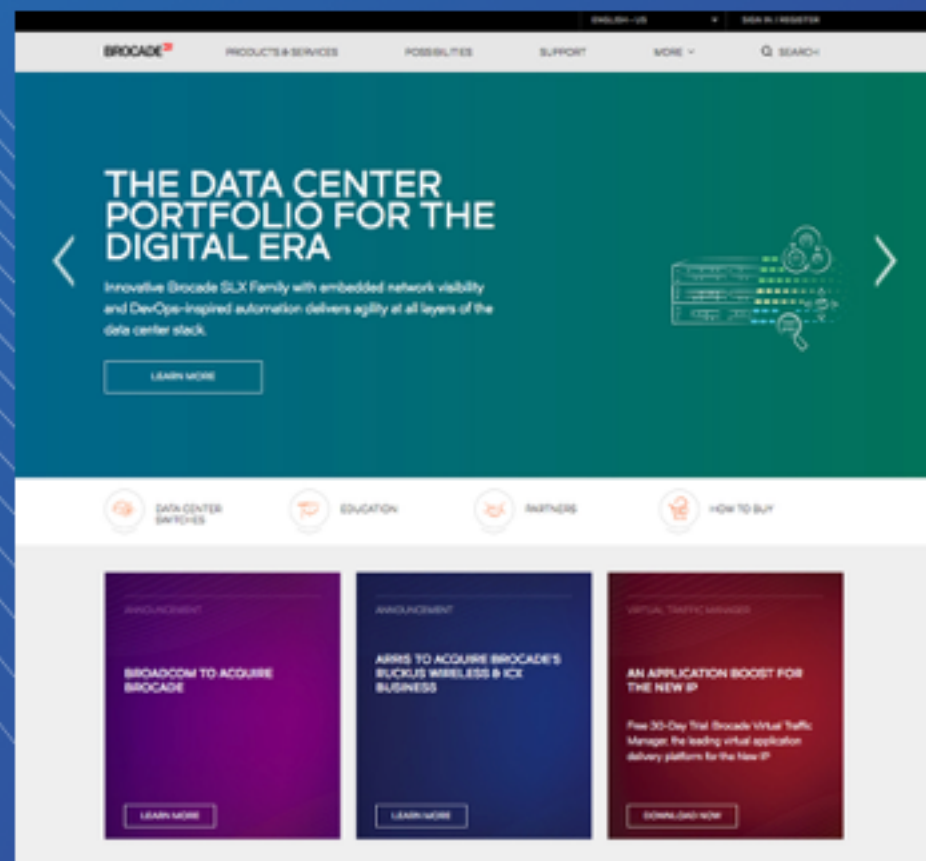


The Digital Transformation of Brocade

A Case Study for the Complete Overhaul of a Corporate Digital Identity



Author: Matthew Peloquin
November, 2017

Introduction

Company Introduction

Brocade Communications Systems was a 5 billion dollar networking company that many have not heard of. Prior to being acquired by Broadcom Limited in November 2017, selling primarily through OEM channels, Brocade's products were rebranded and distributed through other companies, such as Dell, HP, and Hitachi, just to name a few. With the acquisition of Foundry Networks, Brocade sought to emerge on the mainstage as a direct seller of both SAN as well as emerging IP products and solutions.

Project Introduction

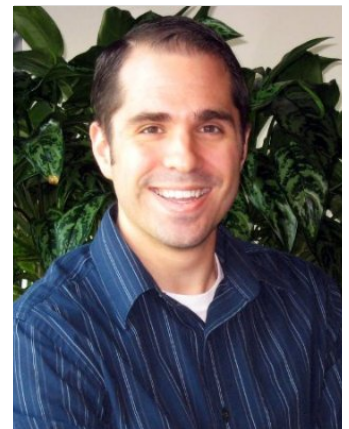
In 2015, Brocade embarked on a complete brand transformation and sought an experiential shift in how it leveraged digital properties to develop relationships with its customers.

This portfolio will highlight our efforts in conceptualizing a new customer experience and realizing it through a brand new corporate website.

Personal Introduction

Matthew Peloquin is a passionate web producer with over 7 years of vast experience in digital marketing. Recognized for achievement in delivering high-quality, quantified results and streamlined experiences with the digital transformation. Matthew specializes in all areas of website cultivation including strategy, user experience, design, development, production, personalization, analytics, messaging, and web content.

Matthew contributed his talents towards development and curation of page templates, navigation, homepage, software product portfolio, education, partnerships and partner portal, corporate culture and events, legal, search, document library, and general content promotion for lead generation on website.



Vision and Guiding Design Principles

Our Vision and Guiding Design Principles for this transformation - we will build long-lasting customer relationships by designing a smart customer experience that delivers knowledge, expertise, and guidance that is:



CONSISTENT

seamlessness and efficiency builds trust, enables growth, and reinforces brand



EFFECTIVE

lowers cost, frees up resources, and increases morale



EMPOWERED

reduces support costs, increases customer lifetime value, and creates brand advocates



PERSONAL

understands context, increases emotional engagement, and strengthens loyalty



INTELLIGENT

reduces risk and cost, grows revenue, and increases market share

Guiding CX Framework

Our Customer Experience-Driven Approach



Understand Our Customer

Through interviews with OEM and direct customers, we developed an outside-in view of our value proposition and current customer challenges.



Close the CX Loop

Through beta testing and post-release follow-ups, we continuously evaluated our progress against changing customer landscapes, and pivoted as needed to evolve with our customers' needs.



Identify the Opportunities

We pinpointed opportunities that addressed the following design principles - consistency, effectiveness, intelligence, personalization, and empowerment.



