuity
- Simplified the network, making it much easier to manage
- Offered building tenants secure networking services

AmazingMail.com is an Internet-based direct mail firm that specializes in high-quality custom postcards. Customers can create and mail a personalized, full-color postcard in a few simple steps. More than 68,000 companies have taken advantage of AmazingMail.com’s services to promote and grow their businesses. AmazingMail.com is a fast-growing, privately held company that was ranked 2,034 on the 2007 Inc. 5,000 List of the fastest-growing privately held companies in America.

## Challenges

Even a rapidly growing company such as AmazingMail.com needs to be lean to succeed in the fiercely competitive print-on-demand market, especially in today’s uncertain economic times. The company set a goal to reduce recurring expenses while maintaining its signature levels of customer service. With technology at the core of its business, AmazingMail.com needed to find ways to improve IT efficiencies. Its network infrastructure—which, though relatively new, was very costly to maintain—was a logical place to start. An onerous service contract with the incumbent switch vendor, high power costs and the excess IT staff needed to manage the complex network weighed heavily on the IT budget.

“We knew we needed to simplify our network architecture,” says Larry Prine, Lead Systems Administrator, Amazingmail.com, Inc. “Plus, we were paying big dollars for a service contract on the network equipment yet we weren’t getting the service or return on investment we had been sold.”

## Selection Criteria

Prine turned to his solution provider, The I.T. Workshop, for advice. Darren Patoni, President and CEO of The I.T. Workshop, suggested that they replace their old equipment with Juniper Networks® gear, outlining the business benefits of such a move.

Convinced of the Juniper solution’s clear-cut ROI, AmazingMail.com sold their existing network equipment, took the proceeds, and replaced everything with the new Juniper Networks EX Series Ethernet Switches. Prine took a chance in doing this, but Prine and Patoni’s confidence in Juniper’s ability to deliver on its promises made it a calculated risk. “We never doubted our decision to go with Juniper,” says Prine. “When we presented this conclusion to our executive team, they shook our hands for our leadership.”

## Solution

AmazingMail.com ripped out the legacy firewalls and switches at its three Phoenix area locations and replaced them with Juniper’s high-performance switches and firewall/IPSec VPN appliances. “We replaced the equipment like-for-like with Juniper solutions,” says Patoni. “Not only did we increase performance, but we also reduced expenses so significantly that we had money left over to buy two of everything to make the network fully redundant in High Availability mode.”

AmazingMail.com deployed the Juniper Networks EX4200 line with Virtual Chassis technology and the Juniper Networks SSG320M Secure Services Gateway in its corporate data center and a Juniper Networks EX3200 line switch and a Juniper Networks SSG140 Secure Services Gateway in its production print center. The company also deployed EX4200 lines with Virtual Chassis technology and SSG320Ms in its corporate headquarters. Additional EX Series Ethernet Switches were deployed to provide network services for tenants who lease space at the company's headquarters location.

The I.T. Workshop completed the conversion overnight. "We had our work cut out for us," recalls Patoni. "We had three engineers at each location and a lot of network equipment to replace. There was no network documentation. We finished the turnover in the morning, and everything worked flawlessly."

**"With Juniper Networks, we spend less on the network, which means that there's more money to spend on revenue-generating activities."**

Larry Prine,  
Lead Systems Administrator, AmazingMail.com

Juniper Networks EX Series Ethernet Switches are high-performance, carrier-class networking solutions that create a secure, reliable network that's ideal for today's converged environments. The EX Series is easy to deploy and manage, and thanks to a highly efficient and scalable design, they allow IT to deploy more energy-efficient and cost-effective networks that grow along with customer needs without requiring large upfront investments. The EX4200 line combines the compact, pay-as-you-grow economics and the low power and cooling requirements of stackable switches with the performance, availability, operational ease and port densities of chassis-based platforms to meet the demands of today's high-performance enterprises. When deployed in a Virtual Chassis configuration, up to 10 EX4200 lines can be interconnected and managed as a single device, letting businesses grow their network incrementally as requirements dictate, without adding to the management burden.

The EX Series are powered by Juniper Networks Junos® operating system, the same field-tested and customer-proven operating system used by Juniper's high-performance routers, bringing to the enterprise the same carrier-class performance and reliability that Juniper brings to the world's largest networks.

