

ModCloth.com

Online retailer uses Truffle to support the IT Infrastructure demands for a rapidly growing workforce.

IN BRIEF

Industry
Online retailer

Challenge
Minimizing employee downtime when setting up new offices in locations with no internet connectivity

Solution
Truffle BBNA peered with Broadband Bonding Service

Benefits
New offices are up and running in 15 minutes.

No downtime for employees in new offices.

COMPANY OVERVIEW

ModCloth.com is a democratic fashion retailer. The company interacts with customers via social network sites, requests feedback through the ModLife Blog and product reviews, and asks customers to vote on potential inventory with the Be the Buyer program. Supplying customers with the opportunities to have their voice heard is what keeps the company fresh, relevant, and growing by leaps and bounds. ModCloth's business depends on a reliable high speed connection to the internet.

CHALLENGE

ModCloth has experienced tremendous growth in the last year, opening three new offices. The company has moved employees into the new offices almost immediately after obtaining the new spaces, and long before permanent high speed network circuits could be installed.

This situation presented a unique challenge. The company wanted to establish high speed internet connectivity without waiting two to three months for a permanent high speed internet line to be installed.

SOLUTION:

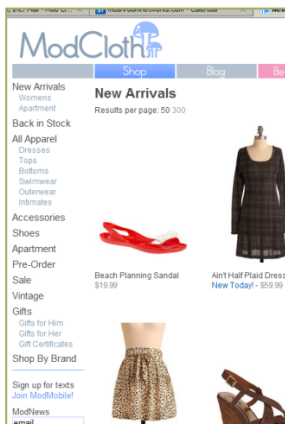
ModCloth's Infrastructure Manager implemented a network system using a Truffle BBNA 6401 with Mushroom Networks' Broadband Bonding Service to bring new offices online quickly.

Because it is usually very quick and easy to get DSL lines, the company uses the Mushroom device to bond 6 DSL lines to create one high speed internet connection. The Truffle is peered with the Mushroom Networks Broadband Bonding Service, with is hosted in the internet cloud. This allows for uplink and downlink bonding of all type of traffic, creating a high-speed option for both directions.

ModCloth has used the Truffle to "startup" three offices, and plans to continue to use it as the initial means of network connectivity each time a new office is opened.

ModCloth's Infrastructure Manager puts it best:

"It has worked flawlessly in each new office scenario, providing users with high speed internet on day one. We were also impressed with the devices ability to handle VPN and voice traffic with no noticeable quality degradation. I can plug it in and in about 15 minutes, I have a network ready for folks to connect to without any other equipment. With the built-in DHCP server, Quality of Service, and Firewall, it is literally a network-in-a-box."



CONCLUSION

ModCloth's Infrastructure Manager was able to achieve high bandwidth with the Mushroom device for only a few hundred dollars. It would normally cost several thousand dollars for the same speed dedicated bandwidth line.

The greatest benefit for ModCloth, however, is quantified by not having downtime for employees during the first few weeks they are in a new office.

"I found the device to be about as easy to implement as setting up a home router. In about 15 minutes I had the device up and running."

-Infrastructure Manager,
ModCloth.com

ABOUT MUSHROOM NETWORKS

Mushroom Networks, Inc., is a privately held company based in San Diego, CA, providing patent pending Broadband Bonding solutions to a range of Internet connection applications. The company's flagship product line targets SMBs, enterprises, multi-tenant buildings, and broadband service providers and bonds dissimilar broadband access technologies forming a single highly reliable broadband pipe that can easily scale based on needs.

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