Establish Release Cycles

We defined a release cycle that would move us progressively closer to our vision of a fully transformed web and self-service ecosystem.



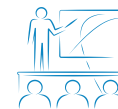
Create a Success Vision

We created a comprehensive vision of where the industry is headed, as well as the solutions we would need to develop in order to meet evolving customer expectations.



Define the MVP

Applying the mantra - "Think big, start small, but act now" - we defined a Minimum Viable Product that guided our first release.



Align Business Units and Processes

We evaluated and defined shifts in our operations and processes that would enable us to realize this vision.



Develop a Product Roadmap

We then developed a generational roadmap to guide us towards this vision, and designed a plan that allowed us to act quickly and iteratively to move ahead of the competitive space.



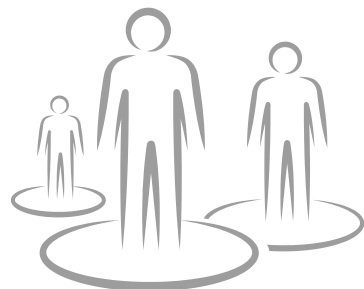
Project Scale

What was the scale of this transformation?

Team Size

258

Project Stakeholders



15

Internal Business Units



9

External Agencies

Research



42

customer and stakeholder
interviews collected



426

feature enhancements that
were reviewed and prioritized,



2-Years

roadmapped in a
2-year vision

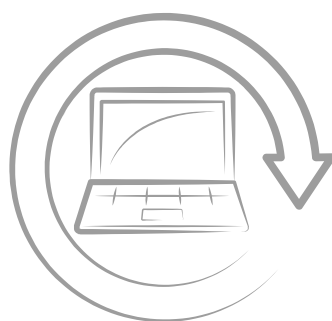
Technology

8 Key Digital Platforms

were changed during this transformation, including Web CMS, Customer Portal, Learning Management Platform, Search, Marketing Automation, Sales Enablement Portal, Continuous Translation Management, and Analytics

23

AEM Components



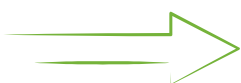
16

new HTML templates



765

pages of content across



4

geographies

Project Results

Key Findings

We compared three months data prior to launch to three months data post-launch and found that the new website showed measurable improvements.



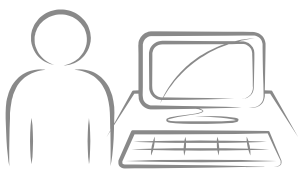
+29%
Overall
Conversion Rate

Post-launch	0.45%
Pre-launch	0.35%



+15%
Page Views
Post-launch

Post-launch	4.6mil
Pre-launch	4mil



+50%
Return Visits
Post-launch

Post-launch	45%
Pre-launch	30%



+17.1%
Avg. Time
Spent on Site
Post-launch

Post-launch	2.24
Pre-launch	1.91

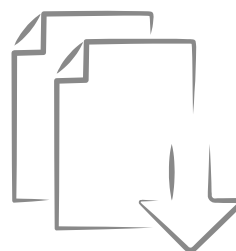
Project Results (Continued)



+5%

Visits from
Organic Search
Post-launch

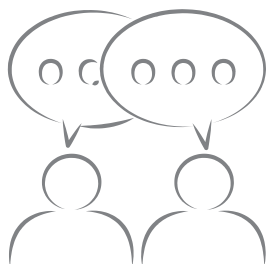
Post-launch	476,865
Pre-launch	457,606



+11%

No. of File
Downloads
/ Views
Post-launch

Post-launch	63,712
Pre-launch	57,164



+21%

Leads Year-
Over-Year

Project Results

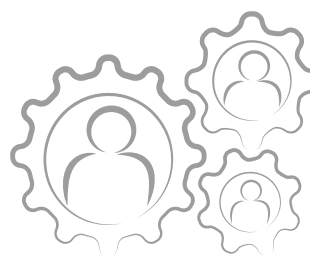
Personalization and Optimization:

Brocade.com used the personalization and optimization technique to improve lead generation and overall conversions. Using A/B tests, we were able to identify key areas of improvement and optimize the user journey – setting up personalized experiences of the homepage for different industries, to help present relevant information and improve overall user experience.



30+

A/B Optimization
Tests Set Up
Since 2016



15+

Personalized
Experiences
Set Up



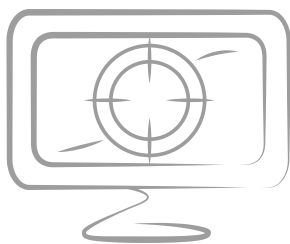
35%

Average
Improvement in
Conversions



-13%

Improvement in
Engagement
(Bounce Rate)

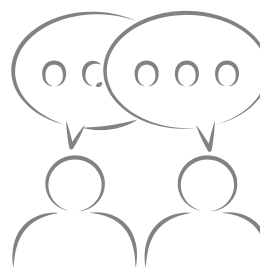


+157%

Improvement in
Engagement
(Click-throughs
from Homepage)

Clickthrough Rate with Personalization	3.6%
Clickthrough Rate without Personalization	1.4%

Bounce Rate with Personalization	36%
Bounce Rate without Personalization	43%



+21%

Brocade.com Leads
Year-Over-Year

In Focus

A series of case studies and features covering various challenges tackled during this transformation.



