



Cisco

Gale Technologies Enables Cisco Developer Network

Operational Impact & Benefits:

- **Reduced capital expense costs:**
Eliminated costs of owning and operating testing labs around the world – over \$200,000 per lab.
- **Reduced travel expenses:**
Eliminated travel costs for third-party partners by providing remote lab access.
- **Improved interoperability:** Made it easier, cheaper and faster to ensure third-party hardware and software products are interoperable with Cisco solutions.
- **Improved sales enablement:** Tripled concurrent testing capacity.
- **Increased productivity:** Enabled faster problem resolution and increased service quality for field support organization.

The Customer

Cisco® (NASDAQ: CSCO) is the worldwide leader in networking that transforms how people connect, communicate and collaborate. Headquartered in San Jose, Calif., the company achieved 2009 annual revenues of \$36 billion and has over 63,000 employees worldwide.

Since being founded in 1984, the company has continued to evolve. In the mid-1990s, Cisco was strictly a router and switch vendor. However, since then the company has expanded from primarily manufacturing data networking gear to providing a wide variety of equipment for voice communications and video systems. Today, Cisco is heavily focused on software that makes networks work even better for communicating, collaborating and entertaining.

The Challenge

Most Cisco customers want to maximize their investment and increase network flexibility by deploying new applications and products. However, when these applications and products come from third-party developers of hardware and software, interoperability must be verified to ensure each deployment is successful. While seemingly simple on paper, this presented Cisco and its partners with a considerable challenge.

To help solve interoperability issues, the company created the Cisco Technology Developer Program approximately six years ago to unite Cisco with third-party developers of hardware and software. The objective of the program was to deliver tested interoperable solutions to joint customers, as well as to provide developers with the fundamental tools and resources required to develop, test, and market their Cisco compatible offerings.

Cisco began by partnering with a third-party laboratory in the United States, which was provided with a wide range of Cisco equipment for testing and verification purposes. However, as demand for testing and verification grew from partners around the world, the company decided to create its own lab in Galway, Ireland to support its partners in Europe, the Middle East, Africa and Asia. As Cisco continued to expand globally, it began adding owned and operated labs in Bangalore, Shanghai and Tokyo.



Company:

Cisco Systems, Inc., the worldwide leader in networking.

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San Jose, CA 95134
USA
(408) 526-4000

Industry:

Networking.

Sales/Service Area:

Worldwide.

Operational Impact:

The costs of owning and operating testing labs around the world have been dramatically reduced and it is now easier, cheaper and faster to ensure third-party hardware and software products are interoperable with Cisco solutions.

According to Cherie Reed, Manager, CDN Interoperability Verification, building labs in different markets around the world presented a number of issues for Cisco and its worldwide network of partners. For partners, the biggest issue was not being able to access Cisco environments 24/7 and the time and expenses associated with moving people and equipment around the world to different labs. In addition to the high opportunity cost, customer delays and other logistical challenges began to negatively impact time-to-market.

“To date, the ROI we’ve recognized from our GaleForce purchase has been substantial. The solution has more than paid for itself.”

**— Cherie Reed
Manager, Interoperability Verification**

From Cisco's perspective, resources were not being utilized very effectively as testing could only occur during normal business hours for each lab, and only a single vendor's equipment could be tested at any one time due to intellectual property and privacy concerns. Senior management soon realized that owning and operating more and more labs around the world did not make long-term financial sense due to the high administration costs of setting up and maintaining each lab. “We knew this model wasn't going to scale and there had to be a better way,” said Reed.

The Approach

To address these issues, senior management determined that a highly scaleable and remotely accessible solution was paramount so three years ago Reed began the search for the appropriate technology. “We realized that our customers, partners, channel, and integrators were all building labs,” said Reed. “Rather than continuing to invest in equipment, maintenance and management, what if they could access a sophisticated lab as a service? Being able to do that from anywhere in the world without traveling would be very beneficial.” After searching for viable options, Reed found a solution at Gale Technologies.

Headquartered in Silicon Valley, Gale Technologies is a pioneer of innovative solutions for provisioning and workflow automation of networking, server, and storage technologies. With operations across service providers, equipment vendors, and enterprises worldwide, Gale's adaptive technology is now being applied to data centers and cloud computing applications, to provide rapid and reliable configuration and optimized utilization of both physical and virtualized resources. Currently the company has completed over 100 lab installations across more than 70 customers.

