

Financial Firm Accelerates Citrix Remote Print Services

Fulton Financial Accelerates Large-Scale Citrix Remote Print Jobs By 80% Using Cisco WAAS.

EXECUTIVE SUMMARY
<p>FULTON FINANCIAL</p> <ul style="list-style-type: none"> • Financial Services • Lancaster, Pennsylvania • Regional financial holding company with 12 affiliates operating more than 260 offices <p>BUSINESS CHALLENGE</p> <ul style="list-style-type: none"> • Manage rapid growth through mergers and acquisitions while controlling expenses • Hours of delay each day using Citrix Presentation Server print services in branch offices • Cost prohibitive WAN bandwidth upgrades <p>NETWORK SOLUTION</p> <ul style="list-style-type: none"> • Accelerate remote print jobs using Cisco Wide Area Application Services • Maintain centralized application delivery infrastructure • Standardize network infrastructure with one-stop services and support <p>BUSINESS RESULTS</p> <ul style="list-style-type: none"> • Improved branch office employee productivity • Accelerated Citrix remote print services by 80% • WAN bandwidth consumption dropped from over 90% to less than 40% • Enable company and key executives to maintain and benefit from established working relationship.

Business Challenge

Fulton Financial Corporation is a \$14.7 billion regional financial holding company headquartered in Lancaster, Pennsylvania, providing a variety of financial services throughout twelve affiliates in Pennsylvania, Maryland, Delaware, New Jersey and Virginia. Since year 2000, Fulton has accomplished 14 mergers and acquisitions and grown from a \$6 billion to \$14.7 billion dollar revenue company.

To contain costs and ease management, Fulton’s IT team maintains a centralized and consistent infrastructure throughout headquarters and affiliate locations. “Centralization, standardization, and virtualization of operational and back-office functions enable us to simplify the complex task of managing a large-scale enterprise network,” says Barth Bailey, Fulton’s vice president of network infrastructure and security.

The most acute problem facing Fulton was the amount of time that it took to print documents in branch offices. “We have large amounts of paperwork for applications ranging from loan

applications and retail banking to Microsoft back-office applications,” says Bailey. “All these applications are delivered through Citrix Presentation Server. Sending print job requests and acknowledgments across the WAN bottleneck back and forth caused our Virginia Beach office to take up to one hour for a single print job. With 150 people in the office to support, this unacceptable printing performance slowed down business significantly.”

Fulton operates a 6-Mbps Multiprotocol Label Switching (MPLS) network supplied by AT&T across the WAN. However, the WAN bandwidth was constantly saturated at 80 to 100 percent utilization. “Upgrading bandwidth is not only cost prohibitive but also inefficient and non-scalable as we look beyond our Virginia Beach office and roll out applications to other much larger regional offices with 300 people,” says Bailey. “Installing and managing local servers just for print jobs is not feasible either; it violates our server and application centralization strategy.”

Network Solution

Barth and his team started working with its solution provider Presidio Corporation to evaluate Cisco Wide Area Application Services (WAAS), a WAN optimization solution that reduces application latency, WAN latency and bandwidth consumption.

Cisco® Wide Area Application Services (WAAS) solution maintains the benefits of centralized application delivery and storage while maintaining local LAN-like print services performance for branch office users. Deployed as symmetric devices in the branch office and data center, the Cisco WAAS supports complete local Windows-compatible print services in the branch office, reduces the amount of print jobs that will have to traverse the WAN, and therefore resolves the poor performance problems of file and print services over the latency-prone, bandwidth-constrained, and overutilized WAN.

“I didn’t expect this type of solution to work so well and so easily. Cisco WAAS transparently maintains our centralized and standardized IT infrastructure while ensuring LAN-like application performance for branch offices.”

—Barth Bailey, Vice President of Network Infrastructure and Security

Barth and his team conducted a thorough and deliberate evaluation, not wanting to invest without confidence in their selection. After testing the Cisco WAAS product and validating its acceleration performance, Fulton Financial decided to deploy WAAS as a critical component for the Virginia Beach branch office for the following reasons:

- Superior acceleration performance for Citrix remote print services
- Significant WAN bandwidth usage reduction
- Transparent integration with Fulton’s existing centralized application delivery, and standardized network infrastructure
- One stop global support from global vendor

Standardizing its global IT infrastructure is critical for Barth’s team so staff in all geographies can troubleshoot any system regardless of location, thus expediting resolution of retail and loan application issues and increasing customer satisfaction. “With Cisco, we are confident that they deliver a global solution that can be deployed and maintained at all our locations worldwide. Other vendors present risks in this area.”

Further, Fulton Financial found the Cisco WAAS installation to easily integrate into their existing Cisco network of routers, switches, and IP communications solutions. “Our team quickly found that it would be simple to implement and manage. This was not a project where we needed to spend significant amount of consulting services. It was straightforward for us,” says Bailey. “A non-Cisco solution would have added a new set of training and deployment costs.”

PRODUCT LIST

Cisco Application Networking Services:

- Cisco Wide Area Application Services (WAAS)
- Cisco WAE 612 Wide Area Application Engine

Business Results

Fulton Financial experienced an immediate benefit from the Cisco WAAS solution.

“I am always skeptical of new IT products. Cisco WAAS, however, was a pleasant surprise for me. I

didn’t expect it to work so well and so easily. It maintains our centralized and standardized IT infrastructure while ensuring LAN-like application performance for branch offices,” says Bailey. “In the end, we are seeing 75-80 percent response time reduction for print jobs at the Virginia Beach office. Our bandwidth consumption went down to 30 percent of the 6-Mbps link, which allows us to avoid a bandwidth upgrade altogether.”

“With our networking and security equipment standardized on Cisco, we reduce operations and management complexity by managing a single routing, switching, voice and data, and application acceleration infrastructure,” says Bailey. Fulton Financial also anticipates stronger security and better regulatory compliance in the branch office. “We can maintain the centralized servers and storage more efficiently because they are all on one maintenance cycle.”

Next Steps

Fulton’s immediate next step is to implement Cisco WAAS in its Maryland and Huntington, Virginia, regional offices, serving 150 to 300 people.

Bailey indicates that Fulton is heading towards the following direction:

- Citrix Presentation Server for server-based computing
- Full MPLS WAN infrastructure
- VoIP and video conferencing applications

“Cisco WAAS is highly synergistic with our IT direction. Its fully network transparent architecture will allow us to be forward-compatible with our VoIP, MPLS network-based QoS, and video applications,” says Barth.

For More Information

To find out more about Cisco WAE and Cisco WAAS solutions, please visit

<http://www.cisco.com/go/waas>.



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