Navigation: A Lesson in Web Minimalism



Homepage: Activating Personal Relationships on Key Brand Space



Product Details: Matching Information to Audience



Education: Moving Training to a Profit Center



Events: Driving Engagement on Tight Budgets



Search: Content Is Only King When It Is Found



Document Library: Collections That Work



Lead Generation & Conversion: Putting the Site to Work

Navigation: A Lesson in Web Minimalism



In Focus: Navigation



A Lesson in Web Minimalism

We needed a navigation that would anchor to the top of the page, would always be on, and most importantly, be simple and easy to use without clashing with existing content.

Before: Navigation State

The screenshot shows the Brocade website with a navigation menu open. The main navigation bar includes links for Products, Solutions & Technology, Services & Support, Education, Partnerships, and Company. A search bar is located on the right. The dropdown menu for 'Products' is open, showing categories like Switches, Routers, Software-Defined Networking, Network Functions Virtualization, Network Visibility & Analytics, Application Delivery Controllers, Application Delivery Switches, SAN Backbones, SAN Backbone/Director Blades, Transceivers, and Management Software. The background features a large banner with the text 'REDEFINING NETWORKS FOR IP STORAGE' and 'Achieve local with IP extension'. Below the banner is a 'BROCADE NEWS' section with a headline 'Quanta Computer Embraces Software-Defined Production Lines with Brocade Networking'. The footer includes links for RSS Feeds, Contact Us, Site Map, Privacy, Legal, Careers, and Investor Relations.

In Focus: Navigation

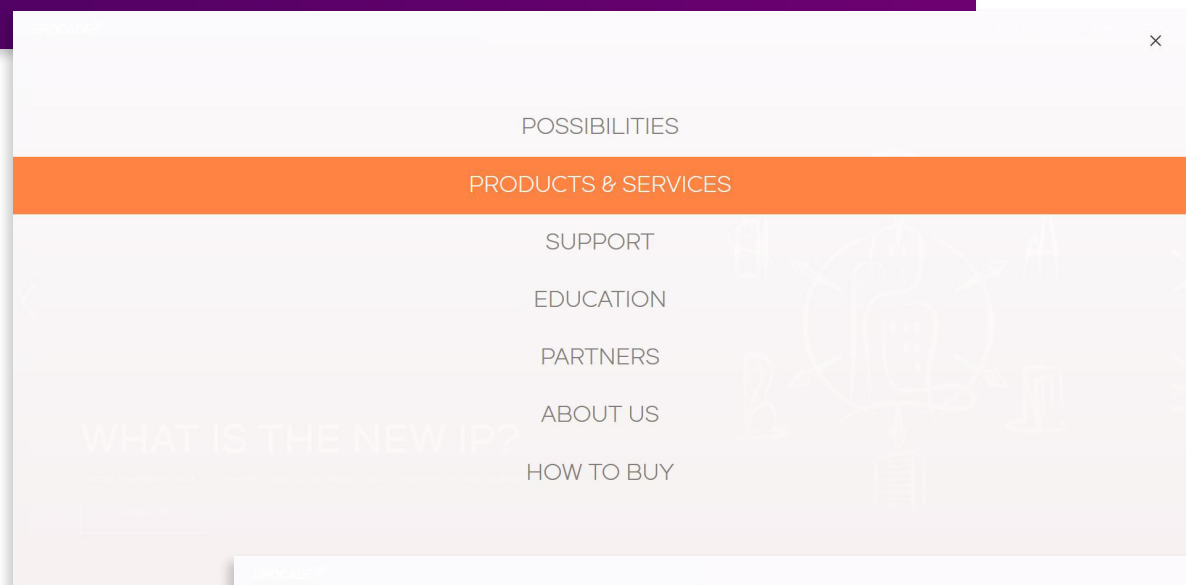


In limited prototype testing, users responded well to a burger navigation structure, despite it being a polarizing feature of modern web design.

