

BlumShapiro Counts on Exinda for Improved Application Performance

BlumShapiro is the largest regional accounting, tax and business advisory firm based in New England, with over 300 employees across offices in Connecticut, Massachusetts and Rhode Island. When performance of key applications such as voice, file transfers, tax provisioning applications and SAN replication kept suffering, BlumShapiro began to investigate what was causing their WAN connections to run at 100% utilization to avoid an expensive bandwidth upgrade.



Avoided Bandwidth Upgrade



Reduced SAN Replication Traffic by 60%



Improved Voice and Video Performance

The Challenge

BlumShapiro knew it needed to either increase its bandwidth capacity to improve the performance of its critical applications or better understand what was causing the 24/7 network congestion issues that were occurring across all the company's locations.

Day to day operations at BlumShapiro include a significant number of file transfers between headquarters where all the data and applications are stored and the branch offices, as well as SAN replication and voice and video communications.

“The problem was we had no visibility into what was causing the pipes to be saturated. It would have been easy to say it was the SAN replication causing the issues, and let's add more bandwidth, but that's a never-ending cycle of chasing your tail.”

— **Mark Schwartz**
CIO, BlumShapiro



The Solution

BlumShapiro recognized that investing in a bandwidth upgrade was not sufficient and solving their poor application performance challenges first required visibility into which specific applications or users were causing their WAN connections to reach capacity.

After evaluating competitive solutions, BlumShapiro selected Exinda Network Orchestrator 8860 to deliver visibility into its network traffic.

The Results

With employees working both at the offices and remotely from the road or client sites, Exinda Network Orchestrator allowed BlumShapiro to view all of its traffic in real time, regardless of where users are located, and then set policies based on application priority. With Exinda in place, BlumShapiro is no longer seeing heavy congestion on its WAN links, voice and video quality is improved, and backups and SAN replication are completed in just a few hours instead of impeding on key application performance during peak business hours.

“The minute the Exinda product was installed, we started seeing spikes and valleys in our traffic instead of that full-out flat line, and we immediately saw a 60% reduction in our SAN traffic.”

— **Mark Schwartz**
CIO, BlumShapiro

“Because Exinda gives us such visibility into our network, it’s now the first place we look when there’s any issue at all. The ability to filter traffic on the fly and get a picture of what is happening is invaluable. It helps us troubleshoot and resolve any network issue quickly.”

— **Mark Schwartz**
CIO, BlumShapiro

