

## POWERING CLOUD INNOVATION AND GROWTH

Awnix helps dcBLOX drive scalability and performance with cost-effective software-defined networking solution



Technology

United States

### Business needs

Awnix needed to cost-effectively drive new business growth and meet its customers' requirements for scalability and performance.

### Solutions at a glance

- [Software Defined Networking](#)  
- [Open Networking](#)

### Business results

- Cuts networking costs by 50 percent
- Gains IT agility and flexibility
- Drives scalability and reduces development time by 75 percent
- Supports faster network speeds
- Unifies administration of the cloud environment

# IT

agility and flexibility  
increase



# 75%

less development  
time



As an industry leader in providing software-defined networking (SDN) solutions, Awnix had to address challenges regarding the availability, cost, performance and scalability of hardware and software. “We want to bring software-defined solutions to the masses, but we needed the right back-end technologies,” says Rick Kundiger, the CEO of Awnix. “For example, commonly used networking devices are not designed for open networking, are expensive, and require specialized personnel to run them because they use proprietary software. This is unacceptable, because it locks the customer in, decreases flexibility and increases costs.”

# better

scalability and performance with  
Dell EMC network solution

Awnix also needed to meet the scalability and performance challenges of its customers, such as dcBLOX, a multiservice cloud provider and data center hosting company. “The scale of data is growing enormously in many of the cities where we plan to build data centers, yet the capacity to support it isn’t there,” says Jake Ring, president of dcBLOX. “We want to provide that capacity in a scalable, cost-effective way that’s easy to manage.” Additionally, dcBLOX wanted to ensure it had a platform based on the OpenStack open-source cloud software environment. “OpenStack developers can be costly, so we were seeking a platform with built-in capabilities, which is what Awnix provides,” Ring says.

## Building an SDN solution based on Dell EMC open networking technology

Awnix chose to partner with Dell EMC to create a new SDN solution for dcBLOX and other customers. “We saw the momentum that Dell EMC built by disaggregating switch operating systems from underlying switching hardware, as well as the rich ecosystem that Dell EMC built to protect customers’ investments and bring to market differentiated, value-added services that deliver scale and agility. That’s when we knew we wanted to be a strategic partner with them,” says Kundiger.

Awnix took advantage of the rapid Dell EMC solution capability that combines Dell EMC Networking’s Open Networking Switches – capable of running multiple switch operating systems that are purely Linux and open source combined with Midokura open source software. This delivers a truly end to end open source environment for the entire cloud solution. Awnix uses these technologies in its turnkey Engineered System for OpenStack with SDN to create a powerhouse cloud-computing platform. The platform utilizes open source software components from the top-of-rack switching all the way down to the hyperconverged hypervisor node at the bottom of the rack, and does so at an attractive price point.

*“We saw a 50 percent cost reduction by moving to Dell EMC open networking technology, compared to the networking solution we used before. That’s big for our company, because the price barrier needed to come down for us to make our solution available to a much wider market.”*

Rick Kundiger  
CEO, Awnix

50%  
cost reduction



# New technology solution

meets data transport requirements for customers



*“With our solution, powered by Awnix and Dell EMC, we can provide the kind of performance that helps our customers meet their data transport requirements, as well as disaster recovery for their critical workloads running on the Awnix OpenStack with SDN platform.”*

Jake Ring  
President, dcBLOX

“The Dell EMC solution met all our needs,” Kundiger continues. “It’s very cost-effective, it has an enormous support infrastructure behind it, it scales, and it allows for flexibility regarding open-source switch operating systems.”

## Cutting networking costs by 50 percent

Awnix is taking advantage of the Dell EMC solutions to grow its business while reducing operational costs. “We saw a 50 percent cost reduction by moving to Dell EMC open networking technology, compared to the networking solution we used before,” says Kundiger. “That’s big for our company, because the price barrier needed to come down for us to make our solution available to a much wider market.”

## Enabling scalability through software-defined networking

Awnix’s use of Midokura MidoNet SDN, which is part of the Dell EMC solution, enables Awnix to continue to provide top-tier SDN services to its customers with some added benefits. “Using the Dell EMC solution with Midonet, we can provide customers with the capabilities they require. These include building and changing entire networks on the fly and creating, testing and deploying entire network topologies consisting of dozens — even hundreds — of overlay networks, virtual networking devices, security policies and virtual firewalls,” says Kundiger. “And customers can do all this without having to buy and install additional physical hardware or hire specialists for proprietary networking devices, with the comfort of knowing that they have support from Awnix, which is further backed up by both Midokura and Dell EMC.”

## Fueling scalability with 75 percent faster development time

dcBLOX chose to deploy the Awnix solution to power its public and private cloud solutions. “We decided on the Awnix system because it’s a turnkey solution integrated with SDN capabilities, giving us much more flexibility and scalability,” says Ring.

Using the new platform, dcBLOX can more easily scale its solution. “We cut our product development time by 75 percent using the Awnix and Dell EMC solution,” says Ring. “This is a plug-and-play solution that we can use to quickly stand up, install and provision our cloud systems. We were able to start creating the configurations our customers need as soon as we implemented this technology.”

## Moving multiple Terabits of data in seconds

dcBLOX is also boosting network performance for its customers. “We can support faster network speeds across our facilities, starting at 100GbE and scaling up to 17.6 Terabits per second, which is very important for companies needing to quickly move large files,” says Ring. “With our solution, powered by Awnix and Dell EMC, we can provide the kind of performance that helps our customers meet their data transport requirements, as well as disaster recovery for their critical workloads running on the Awnix OpenStack with SDN platform.”

## Unifying cloud administration, from network to compute

For both Awnix and dcBLOX, cloud management has now been simplified. “We have unified and streamlined administration of the cloud environment using the Dell EMC solution,” Kundiger says. “So instead of spending our time managing proprietary infrastructure, we can focus 100 percent on innovation that will drive our company and our customers forward.”

*“We have unified and streamlined administration of the cloud environment using the Dell EMC solution. So instead of spending our time managing proprietary infrastructure, we can focus 100 percent on innovation that will drive our company and our customers forward”*

**Jake Ring**  
President, dcBLOX



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