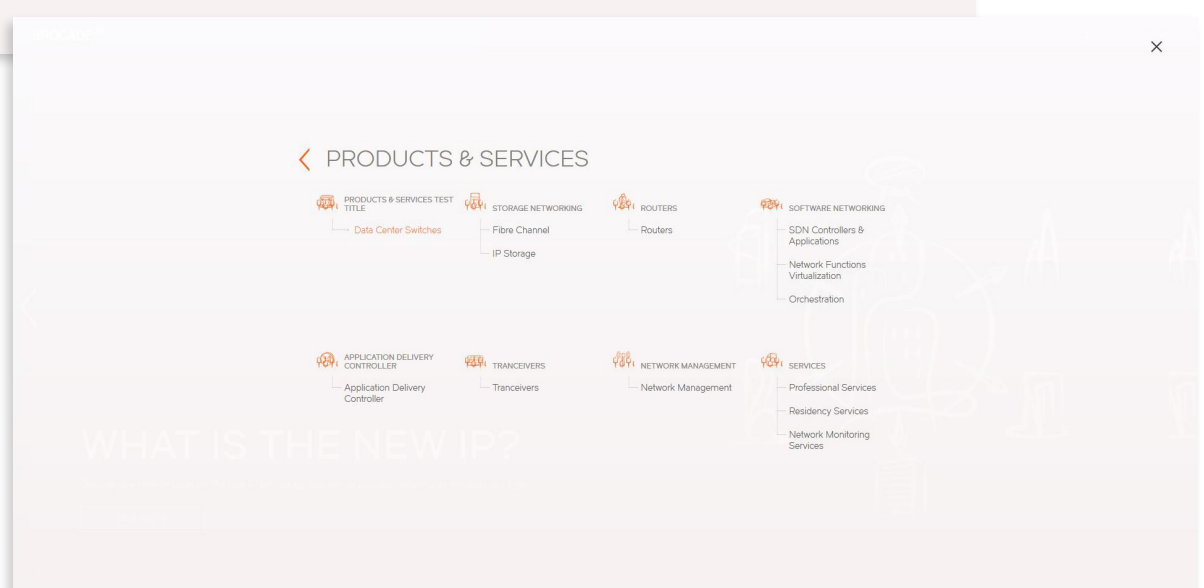
As Designed: Navigation State



Nav. 01



Nav. 02

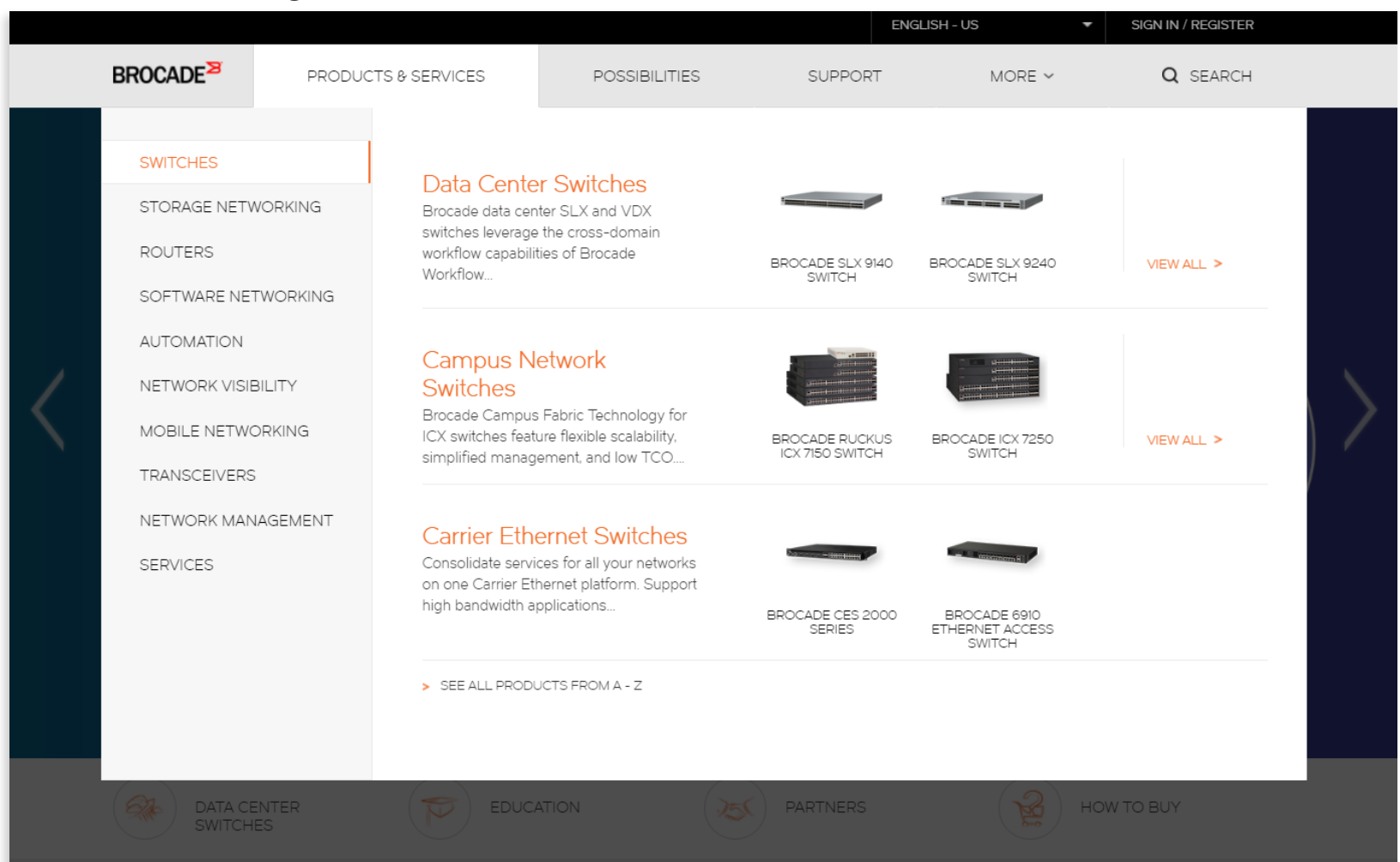


In Focus: Navigation



Through post-launch multivariate testing, we settled on an optimized navigation structure that was a compromise of the traditional tab and the minimalist burger.

Final (Current): Navigation State



Lesson Learned:

Modern design trends and web minimalism is not always the solution for your customers – if you are not testing, you would not know.

