# Bank of Marin Chooses CloudGenix to Improve Application Performance

Bank of Marin, a community bank in Marin County, California, chose CloudGenix to help improve application performance, leverage business Internet, and enable a policy-based WAN

## Improve Core Application Performance

Bank of Marin's network architecture involves a series of MPLS links to each branch ranging from 1.5Mbps to 10Mbps. Many of the applications used by employees involve communication with servers in the data center, while some have local infrastructure in each branch.

CloudGenix improved core banking application performance by securely integrating high speed business Internet at each of their branches thereby increasing capacity. Establishing a secure application fabric (AppFabric) over each of the WAN connections and creating global policies for performance, security, and compliance allowed CloudGenix to monitor performance and use the most performant path for their core banking applications, all while adding bandwidth. Kevin Gish, I/T Manager for Bank of Marin, noted: "With CloudGenix AppFabric, I can take advantage of high bandwidth business Internet in my branches, which have an order of magnitude more bandwidth than MPLS at a fraction of the price. Our core banking applications perform incredibly well over these circuits, allowing our employees to provide legendary service to one another and to our customers."

### ABOUT BANK OF MARIN

At Bank of Marin, relationship banking, commitment to community and disciplined fundamentals are their guiding principles. These three pillars are the foundation for the legendary service that they provide to their customers every day. A leading community and business bank in the Bay Area, Bank of Marin continues to lead the way in providing their customers with the personalized, custom solutions they need to achieve their financial goals.

## Achieve Carrier Independence

Having a secure, transport-independent AppFabric allows Bank of Marin to decouple themselves from their WAN providers. The bank is now free to choose WAN transport for each site—including business Internet connections—and establish secure, performant connectivity to each branch without carrier assistance. Coupled with a top-down policy, built around applications, sites and links rather than disjointed networking rules, Bank of Marin can now manage their WAN in business terms. Kevin mentioned: "Thanks to Cloud-Genix, we are now able to pick and choose which carriers and types of WAN transports we want for each of our sites. Having a top-down, transport-agnostic means of managing our WAN makes it easy for our team to manage."

## Accelerate Branch Deployment

Carrier independence and the ubiquity of commodity business Internet in the cities and towns where Bank of Marin operates has led to a substantial reduction in the amount of time it takes to deploy a bank branch. The process previously involved a minimum 90-day window for their service provider and core banking application provider to provision and connect an MPLS circuit. With CloudGenix, Instant-On Network (ION) devices can be configured in the data center and tested by staff prior to being shipped to the branch. Business Internet services can be provisioned and deployed within about two weeks, meaning the time required to deploy a branch has been significantly reduced.

## Enable a Policy-Driven WAN

Managing the WAN infrastructure at Bank of Marin previously involved configuration of a series of routes and esoteric network features that controlled the low-level behavior of the network. This level of managing and ongoing maintenance of the network required a specific set of skills that weren't always available within the I/T team, causing Bank of Marin to rely on their provider for making changes and troubleshooting.

With CloudGenix, Bank of Marin can manage their WAN infrastructure using simple business policies. The conversation has shifted from "match packets with these addresses and ports and route them using this interface" to "core banking applications should receive platinum service, allow them to use this class of WAN links, and select the fastest path." About this fundamental shift in managing the WAN, Kevin noted: "I've been watching the SD-WAN space for some time—it's exciting! When we evaluated other vendors, we felt like they were building their solution on top of legacy router technology. Cloud-Genix is different—it's a top-down policy that allows my team to configure the WAN using business language rather than technical jargon."

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— **KEVIN GISH, I/T MANAGER FOR BANK OF MARIN**

## Reduce I/T Costs Across the Board

deploying CloudGenix gave Bank of Marin many benefits that translate directly to improving the bank's bottom line. Improvements in application performance led to more productive employees due to less waiting. Carrier independence allows the bank to choose connectivity based on price/performance metrics. Faster branch deployments allow them to start conducting business sooner and reduce the operational burden of coordinating several parties. Finally, AppFabric enables a policy-driven WAN, so the bank has less dependence on technical skills and services from their carriers and providers. Net-net, Bank of Marin has dramatically reduced costs and is more self-sufficient with CloudGenix.

## Why Bank of Marin Chose CloudGenix

Bank of Marin chose CloudGenix for a variety of reasons. In Kevin's own words: "When we first met with CloudGenix, I was impressed not only with the accessibility of people with deep technical understanding of our problems, but also with the fact that their product gives me the ability to make managing my WAN a problem solving exercise involving business terms rather than technical networking jargon. I can now use commodity Internet and get better performance. My apps run faster and our employees are more productive, which means we can provide legendary service internally and externally. Our bottom line is improved because of CloudGenix. No one else could bring to the table what CloudGenix was able to bring for Bank of Marin."

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**ABOUT CLOUDGENIX**

CloudGenix provides a software-defined WAN solution with AppFabric technology that enables you to build a global WAN based on business policies for application performance, compliance, and security, across all sites and users. Unlike router-based solutions, CloudGenix AppFabric allows you to define top-down global policies based on business intent rather than fragmented bottoms-up configuration changes based on technical implementation. With CloudGenix, you can easily integrate heterogeneous WAN connections for any site, take advantage of cloud and SaaS applications, improve visibility for app performance and SLAs, and dramatically simplify network operations.

## CLOUDGENIX

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