The SSG320M is a purpose-built security appliance that delivers the perfect mix of performance, security, and LAN/WAN connectivity for regional and branch offices. Traffic flowing in and out of the branch office is protected from worms, spyware, Trojans, and malware by a complete set of Unified Threat Management (UTM) security features. The SSG320M delivers 450+ Mbps of firewall traffic and 225 Mbps of IPSec VPN.

## The Results

With Juniper's switches and firewalls, AmazingMail.com improved network performance, lowered expenditures and reduced overall complexity. "With Juniper, we spend less on the network, which means that there's more money to spend on revenue-generating activities," says Prine.

AmazingMail.com is saving \$90,000 per year in recurring IT costs thanks to the cancelled service contract, lower data center lease charges, and bandwidth and power savings. Network performance has never been higher, switching capacity has increased tenfold, IPSec VPN performance among its locations tripled, and Internet download speeds also increased.

AmazingMail.com realized its greatest savings in the data center. Because Juniper's gear has a smaller footprint, it needs less power and space. AmazingMail.com was able to consolidate equipment and move from two racks down to one at its ISP co-location site, cutting its monthly \$16,000 bill in half. "Each of the three locations had 15 rack units of equipment prior to the changeover," says Patoni. "That was reduced to a maximum of four rack units. It's a pretty radical reduction."

"Using the compact, single rack EX Series instead of a big chassis-based system gave us more throughput, increased manageability, improved reliability, freed up space and decreased expenditures," says Prine. "Junos OS also gave us the simplicity and manageability we needed through its single-release design. Now we feel like we're in control of our network rather than the other way around."

Fewer network devices mean less to manage, and Junos OS makes it much easier to manage the Juniper infrastructure. "Juniper's one-source code train release strategy with Junos OS really hit home," says Patoni. "The software's feature set is consistent across products and product families, which means if you do Junos OS once, you can do it 2,000 times. You quickly realize that you are not learning something new for each box. It's very simple to make changes to the switches right out of the box because of Junos OS. Learn once, manage everywhere is a pretty compelling value proposition."

As part of its corporate restructuring, AmazingMail.com is now leasing out part of its office space. It deployed EX4200 and EX3200 lines to provide tenants with a secure, private infrastructure without sacrificing performance or security. IT can easily set up security zones on the firewalls, and they no longer have to deal with the tedious task of setting up and managing access control lists (ACLs), as they did before.

The I.T. Workshop also helped AmazingMail.com thoroughly document the network, which will contribute to ongoing efficiency.

### Next Steps and Lessons Learned

AmazingMail.com can now offer major customers performance guarantees. "With a click of a button inside the Juniper firewalls, we can do traffic shaping and guarantee bandwidth to our large customers," says Prine. "We couldn't do that with our prior firewall."

### About Juniper Networks

Juniper Networks, Inc. is the leader in high-performance networking. Juniper offers a high-performance network infrastructure that creates a responsive and trusted environment for accelerating the deployment of services and applications over a single network. This fuels high-performance businesses. Additional information can be found at [www.juniper.net](http://www.juniper.net).

---

#### Corporate and Sales Headquarters

Juniper Networks, Inc.  
1194 North Mathilda Avenue  
Sunnyvale, CA 94089 USA  
Phone: 888.JUNIPER (888.586.4737)  
or 408.745.2000  
Fax: 408.745.2100  
[www.juniper.net](http://www.juniper.net)

#### APAC Headquarters

Juniper Networks (Hong Kong)  
26/F, Cityplaza One  
1111 King's Road  
Taikoo Shing, Hong Kong  
Phone: 852.2332.3636  
Fax: 852.2574.7803

#### EMEA Headquarters

Juniper Networks Ireland  
Airsides Business Park  
Swords, County Dublin, Ireland  
Phone: 35.31.8903.600  
EMEA Sales: 00800.4586.4737  
Fax: 35.31.8903.601

To purchase Juniper Networks solutions, please contact your Juniper Networks representative at 1-866-298-6428 or authorized reseller.

Copyright 2010 Juniper Networks, Inc. All rights reserved. Juniper Networks, the Juniper Networks logo, Junos, NetScreen, and ScreenOS are registered trademarks of Juniper Networks, Inc. in the United States and other countries. All other trademarks, service marks, registered marks, or registered service marks are the property of their respective owners. Juniper Networks assumes no responsibility for any inaccuracies in this document. Juniper Networks reserves the right to change, modify, transfer, or otherwise revise this publication without notice.