Homepage: Activating Personal Relationships on Key Brand Space





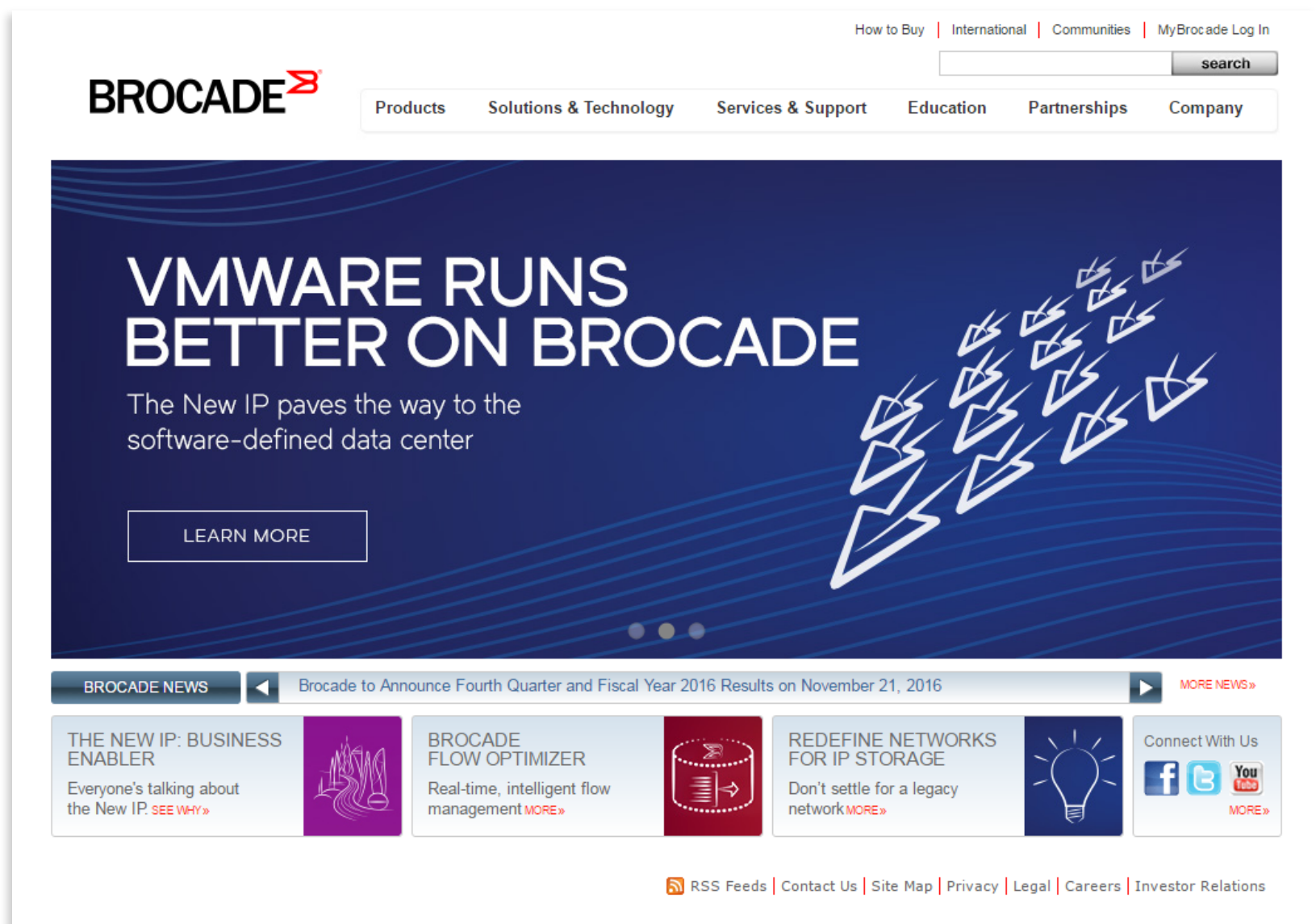
Activating Personal Relationships on Key Brand Space

The corporate homepage is a place of conflict, where the needs of the business and the experience of the customer are often at odds.

The Challenge:

Design a homepage that meets business imperatives while also being relevant, personal, and enabling.

Before: Homepage

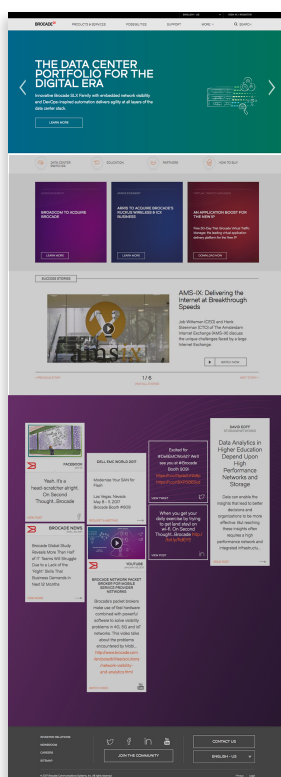
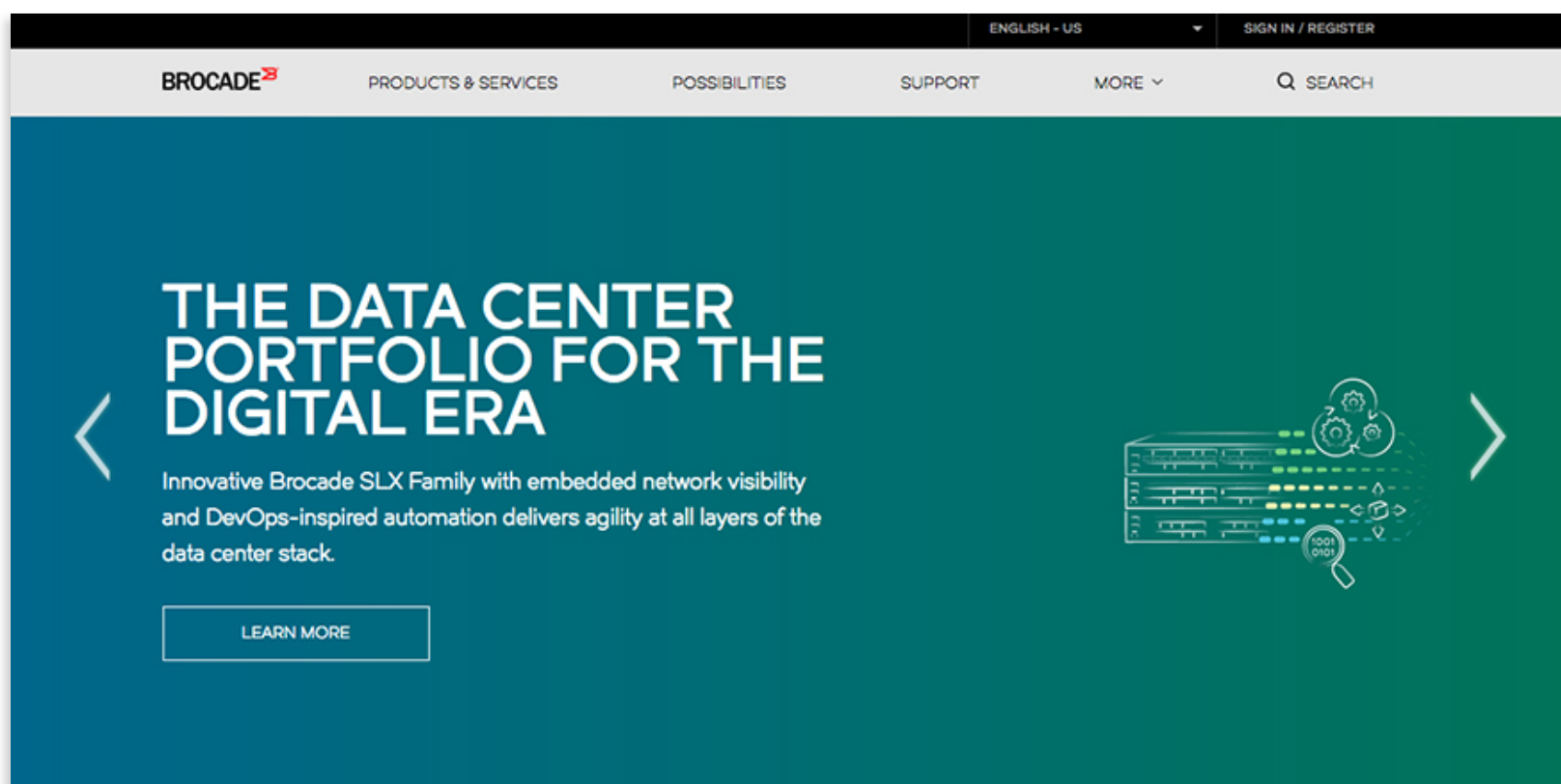


