Fitness Company Builds Secure Data Center

Fast-growing Beachbody uses Cisco Next-Generation Firewall to protect data center and position for future growth.

EXECUTIVE SUMMARY

Customer name: Beachbody, LLC
Industry: Health, Wellness and Fitness
Location: Santa Monica, California
Employees: 600

Business Challenge
· Disparate network without standardized platform hindered growth
· Isolated data, security, and telecom did not allow single-pane network view
· Manual configuration and management of firewalls required intensive time

Security Solution
· Cisco ASA 5585-X Next-Generation Firewall
· Cisco Identity Services Engine
· Cisco TrustSec

Business Results
· Reduces data center footprint by 50 percent
· Automates management in virtualized environment with simplified rule set
· Simplifies security management and operations, while leaving room for future growth

Business Challenge

Beachbody, creator of one of the nation's most popular in-home fitness and weight loss solutions, was founded in 1998 by Carl Daikeler and Jon Congdon. Beachbody's many programs — including the well-known P90X®, T-25®, and Insanity® programs — combine challenging DVD-based home fitness programs with easy-to-follow diet guidelines, nutritional supplements, including a daily dose of dense superfoods nutrition product Shakeology®, well known as "The Healthiest Meal of the Day®", and a robust online support system of independent Coach distributors. The multi-channel marketing organization has grown significantly in the last 16 years, with workout programs such as P90X selling more than 3.5 million copies – primarily through infomercials and direct selling through its Coaches – in just seven years.

However, the organization's network was not standardized or automated, and engineers had little visibility into it. A longtime Cisco fan, Bill Dugger was brought in to assess the company's needs and how to map the network to support its explosive growth.

"Data was in one silo, telecom in another, security in another still. Everybody was working in their own domain, without collaborating from a network engineering perspective, without tying all those pieces together," says Dugger, now senior network engineer for Beachbody. "We needed to architect and protect our data center for the company's future, for the goals we're seeking to accomplish."

Security Solution

Beachbody looked for a partner that could help the company move forward with its existing technology and integrate new technology, as well as begin virtualizing resources. "If you want to virtualize, you need a partner who is going to be there if something doesn't work. Additionally, we needed a platform that gave a single-pane view, whether that was security, data, or voice. The only company even capable of providing what Beachbody needs is Cisco," Dugger says.

> "What Cisco technology will let us do is to scale as big as the mind can imagine. I can't know everything that the business will want to do in six months, or next year, or the year after. But what I can do is build a network that will scale and let us do pretty much anything we want to do with limited investment in the next four years."

Bill Dugger
Senior Network Engineer
Beachbody

Almost immediately, Dugger began building out a new data center in Las Vegas, based on the Cisco Unified Computing System™ (UCS®). "Integration is so important," says Dugger. "I came from another company where the attitude was, 'We'll have a mix of vendors.' But, at the end of the day, it takes away from the features that we need in the virtual space – not to mention the interoperability problems. With Cisco, it's a true end-to-end system."

Beachbody also implemented the Cisco® ASA5585-X Next-Generation Firewall. The 5585-X delivers the clustering capability that Beachbody demanded and allows the company to start small and grow as needed. "We chose the 5585 because of clustering, virtualization, and pure throughput power within the virtualized environment," says Dugger. "We like that we can virtualize the ASA itself to fit to our environment – and through that virtualization protect our development tier, our quality assurance tier, our application tier, all our different tiers."

Upgrading the company's overall security toolset presented an opportunity for Beachbody to implement the Cisco Identity Services Engine (ISE). "One thing I really like about Cisco Security is that there is the capability to have a true end-to-end forensics look on my network through ISE and TrustSec," Dugger says. "With ISE, we can secure our wireless and data center, we can secure the VPN connection and the hardwire connection – I can secure every aspect of our network and possibly also secure the telephone when we're ready."

Business Results

In a little more than six months, Dugger has transformed Beachbody's network, positioning the company for continued stratospheric growth and securing its network to provide a broader array of services, streamline operations, and significantly reduce expenditures.

The Cisco ASA 5585-X platforms are also making a big difference for Beachbody IT staff. Instead of manually having to configure firewalls and pull threat information from isolated systems, the engineers now have a consolidated view of the threat environment in the data center at all times.

"For the volume of business we do, we don't have a correspondingly large IT department. So, having single-pane management and a global view of the data center and our security is a big deal," says Dugger. "It's all managed through one interface by a couple of engineers."

"The virtualization capabilities of the 5585-X also limit the rule sets that an engineer will have to look at when they're looking at a dev zone versus a QA zone versus a production zone. Instead, we can virtualize it and have a separate rule set for each zone," says Dugger.

In addition, Dugger believes that the Cisco Identity Services Engine is helping reduce downtime. "ISE saves us time and gives us a better ability to control access to our network, to control problems on our network, and, in the end, eliminate man-hours in regards to fixing problems. In addition, it lets us reduce downtime. People expect zero downtime in their data center, but ISE lets us extend that to the corporate offices, because we can see someone plug into the network, and we have policy in place all driven through one interface, with minimal engineering required."

Finally, the virtualization capabilities of the Cisco UCS may lead to a 50 percent reduction in the number of servers needed. "We built our Las Vegas center with 22 racks. Now, we're building a new data center in El Segundo, California, and I think we can do it with 11."

Next Steps

Over the next year, Beachbody will continue to deploy the Cisco 5585-X Next-Generation Firewall. "The possibility of having the CX modules in the clustered environment is very appealing to us in terms of future growth. We can cluster without losing performance. It's the perfect firewall platform to insert into the compute environment of our UCS."

Dugger continues with enthusiasm, "It's exciting times here at Beachbody. We really have a lot going on. I tell people all the time that this is an engineer's dream. It's hard and stressful, and I put in a lot of hours, but ultimately, an engineer dreams about an opportunity like this.

"What Cisco technology will let us do is to scale as big as the mind can imagine. I can't know everything that the business will want to do in six months, or next year, or the year after. But what I can do is build us a network that will scale and let us do pretty much anything we want to do with limited investment in the next four years," he says.

For More Information

To find out more about the Cisco ASA 5585-X Next-Generation Firewall, go to: http://www.cisco.com/go/asa.

PRODUCT LIST
Security
· Cisco ASA 5585-X Next-Generation Firewall
· Cisco Identity Services Engine
· Cisco TrustSec
Data Center
· Cisco UCS 6296UP
Routers and Switches
· Cisco Catalyst® 3750-X, 4500E, 4500X, 6880-X Series Switches
· Cisco 1000 Aggregation Services Router
· Cisco 3945 Integrated Services Router
Wireless
· Cisco 2508, 5508 Wireless Controllers
· Cisco Aironet® 3702i Access Points

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