



COMMERCIAL REAL ESTATE GIANT HARTZ MOUNTAIN SIMPLIFIES NETWORKING FROM EDGE TO CORE

Summary

Company:

Hartz Mountain Industries

Industry:

Real Estate

Business Challenges:

Refresh data center and campus networks to support diverse business operations of a major real estate developer.

Technology Solution:

- QFX5120 Ethernet Switch
- EX3400 Ethernet Switch

Business Results:

- Refreshed data center to easily support real estate and financial investments, property management, and hotel operations
- Simplified network engineering and operations with open, scalable IP fabric
- Gained the ability to easily migrate to a future data center

Hartz Mountain Industries is the largest private owner of industrial buildings in the U.S. With deep roots in the New York area, the company’s focus is commercial real estate, multifamily rental real estate, hospitality, and finance. Hartz Mountain has chosen Juniper as its strategic network vendor.

“I’ve always loved Juniper,” says David Kadonaga, manager of networking and security services at Hartz Mountain.

Kadonaga, whose experience with Juniper dates back to the early days of the company’s firewalls, got his opportunity to disrupt the status quo when he joined Hartz Mountain three years ago.

“Juniper simplifies network operations,” Kadonaga says.

A Headquarters in Flux

Hartz Mountain owns 260 properties, including offices, warehouses, data centers, hotels, parking garages, and multifamily rental units. Its real estate holdings span New York, New Jersey, Pennsylvania, Maryland, Georgia, and North Carolina.

The real estate investment giant wanted to modernize its data center to support its diverse business operations. However, the company was also exploring a headquarters relocation. As a transition plan, Kadonaga wanted to refresh the disaster recovery site to serve as the primary data center, and then once the move was final, swing the users and applications over to a brand-new data center.

To execute the plan, Kadonaga needed an agile network foundation that would ensure an efficient data center refresh and, ultimately, a smooth transition to a new facility.

Hartz Mountain chose Juniper to power its data center network. Agility and flexibility are key to supporting a diverse set of applications and services for real estate investment and management, hotel operations, and even energy generation.

The data center leverages Ethernet VPN (EVPN)/Virtual Extensible LAN (VXLAN) as the IP fabric underlay and supports efficient Layer 2/Layer 3 connectivity with scale, simplicity, and flexibility. With EVPN/VXLAN, the company can easily extend its Layer 2 networks to other sites. And, using the 25GbE/100GbE fixed-configuration Juniper Networks® QFX5120 Ethernet Switch for the network fabric, the network ensures separation of traffic from its diverse business operations.

“Juniper simplifies network operations.”

- David Kadonaga, manager of networking and security services, Hartz Mountain Industries

When it comes time to move users and applications to the new data center, the migration will be straightforward. “With the EVPN/VXLAN design, we can easily connect our data center to another location,” Kadonaga says.

“Junos gives me incredible flexibility.”

- David Kadonaga, manager of networking and security services,
Hartz Mountain Industries

The company is now deploying the Juniper Networks EX3400 Ethernet Switch in a Virtual Chassis configuration for cost-effective campus access switching in its offices. Virtual Chassis technology enables IT to manage multiple interconnected EX Series Ethernet Switches as a single logical device, simplifying network operations.

Diversified Applications for a Diversified Business

Hartz Mountain runs a wide variety of applications and services, some run-of-the-mill and some out-of-the-ordinary. The company has in-house architectural, construction, design, engineering, legal, marketing, leasing, property management, and financial teams.

Hartz Mountain CEO Leonard Stern and other executives work out of 667 Madison Avenue, a landmark boutique office building in Manhattan. The office operates its own trading desk—and that means the office network must deliver lightning-fast response time to support the company’s investment strategy.

The company also owns the Soho Grand and Roxy hotels in New York City, as well as the Sheraton Lincoln Harbor and Doubletree just across the Hudson river in New Jersey. The IT team supports the technology needs of the hotels’ front-desk and back-office operations, including reservations, financials, and human resources.

Hartz Mountain has also been in the solar power business for more than a decade. A solar array in New Jersey produces 8.5 megawatts of power, and many of its buildings have rooftop solar panels. In total, Hartz Mountain produces a total of 23 megawatts of solar power for its own use and for resale. “The solar farm in New Jersey is monitored over the network from our headquarters,” Kadonaga says.

Of course, the IT team supports the typical business applications for employees. Applications are virtualized, which gives employees a unified workspace and simplifies security

and management for the IT team. Employees rely on a suite of e-mail, productivity, unified communications, collaboration, and enterprise applications.

Simplified Network Operations

Having a Juniper network has simplified operations from Hartz Mountain offices to its refreshed data center. Designed for reliability, security, and flexibility, the Junos® operating system powers Juniper networking and security products.

“Junos gives me incredible flexibility,” Kadonaga says.

“Change control is a lot easier with Juniper,” Kadonaga continues. “I really like the ability to commit and roll back changes with Junos. I can verify the configuration is right and that I didn’t fat-finger it.”

J-Flow, a feature that allows users to collect IP traffic flow statistics, ensures that Kadonaga can deliver a consistently exceptional experience for employees. “J-Flow gives us more visibility into our infrastructure and at the application level,” he says. “That visibility is key to delivering a great user experience.”

Continued Network Rollout

Kadonaga plans to continue deploying Juniper networking across Hartz Mountain corporate offices and real estate properties. The engineering simplicity and operational efficiency of a Juniper network allows Kadonaga to turn his attention to strategic technology initiatives that drive business value, rather than routine network operations and maintenance.

As technology advances and Hartz Mountain’s business priorities evolve, Kadonaga knows he can count on Juniper as a strategic network partner. “Juniper has a great team and provides fantastic resources,” Kadonaga says. “Junos gives me incredible flexibility.”

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For More Information

To find out more about Juniper Networks products and solutions, please visit www.juniper.net.

About Juniper Networks

Juniper Networks brings simplicity to networking with products, solutions and services that connect the world. Through engineering innovation, we remove the constraints and complexities of networking in the cloud era to solve the toughest challenges our customers and partners face daily. At Juniper Networks, we believe that the network is a resource for sharing knowledge and human advancement that changes the world. We are committed to imagining groundbreaking ways to deliver automated, scalable and secure networks to move at the speed of business.

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