In Focus: Homepage



1. Corporate Brand and Messaging

We introduced real-time data enrichment into this space and featured select relevant content, including bespoke content for specific named accounts.



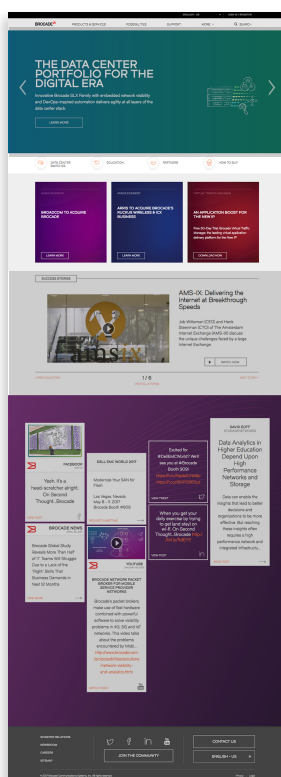
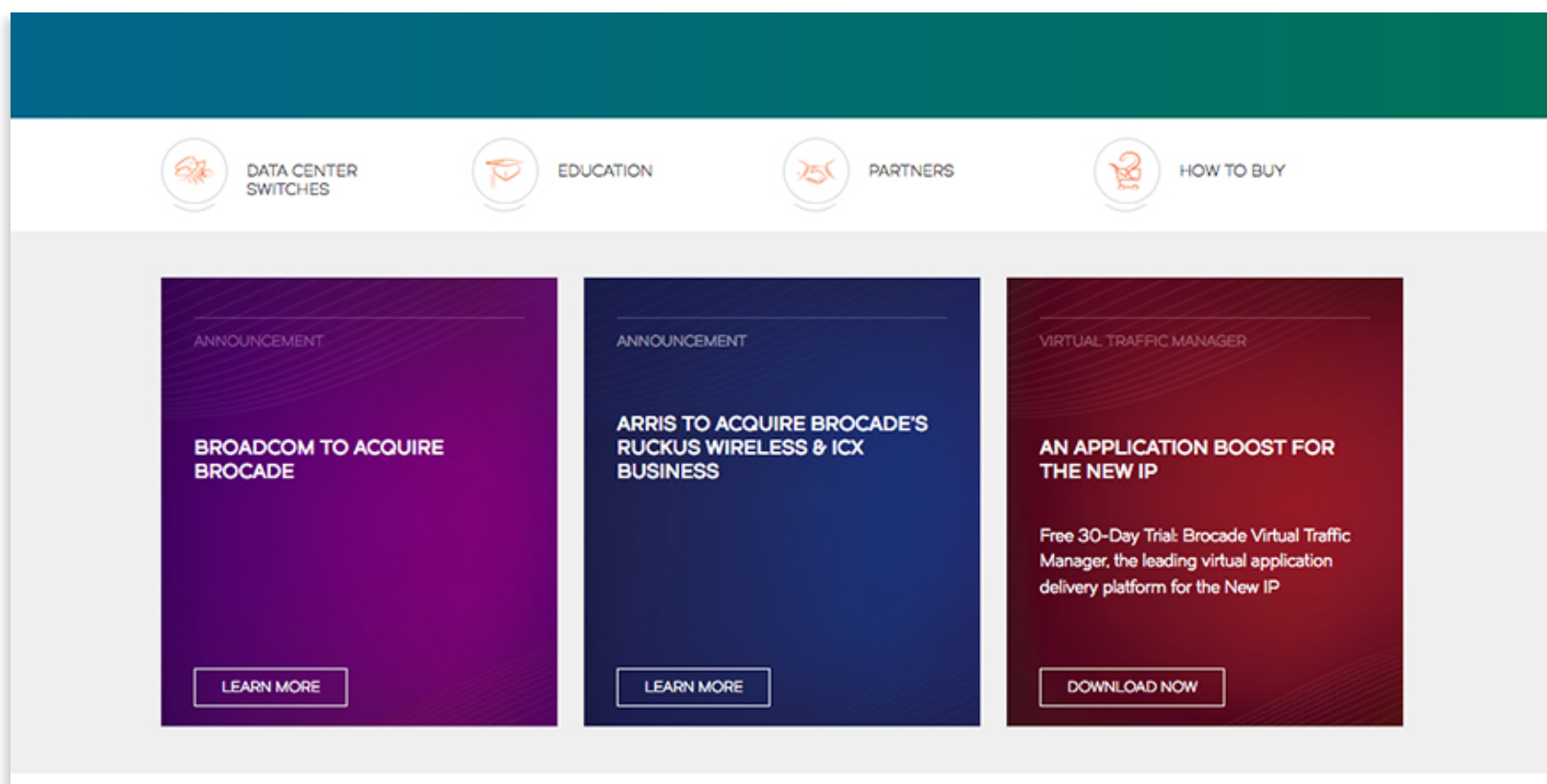
← Corporate Brand and Messaging

