

## Everlast Uses NETGEAR® ProSAFE® and ReadyDATA® to Get Its Network Into Shape



### Profile

**Company Name:** Everlast Worldwide

**Size:** 300 Employees

**Industry:** Sports and Fitness Equipment

**URL:** [www.everlast.com](http://www.everlast.com)

**Location:** New York, New York

**Partner:** Maureen Data Systems

**URL:** <http://www.mdsny.com>

**About Maureen Data Systems:** Located in the heart of New York City, Maureen Data Systems has been taking good care of its clients' IT needs for many years. Founded originally as Micro Computer Systems in 1986, Maureen Data Systems combines all of the fundamental services its customers need to keep their information flowing and their business running well.

### Background

Established in 1910, Everlast has become a household name that is synonymous with boxing and fitness. The company has grown extensively over the past century, and like most modern organizations, they saw a need to upgrade their IT infrastructure to maximize business efficiency and to provide superior protection for their business-critical data. Their infrastructure consisted exclusively of Dell equipment, including the company's switches and servers. All data was stored locally on the server, with no NAS or other primary storage device. A Dell tape drive was used for long-term data storage.

Everlast recognized it was time to upgrade their infrastructure, but understood the importance of striking a balance between efficiency and affordability. To navigate the wide range of alternatives and ensure that they obtain the right equipment at the right price, Everlast called Maureen Data Systems for assistance.

## Situation

### DATED INFRASTRUCTURE UNABLE TO HANDLE THE GROWING REQUIREMENTS OF A DYNAMIC ORGANIZATION

Everlast decided to invest in three new IT projects. The first project involved virtualizing parts of their existing infrastructure with the goal of consolidating resources and improving overall utilization. The second was to establish an off-site resource for storing data in case of disaster. Third, Everlast wanted to deploy a new business system to maximize overall operational efficiency.

Virtualizing the servers made it much easier to begin replicating the company's business-critical data to the corporate headquarters of Antigua, a sister company located in Peoria, Arizona. In addition, the virtualization project allowed Everlast to increase server utilization and decrease required capital expenditure for the upcoming refresh. Also, since better utilization would result in a need for fewer servers, Everlast would be able to reduce their overall consumption of power. Deploying the new business system would help Everlast increase the efficiency of their business operations by sharing essential data across the organization.

Everlast's IT team quickly realized that their existing switches could not support the new virtualized infrastructure. In addition to the servers being dated, their switches were limited to 1 Gigabit copper interfaces, and therefore lacked the performance required to handle the demands of a virtualized environment and the intensive needs of an enterprise-wide software suite. Likewise, without an enterprise-class storage system supporting the demands of automatic data replication, off-site disaster recovery would not be possible. As Everlast's existing Dell servers were in need of a refresh, they decided to include the server replacements as part of this larger IT improvement.

## Impact

### INEFFICIENCIES STIFLE THE ABILITY TO GROW AND PUT DATA AT RISK

The lack of a centralized storage solution would have made it cumbersome to have a disaster recovery site. Similarly, the current switches fell well short of the performance required to support the virtualization project and the enterprise-wide software suite deployment. "Everlast was running 12 independent servers with no centralized storage," says Josiah Meurer, Practice Manager, Cloud Computing and Server Virtualization at Maureen Data Systems. "In addition, their switches only had 1 Gigabit copper connections, and they really needed 10 Gigabit for these projects. Unfortunately, 10 Gigabit was too expensive for them to move forward."

Maureen Data Systems knew that the lack of centralized storage also put Everlast's business-critical data at risk. Since all data was stored locally on its corresponding server, with no redundancy or communication between the 12 servers, a failure of any one of them would likely lead to catastrophic loss of the company's data.

## Result

### NETGEAR PROSAFE 10 GIGABIT SWITCHES AND READYDATA STORAGE PROVIDE PERFORMANCE, FLEXIBILITY AND EFFICIENCY AT AN AFFORDABLE PRICE

Maureen Data Systems was able to solve all of Everlast's network challenges with NETGEAR equipment. They were able to dramatically improve overall network performance by replacing existing Dell access switches at the New York headquarters with a pair of NETGEAR ProSAFE GS752TXS Stackable Smart Switches. Similarly, the existing Cisco 4000 Series core switch was replaced with a pair of NETGEAR ProSAFE M7300 XSM7224S 10 Gigabit Stackable Managed Switches in a redundant configuration.

Two more M7300 XSM7224S switches were placed at Antigua's headquarters in Arizona to handle all replication traffic for the disaster recovery site. All six switches provide the 10 Gigabit performance required to support the demands of the company's virtualization, replication, and enterprise-wide software suite activities. "NETGEAR ProSAFE allowed Everlast to get the 10 gigabit performance they need without the typical 10 gigabit price," says Josiah. "They were able to get the features they needed to move forward with their projects, but at a cost they could afford."

For the storage solution, Maureen Data Systems deployed two ReadyDATA® 5200 storage appliances, delivering a full suite of enterprise-class features, including support for a mix of SSD, SAS and SATA drives for storage tiering, block-level replication, and unlimited snapshots, as well as support for both NAS and SAN connectivity. With one ReadyDATA 5200 deployed at Everlast's New York headquarters and the other at its disaster recovery site in Arizona, both sites were configured to replicate to one another in real time for comprehensive protection for the business-critical data of both companies. The IT team is also pleased that the ReadyDATA 5200 can be quickly utilized as a primary storage device in the event of a primary SAN failure.

To ensure that the migration went as smoothly as possible, NETGEAR provided technical support throughout the entire process, from pre-sales support to configuration assistance. "The support provided by the NETGEAR team was second to none," says Josiah. "Having a partner who is willing to roll up their sleeves on a complex project means the world to us."

Everlast implemented the new system six months ago, and the results have exceeded their expectations. "We are very pleased with the NETGEAR products," says Neil Hoffman, Director of IT for Everlast Worldwide. "They are designed with simplicity in mind and make installation and management very straightforward. I would definitely recommend both the ProSAFE switches and the ReadyDATA NAS/SAN to anyone looking for a cost-effective solution that does not force you to compromise on performance."

With NETGEAR equipment, Everlast's network is now in top condition.



ProSAFE® M7300 XSM7224S



ProSAFE® GS752TXS

**NETGEAR®**  
ProSAFE®



ReadyDATA® 5200



**NETGEAR®**  
ReadyDATA™

\*The Lifetime Hardware Warranty only cover hardware, fans, and internal power supplies, and does not include external power supplies or software. Hardware modifications or customization void the warranty. The warranty is only valid for the original purchaser and cannot be transferred.

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