One of the company's software applications includes GaleForce which provides test organizations with the ability to create a more efficient, virtualized lab environment that supports collaboration, scheduling and optimized use of lab resources with access and control from anywhere in the world at any time of the day for 24 X 7 lights-out access. Another powerful application offered by Gale Technologies is Lab Manager, the leading software platform for managing, scheduling and tracking connectivity of test equipment and network devices in labs.

The Benefits

Since implementing GaleForce, Cisco and its partners have enjoyed a number of significant advantages. First, the costs associated with setting up, maintaining and managing each new lab – which Reed estimates to be over \$200,000 per lab – have been significantly reduced. And because Cisco's partners can access equipment remotely 24/7, partners have been able to work more closely with Cisco and reduce development times so quality products can be brought to market faster.

Testing capacity has also been boosted and today Cisco can run three times more concurrent tests with GaleForce deployed at three separate labs in Ireland, India and China. Previously labs could only be utilized in person during the typical eight-hour workday, but with GaleForce they can be accessed 24 hours a day from anywhere in the world. And because staff and equipment do not have to be physically present, Cisco can simultaneously service multiple partners. Similarly, setting up each environment is also dramatically faster, easier and cheaper because no physical equipment has to be shipped, configured, integrated and maintained.

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**– Cherie Reed
Manager, Interoperability Verification**

Another significant benefit has been the ability to provide an environment for collaborative development with multiple vendors across the globe. Previously, ISV's developed products independently in self funded labs. With the technology delivered by Gale we can now provide a collaborative environment for multiple technology partners to work with Cisco UC equipment together in support of a go to market solution set. This is not only essential for supporting innovation but also a very “green” approach. In the new virtual testing world provided by Gale Technologies, configurations and topologies can be recreated in minutes, greatly speeding collaborative development and increasing quality while at the same time significantly reducing overall costs. “To date, the ROI we've recognized from our GaleForce investment has been substantial. The solution has more than paid for itself,” said Reed.

Challenge:

Cisco needed to find an easier, more cost-effective way to test and validate interoperability of third-party software applications and hardware products with its own solutions.

Solution:

GaleForce from Gale Technologies.

Gale Technologies is a Cisco Solution Developer Partner.



“The \$200,000 associated with setting up, maintaining and managing each new lab has been eliminated thanks to the GaleForce solution.”

**– Cherie Reed
Manager
Interoperability Verification**

“The technology you choose becomes extremely important and that’s where Gale really fits the bill,” she said. “It’s not just access or inventory management. It’s the ability to fully control devices, re-architect and configure on the fly, schedule, reserve, and provide appropriate images just as if the user was in the lab. I have extensive market research and I’ve yet to find another company that does what Gale is doing nuts to bolts. We couldn’t have made a better decision if we’d had a crystal ball in front of us three years ago.”

With help from Gale Technologies, the Cisco Technology Developer Program has evolved into the Cisco Developer Network Program. At its core, the Cisco Developer Network Program will empower developers by providing them with more open access to Cisco technologies as well as expanded and enhanced resources to help support every phase of their development and business cycles. As a result, customers will benefit by having access to a broader ecosystem of developers offering tested products and solutions that can securely extend the capabilities and management of their Cisco investment. “I don’t know of another vendor that would have been able to bring us to where we are today as it relates to lab automation,” said Reed. “Gale has really stepped up with Cisco and this has been a multi-year relationship. It’s been a partnership. We’re almost one team because we are that closely tied.” This close relationship is further reflected in Gale’s status as a Cisco Solution Developer Partner.

Further evidence of success is seen in the number of partners that are enquiring about accessing the Cisco lab environment remotely. “Every week or two we get an inquiry about our lab and how it can be leveraged. I have people in line wanting to use it and that’s very exciting.”

For More Information

To learn more about Gale Technologies and its products, please call us at +1 866-450-3336 toll free in North America or +1 408-213-4922 worldwide, visit us at www.galetechnologies.com, or email info@galetechnologies.com.

About Gale Technologies

Gale Technologies provides advanced software solutions to automate, orchestrate, and optimize resources - transforming the process of infrastructure service delivery. As a pioneer of innovative solutions for provisioning and workflow automation across networking, server, storage, and virtualization technologies, Gale enables the automated and self-service provisioning of private and public cloud environments. The company’s end-to-end solutions enable organizations to reduce capital and operational expenditures, set up any dynamic lab, demo, data center, or cloud in just minutes, and provide secure access to resources 24x7 from anywhere in the world. Gale Technologies is based in Santa Clara, CA, and serves a global customer base with offices in North America and Asia.

