REVLON, INC. MOVES TO THE CLOUD WITH JUNIPER NETWORKS TO INCREASE GLOBAL BUSINESS AGILITY

Summary

Company: Revlon, Inc.

Industry: Cosmetics

Challenges: Consolidate and move enterprise applications to a private cloud to increase business agility and lower costs

Selection Criteria: Create a single, simple, and scalable network to support the move of hundreds of applications to a private cloud

Network Solution:

- EX Series Ethernet Switches
- SRX Series Services Gateways
- vGW Virtual Gateway
- MAG Series Junos Pulse Gateways
- Junos Pulse
- SBR Enterprise Series Steel-Belted Radius Servers
- STRM Series Security Threat Response Managers
- Junos Space for Network Management

Results:

- Run 531 applications on the internal cloud
- Built global master and big data model
- Built a single, highly resilient network that runs at 99.9999 percent availability
- Replicate data every 15 minutes, ranging from 17 TB to 30 TB per week
- Avoided $70.4 million in IT costs

"My job is to make systems work for people, rather than people working for systems," says David Giambruno, senior vice president and CIO of Revlon, Inc., the global cosmetics company.[1] The IT organization, Giambruno believes, should command technology to provide a competitive advantage for the business and provide business managers actionable information to make informed decisions about its cosmetics and beauty care products.

Challenge

At Revlon, Inc., IT is focused on constantly delivering new capabilities to the business and using automation to drive scalability. Its pursuit of simplicity is "dogmatic," according to Giambruno, and that relentless focus has allowed the company's IT organization to achieve new levels of speed and business alignment as well as cost savings.

"The less money IT spends, the more the business can spend on R&D, marketing, and new product development, and that's what helps Revlon, Inc. grow," says Giambruno.

Revlon, Inc. undertook a major effort to move more than 531 applications to a private cloud, including consolidating 21 enterprise resource planning (ERP) systems and creating a master data and big data architecture. This architecture will drive the consolidation of the application portfolio, so business managers around the world have a consistent set of real-time dashboards and information that allows them to make better decisions.

Selection Criteria

Revlon, Inc.'s private cloud is built on the foundation of a high-performance, ultra reliable network. Today, network availability runs at more than 99.9999 percent, while the company removed more than 2,600 switch ports from its data center by changing its frame of reference for redundancy. "IT becomes about how fast it can be done, how little it can cost, and changing self-expectations," says Giambruno.

Building a new network to support a private cloud was also an opportunity to ensure that the company's IT systems would be fully resilient in the event of a disaster and to enforce security controls to mitigate risk and ensure regulatory compliance.

Solution

The private cloud in which Revlon, Inc. virtualized and to which it migrated hundreds of applications is powered by a new network from Juniper Networks. With applications and data centralized, managers have access to new levels of business insight and can access their applications from anywhere, using any laptop, tablet, smartphone, or other web-enabled device.

[1] "Revlon Reports 2011 Results," Revlon, Inc. Press Release, February 16, 2012. http://phx.corporate-ir.net/phoenix.zhtml?c=81595&p=irol-newsArticle&ID=1662164&highlight=

"When we started really focusing on the network, we noticed that data does not travel vertically anymore. It travels horizontally across the cloud," says Giambruno. "One thing that struck us was the idea of the flat network from Juniper. We saw a convergence around this flat network." Giambruno refers to this concept as "oneness," and this oneness is at the heart of enabling the cloud.

Giambruno's other revelation was to think of servers and data as nothing more than files. "If you have a flat network, then you can move and copy data and applications anywhere, and keep the security intact while those things are moving. Access to our data centers doesn't really matter anymore," says Giambruno.

"We have an intellectual alignment between Juniper's philosophy and ours," says Giambruno. "The Juniper capability of flat networks marries incredibly well with our idea of the private cloud."

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Juniper's simplified data center network architecture eliminates switch layers to reduce complexity and improve performance, scale, and data center efficiencies. Ultimately, having a flat network lowers capital and operational expenses. Juniper's virtualization technologies dynamically partition the network to achieve cloud-like data center efficiency and agility. Dynamic security services, including application- and user-aware policies, allow Revlon, Inc. to secure data flows efficiently.

