



The intelligent platform for networking storage

register with Brocade >

International

- SAN info center
- products & solutions
- services & support
- education
- partnerships
- company
- resource library

Home > SAN Info Center > Resource Library > Feature Articles

**SAN info center**

**Feature Articles**



search



- Evaluate
- Plan and Design
- Implement
- Manage and Enhance
- Resource Library
  - >> Feature Articles
    - Data Sheets
    - Success Stories
    - White Papers
    - SAN Component Catalog
    - Tools and Templates
    - Multimedia SAN Demos
    - Industry Reports
    - Comparison Tests
    - Media Articles
    - Common Threads Newsletter
    - SAN Standards and Interoperability

**Brocade Conference 2002 Instills Confidence and Optimism**

**Highlights:** [Main Event](#) | [Industry Insight](#) | [Live Demonstration](#) | [Customer Validation](#) | [Hands-on Tutorials](#) | [Solutions Center](#) | [Birds-of-a-Feather](#) | [Conference Feedback](#)

From June 2 to June 5, 2002, Brocade hosted its second annual user conference attended by more than 1000 executives, IT professionals, Brocade partners, press, and analysts. Opening the conference were

- Brocade Chairman and CEO, Greg Reyes
- Gartner Vice President Nick Allen
- Marketing expert Regis McKenna, hosting one-on-one sessions with
  - o VERITAS Software, Chairman, President and CEO Gary Bloom
  - o Hewlett-Packard executive Mark Lewis
  - o MGM MIRAGE CIO, Glenn Bonner

These seasoned, visionary speakers presented a view of storage networking as a transformational technology for the future and provided practical information designed to help Brocade partners and customers make more informed decisions over the next few years. Reinforcing these views were presentations by Brocade customers that detailed the implementation process and business benefits of storage networking solutions.

**The Main Event**

Brocade Chairman and CEO Greg Reyes outlined the themes of the conference for attendees, that together they would:

- > DISCOVER new methods of implementing storage networking



- Education Courses
- SAN Glossary
- What's Your SAN Plan

technology

- CONNECT with industry leaders and pioneers, and as a result
- ACHIEVE greater success in the face of challenging IT and economic conditions

Reyes outlined the paradox faced by today's IT decision makers: IT budgets are tighter than ever, yet the amount of information that companies need to store, manage, and administer continues to grow at a rapid pace. Storage networking is no longer just about interconnecting servers and storage—it has become a strategic part of every company's IT infrastructure and a transformational technology for the future. With businesses needing to consolidate server and storage resources for better asset utilization, centralize management for better productivity, reduce backup times for higher availability, ensure business continuance, and increase application performance, networking storage is becoming one of the most important business investments that companies can make today.

➤➤ Storage networking ... has become a strategic part of every company's IT infrastructure...

Pointing out that industry CFOs are closely scrutinizing technology investments, Reyes presented a compelling case for how networking storage reduces the Total Cost of Ownership (TCO) for storage environments. By networking storage through Brocade-based SANs, customers are able to manage five to seven times more storage with the same personnel resources—resulting in a reduction in management costs by more than 50 percent. In making a point later reinforced by Nick Allen, Reyes submitted that with storage networking, organizations are provisioning applications in minutes - not hours - and adding incremental storage capacity in minutes rather than days or weeks. In addition to delivering higher availability with hardware infrastructure and higher service level agreements to their internal customers, these organizations are seeing application performance improvements of 50, 100, and 200 percent.

Reyes concluded by stating that attendees would receive knowledge that would enable them to excel and thrive—and to benefit their organizations in an even greater way than ever before.

[Back to Top](#)

### Industry Insight and Validation

Reyes then introduced top industry analyst and Gartner VP Nick Allen. Allen gave a detailed presentation about the current and future state of storage networking that centered on the themes of growth in data volumes, organizational changes affecting IT professionals, and the growth areas in storage networking. Allen cited studies that showed IT executives rank storage as their number two priority—just behind security—in terms of planned IT projects. He pointed to organizational trends resulting from the rapid growth in data volumes and the important position storage infrastructure has assumed in the IT landscape. He suggested that storage professionals would see increased visibility and expanded career opportunities with the creation of "storage engineer" positions within their organizations. With regard to infrastructure development, Allen pointed to the overwhelming trend in storage networking adoption and noted that organizations are scaling to larger SANs.



>> IT executives rank storage as their number two priority - just behind security.

Following Allen's presentation, Regis McKenna moderated separate discussions with Gary Bloom of VERITAS and Mark Lewis of Hewlett-Packard. Each of these discussions provided attendees with further insight into industry directions that would help them formulate and develop their SAN strategies. Both Bloom and Lewis offered strong validation of SAN adoption and the immediate business benefits it delivers.