In Focus: Homepage



2. Content Discovery and Navigation

We introduced a quick search deep-link feature to provide an alternate path to the lowest content levels of the site, as well as personalized quick links to previously engaged content.



Content Discovery and Navigation



3. Buyer Confidence and Familiarity

We introduced a customer success story module to instill buying confidence and used real-time data lookup to display success stories that were most likely to be relevant to the customer.

SUCCESS STORIES



AMS-IX: Delivering the Internet at Breakthrough Speeds

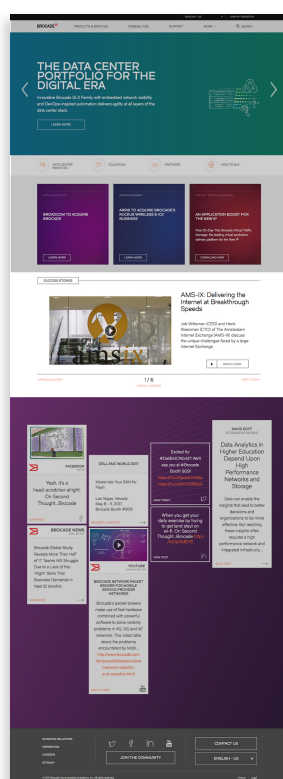
Job Witterman (CEO) and Henk Steenman (CTO) of The Amsterdam Internet Exchange (AMS-IX) discuss the unique challenges faced by a large Internet Exchange.

▶ WATCH NOW

< PREVIOUS STORY

1 / 6
VIEW ALL STORIES

NEXT STORY >

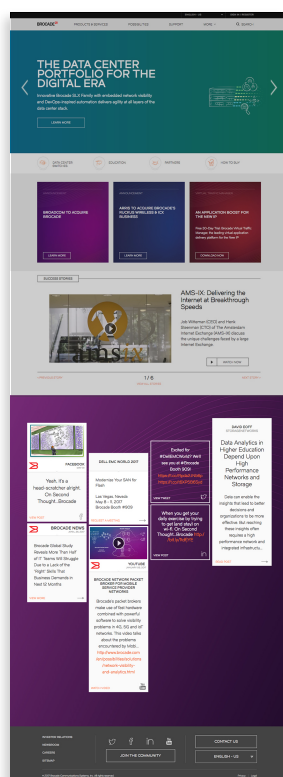
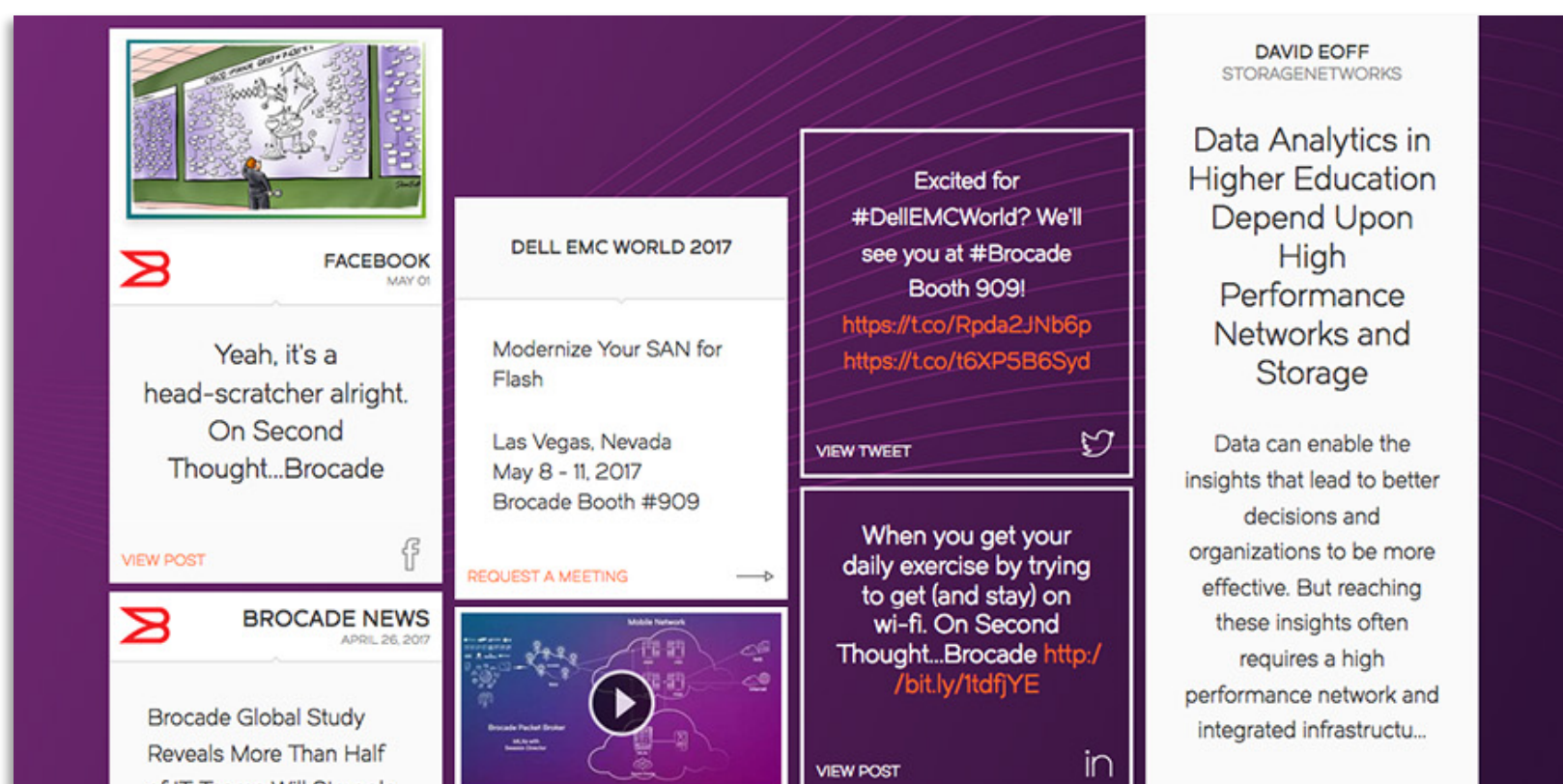


