



PHOTO BY JOHN HILMAN

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After 13 years with Cabletron, Crowell leads Enterasys with a forward-thinking technology vision for its wired and wireless solutions and high standards for the customer experience.

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Bring Your Own Device

Managing the Chaos of Mobility and Virtualization.

In the complex world of wired and wireless networks, IT organizations are being pushed to the brink. Now, Enterasys' Crowell offers learned insight into managing the chaos.

If the workforce "goes mobile," how is the enterprise impacted?

There is no "if" about it. The workforce is mobile. Workers need to be able to connect to the corporate infrastructure from any location on any device. And, from a productivity perspective, it's in everyone's best interest to make this happen. Many enterprises worry about how to secure and manage the latest personal devices

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out there—currently iPad or Droid tablets and smartphones—but Enterasys customers don't struggle with this because our wired and wireless solutions are new-technology ready. We have always been B.Y.O.D. (bring your own device) friendly.

How can a perpetually changing mobile environment be managed?

You need management capabilities that provide visibility and control over every asset on the network. You need to know what user, application or device is communicating to what user, application or device—and for what purpose. But IT teams can't financially realize this without an automated, single-pane-of-glass management tool, as it pushes controls throughout the entire infrastructure with the click of a button. This increasing complexity applies to virtual environments now, too.

What's driving that virtualization?

Virtualization allows you to reduce your computing footprint tremendously for cost, resource and space savings. It also brings flexibility and velocity to your ability to deploy and maintain services. In the old days, you had to buy, configure and load machines; but today you can spin them off rapidly. So you need the

infrastructure to keep pace. That requires a vendor-agnostic network management strategy that knows what virtual services get created, what can be connected to them, and who is using them.

What must IT organizations demand of network architecture going forward?

Technology never stops changing, which means you have to future-proof investments. You can't possibly do a massive uplift every three to five years and remain profitable. So invest in hardened solutions with a standards-based, vendor-agnostic vision that accommo-

dates any device, application or technology. For example, when VoIP built momentum, many enterprises had to rip and replace their infrastructure, which made the transition cost prohibitive and the deployment cycle insane. But for Enterasys customers, it was a simple firmware upgrade included with maintenance. Technology aside, you need vendors who pay attention after the purchase order is signed. Weigh the post-sales experience during evaluations, like the tenure of the technical assistance team, access to engineering resources, average deployment times, etc. And in-sourced service and support is a must.

Where does Enterasys fit into all of this?

We offer the industry's "first and best," truly integrated wired and wireless solution that helps enterprises deal with the changing IT landscape. Our single-management platform leverages a robust technology patent portfolio to provide built-in automation and visibility and control capabilities from edge to data center. That means you can provision, manage and secure mobile users on mobile devices accessing applications in the cloud or virtual data center(s). With that, we help IT organizations overcome the fluidity and complexity of business to become true enablers.