Force10 Networks Web Site Copy (Applications Section)

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Project

Force10 Networks – a pioneer in building and securing reliable, high performance Gigabit Ethernet networks – wanted to update the applications section of their web site in order to bring the copy's messaging into alignment with their new strategic positioning.

Audience

Decision-making customers of ultra-reliable networking gear, including both managers and engineers.

Challenges

- Quickly understanding the company's new business and technology strategy
- Effectively integrating the new strategic positioning into clear, concise and interesting copy
- Keeping each section short enough to fit in a web browser window without scrolling

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Force10 Networks
Applications Overview

Companies with critical network applications rely upon Force10 Networks. Our uncompromising approach to reliable networking enables our customers to ensure predictable application performance, increase network availability and reduce operating costs. Based on Ethernet switching platforms, Force10's future-proof networks provide the functionality and flexibility to accommodate today's dynamic application-rich environment.

Recent applications impacting network demands include instant messaging (IM), software as a service (SaaS), voice over IP (VoIP), social networking and collaboration, wireless mobility and peer-to-peer traffic – indicative of the rapidly evolving applications environment.

Force10's product portfolio with the Force10 Operating System (FTOS) enables simpler network topologies. Hardened in some of the largest and most demanding networks in the world, Force10 Reliable Networks provide true application readiness, so businesses can quickly adopt emerging – and even unanticipated future – applications.

Data Centers

The modern data center is the nerve center of an enterprise.

Facing growing challenges, today's data centers are warehousing Terabits to Petabits of data, mining this data for competitive advantages and constantly ensuring that users have fast responses to queries.

Data centers are also now implementing infrastructure virtualization, cluster computing and grid computing. As a result, data centers are placing new demands on network infrastructure, including enhanced resiliency and reliability, higher density and greater bandwidth.

For years, Force10 switches and routers with Force10's proprietary FTOS operating system have delivered carrier-class reliability and performance for major enterprise data centers, delivering increased uptime and lower costs. With FTOS' scalable protocols and distributed processes, Force10's networks have proven rapidly extensible, so new applications, features and capabilities are added as required – enabling rapid convergence in demanding data center environments.

Service Providers

Service providers are facing geometrically increasing demand for bandwidth. Streaming video, podcasts and peer-to-peer traffic are filling network pipes. This high-bandwidth, best-effort content is driving the need for ultra-reliable, high-capacity networks.

In light of these market realities, many service providers are moving to a 10 Gigabit Ethernet based IP routed core as a lower cost alternative to the expensive Internet core routers relied upon in the past. The combination of 10 Gigabit Ethernet and IP routing gives service providers a viable alternative to an MPLS-based network core – and a way to eliminate further surprises on the way to converged networks.

Force10's E-Series switch/routers with FTOS utilize a 3-CPU architecture that delivers industry-best resiliency and embedded security, providing the tools to enforce differentiable Service Level Agreements and prevent catastrophic failures. Force10's modular FTOS operating system also offers hitless software upgrades and seamless growth without forklift chassis upgrades, enabling the always-on network.

Enterprise Backbones

The enterprise network is changing as new workflow enhancements and collaboration tools allow widely dispersed employees to work together efficiently in real time on day-to-day business. As companies come to depend upon these new applications and their underlying architectures, the reliability and stability of the network is more crucial than ever.

Force10 systems with modular FTOS software provide the resiliency and reliability of traditional core routers along with industry-leading density and performance, plus the attractive economics of Ethernet technology. Ultra-high availability is achieved through end-to-end resiliency and extensive device-level redundancy.

Force10 Networks uniquely offers a unified and scalable high performance 10 Gigabit Ethernet enterprise backbone solution that delivers exceptional long-term investment protection.

Government

Force10 Networks works with defense, intelligence and civilian agencies to meet the advanced reliability and bandwidth demands of government IT infrastructure, while ensuring the economics and performance of these mission critical networks.

Government agencies are beginning to evaluate and deploy the next generation of Internet Protocol (IPv6) technologies and security applications. Strategic migration to Force10's unifying infrastructure delivers the ultra reliability, security and speed required for IPv6 – all within a single high performance Ethernet network.

The Force10 E-Series family of switch/routers has successfully passed the U.S. Army Technology Integration Center (TIC) evaluation tests and is now included on the I3MP recommended product list.

Cluster and Grid Computing

Force10 provides the line-rate, non-blocking Gigabit and 10 Gigabit Ethernet switch/routers that are integral to the infrastructure of scores of critical high performance computing systems. With uncompromising resiliency, Force10's complete product portfolio is utilized in six of the top 15 and over 20 of the top 100 fastest supercomputers in the world.

The fastest Dell cluster computers – at the National Center for Supercomputing Applications, NNSA/Sandia National Laboratories, Texas Advanced Computing Center and the Louisiana Optical Networking Initiative – also utilize Force10 systems with FTOS software for their indispensible Gigabit Ethernet networks.

Enterprise LANs

The most pressing challenging for enterprise LAN wiring closets is the emergence of the enterprise IP network and IP/Ethernet LAN as the converged infrastructure for both data networking and real-time communications applications. This convergence is driven by the cost reductions and productivity gains achievable through network consolidation and innovative linkages amongst applications – resulting in powerful new converged applications such as unified messaging.

As application convergence continues to gain momentum, the LAN infrastructure must evolve to support a growing range of real-time applications, including IP telephony, IP video conferencing, wireless LAN mobility solutions, IPTV, IP multimedia conferencing and instant messaging with presence determination.

Force10's Reliable Networking with FTOS software delivers unified networks built to maximize the lifetime of investments made in wiring closet infrastructure.

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