[Back to Top](#)

### Live Demonstration

During the conference, the Brocade marketing team presented a live demonstration of the high availability and simplified management provided by the Brocade storage networking platform. The demonstration focused on the scenario of an order management division and shipping department in two data centers located approximately 100 kilometers apart, and involved three levels of failure: a power supply failure, a cable disconnect, and an interruption of an entire fabric. Fast recovery from all three types of failures demonstrated

the resiliency of the Brocade SAN fabric. A fourth and final failure scenario was a complete site failover.

The team cut all power to the SilkWorm 12000 Core Fabric Switch in one of the data centers to simulate a failure of the site. And, despite the failure, all applications kept running at the second data center without interruption. In the words of presenter Steve Daheb, "The redundant SAN infrastructure protected the application systems by failing over from one data center to the other. And the data never stopped flowing!"

[Back to Top](#)

### IT Professional Customer Validation

Glenn Bonner, CIO for MGM MIRAGE, gave an impressive presentation on the Brocade-based SAN infrastructure that supports the company's premier entertainment, hospitality, and gaming services involving over 45,000 employees, 11 properties, and \$4 billion in revenue (in 2001). Bonner's approach to managing an enterprise of this magnitude helped attendees appreciate the efficiency and cost savings available with SAN solutions.

The presentation by Bonner was the first of many customer presentations, in which Brocade customers expressed in their own words the IT challenges they face and the advantages of Brocade storage networking solutions. This and other IT professionals' presentations underscored the value of intelligence in the storage network and the immediate business benefits available with Brocade SAN infrastructure solutions. Overall, there were a dozen IT professionals' presentations on their SAN implementations. Topics ranged from DAS to SAN, business continuity, building enterprise SANs and more.

#### Customer Presentations

- America Online
- Australian Stock Exchange
- Boeing Company
- Earthlink
- Halifax Bank of Scotland
- Inland Paperboard and Packaging
- MGM MIRAGE
- NCSA
- Northrop Grumman
- Petro-Canada
- St. Vincent's Hospital
- USGS
- US Internetworking

[Back to Top](#)

### Hands-on Tutorials

One of the highlights for attendees throughout the conference was the opportunity to enhance their skills and knowledge through hands-on education tutorials. Brocade experts delivered these tutorials on a variety of topics, including Brocade Secure Fabric OS,

Performance Analysis and Optimization, Brocade Fabric Manager, and SAN Design and Assessment. One attendee commented, "The tutorials are excellent. I have access to the experts right here and they're helping me to prepare for my certification test." Indeed, many conference attendees who scheduled themselves to take the complimentary Brocade Certified Fabric Professional and Brocade Certified SAN Designer certification exams onsite returned from the conference with not only greater industry knowledge, but a new certification.

>> "The tutorials are excellent. I have access to the experts right here."

[Back to Top](#)

### The Solutions Center

Right down the corridor from the general sessions, the Brocade Solutions Center featured more than 40 leading vendors from across the industry, including leading hardware vendors such as Hewlett-Packard, IBM, and Hitachi Data Systems; software companies such as VERITAS, Microsoft, and BMC; and networking companies such as ONI, Nortel Networks, and CNT. These companies are working with Brocade to help ensure optimal interoperability in heterogeneous environments and to develop a new generation of storage networking management applications. Many attendees were anxious to visit the Brocade Solutions Center to discuss their specific IT infrastructure needs and to see firsthand some of the innovative new solutions from these Brocade partners.



[Back to Top](#)

### Birds-of-a-Feather Sessions

During lunch and dinner hours, many attendees stopped by the main dining hall to participate in Birds-of-a-Feather sessions, which brought people together for informal conversations with peers, partners, and industry experts. These sessions provided the opportunity to meet attendees with similar needs and concerns and to discuss technical issues with experts and partners who could offer insight and direction. One attendee commented that making contacts through these sessions would save her time and headaches in trying to figure it out on her own. In effect, these sessions were a microcosm of the DISCOVER, CONNECT, and ACHIEVE themes that characterized the conference.

[Back to Top](#)

### Conference Feedback

The insights shared during the opening day of the conference were reflected throughout the next three days of customer presentations, birds-of-a-feather sessions, and the solutions exhibit promoting more than 40 Brocade partners. Attendees connected with others who had common interests and solutions and discovered new opportunities for achievement. In fact, many attendees said that they had

- › much greater confidence presenting storage networking solutions to their organizations
- › tremendous optimism about the growth of the industry and their individual careers
- › a strong sense of validation of their investments in SAN technology to date

One attendee summed up his conference experience by stating, "I consider the Brocade Conference essential to my career development. I've gained exposure to current and future technologies, great training sessions and interaction with fellow SAN professionals."

› › "I consider the Brocade Conference essential  
to my career development."

Conference Attendee

[Back to Top](#)

[legal](#) [contact us](#) [site map](#) [privacy](#)