Revlon, Inc. uses Juniper Networks® EX8200 line of Ethernet switches in its global data center and disaster recovery site as well as in regional data centers around the world. EX Series switches deliver high-performance, highly available, carrier-class switching. vGW Virtual Gateway is used to protect its virtual services while maintaining the highest levels of virtual machine host capacity and performance. Juniper Networks SRX Series Services Gateways provide high-performance security, routing, and network solutions for the data center and branch offices.

The company uses Juniper Networks MAG Series Junos® Pulse Gateways to give workers SSL VPN connectivity and secure access from any device to applications in the private cloud. Junos Pulse Secure Access Service, which runs on MAG Series gateways, provides a seamless user interface for secure, remote, and mobile network access from laptops, smartphones, and tablets. The company also uses Juniper Networks SBR Enterprise Series Steel-Belted Radius Servers to centrally manage and secure network access, and ensure consistent access rights.

The IT staff uses Junos Space to manage and analyze network data and optimize the network infrastructure and operations management. Revlon, Inc. uses the Junos Space Network Management Platform for comprehensive fault, configuration, accounting, performance, and security (FCAPS) as well as element management of Juniper devices. The cosmetics company has also implemented two Junos Space Management Applications, Junos Space Security Director and Junos Space Virtual Control, for security policy administration and smooth operations in virtualized environments.

Results

Revlon, Inc.'s new network enables IT to react to changing business conditions faster and more efficiently than ever before. "With our flat network, we can move massive amounts of data around at little cost—anytime, anywhere, to any device," says Giambruno. "We move our application around the Revlon, Inc. globe 15,000 times a month with no human intervention. We can access and move more than two petabytes of data in the cloud."

Revlon, Inc.'s private cloud contains 531 applications and constitutes 97 percent of the company's compute power. The global data center handles 14,000 transactions per second. Application deployment time has been reduced by up to 70 percent, while the number of IT projects has increased by 425 percent. As a result of increased virtualization and consolidation, IT is greener, too, with data center power consumption down 72 percent.

In addition to greater capability and accelerated speed, Revlon, Inc.'s IT group has delivered a cost savings or cost avoidance of $70.4 million over two years. "The big thing was that we changed how we spent money," says Giambruno. "We've disconnected the costs while delivering greater capability."

The new network has enabled the cosmetics company to give its business continuity and disaster recovery approach a makeover. All data is replicated every 15 minutes, and 17 TB to 30 TB are replicated weekly. Revlon sends an average of just under 1 TB per second to disaster recovery. "We can copy a petabyte of data at no cost," says Giambruno.

The company's disaster plans were put to the test on a Sunday in June 2011 when a fire broke out in its factory in Caracas, Venezuela. "In an hour and 40 minutes, we literally swung the entire factory from Venezuela to New Jersey," says Giambruno. "The most time-consuming part was finding our manager of the global SAN, who was on vacation." The manager connected his laptop to the cellular network from his car and moved the virtual workloads to the data center in New Jersey.

"Having integrated security systems from Juniper gives us the ability to manage everything cohesively," says Giambruno. "We understand our security posture globally and can make consistent improvements. Using Juniper makes technology transparent for the business and takes the infrastructure out of the way."

Juniper Networks Junos operating system integrates network routing, switching, and network operating services in a single network OS, reducing the complexity of the network while increasing reliability. Not only has Junos OS made it faster and easier to resolve problems, according to Giambruno, but it has also helped the IT staff develop professionally. "The help-desk staff can now manage switches and VPNs, and do other things that they never thought they could do. Junos OS has been a critical factor in their ease of learning and developing new skills," he says.

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Next Steps and Lessons Learned

"Getting and wielding information for your business units helps them make good decisions and drive growth for the company," says Giambruno. "And to do that, you have to move data. Can you move it faster, better, and cheaper? For me, the answer was simple. It was Juniper."

As IT continues to deliver new capabilities to drive profitable growth at Revlon, Inc., the company is turning its attention to big data analytics, mobile business intelligence, and application streaming.

For More Information

To find out more about Juniper Networks products and solutions, please visit **www.juniper.net**.

About Juniper Networks

Juniper Networks is in the business of network innovation. From devices to data centers, from consumers to cloud providers, Juniper Networks delivers the software, silicon and systems that transform the experience and economics of networking. The company serves customers and partners worldwide. Additional information can be found at **www.juniper.net.**

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3520444-001-EN   Mar 2013   ♻ Printed on recycled paper