Buyer Confidence and Familiarity



4. Relationship and Conversation

Finally, we included a section of curated social content where we used various personalization lenses, such as activity, industry, and geography to surface conversations most likely to resonate with the audience.



Relationship and Conversation



Personalization and Optimization:

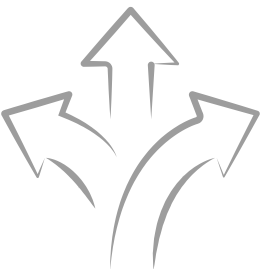
Three months data prior to launch, as compared with three months data post-launch.



+11.2%

Page Views (+11.2%) and Visits (+5%) improved considerably post-launch.

Post-launch	617,471
Pre-launch	579,665



-9%

A decrease in Bounce Rate (-9%) also showed users continuing to navigate the website.

Post-launch	34%
Pre-launch	43%



-6%

Decrease in Avg. Time Spent on the Page – content on the page was more precise, well-structured, and intuitive, allowing users to find what they needed a lot faster.

Post-launch	46.65 sec
Pre-launch	49.3 sec

Product Details: Matching Information to Audience





Matching Information to Audience

The product pages on Brocade.com needed to distill complex content into simple stories that would allow customers to quickly find and evaluate a Brocade product. But these pages are also often the first line of support for existing customers who each have very different content requirements.

This conflict of intent led to a lack of focus and a regurgitation of product data sheet speeds and feeds – a page which was both cluttered and challenging to scan.

Before: Product Detail

The screenshot shows the Brocade website's product page for VDX 6740 and 6740T switches. The layout is cluttered with multiple sections. On the left, there's a sidebar with 'Enterprise Products' and 'Service Provider Products' categories, followed by a list of 'All Products' including Routers, Software-Defined Networking, Network Functions Virtualization, Network Visibility & Analytics, Application Delivery Controllers, Application Delivery Switches, SAN Backbones, SAN Backbone/Director Blades, Transceivers, and Management Software. Below this is a 'Products A-Z' section. The main content area has a breadcrumb trail: 'Home > Products > All Products > Switches > Brocade VDX 6740 and 6740T Switches'. A 'SHARE' button is visible. The product title 'Brocade VDX 6740 Switches' is followed by a description of the switches' features. To the right of the description is a 'Let Us Help' section with a contact form and a phone number '1-888-BROCADE'. Below the description is a 'REDEFINE NETWORKING FOR IP STORAGE' banner with a 'LEARN MORE' button. Further down, there's a 'Success Stories' section with three entries: 'Codero Hosting: New Data Center Architecture Lets Codero Just Say "Yes"', 'Evangeline Parish School District: The Network Just Made A World Of Difference', and 'Novatel Networks: New IP Approach Accelerates Revenue Opportunities'. Below this is a 'Featured Resources' section with a 'White Papers' subsection containing 'What Is an Ethernet Fabric?'. There's also a 'Communities' section with 'VDX and Ethernet Fabric Discussion' and 'Will SDN Kill Ethernet Fabric? Next Steps Resource Guide'. At the bottom, there's a 'Blogs' section. The page is filled with various buttons like 'LEARN MORE' and 'Contact Us', and a navigation bar at the top with links like 'How to Buy', 'International', 'Communities', and 'MyBrocade Log In'.

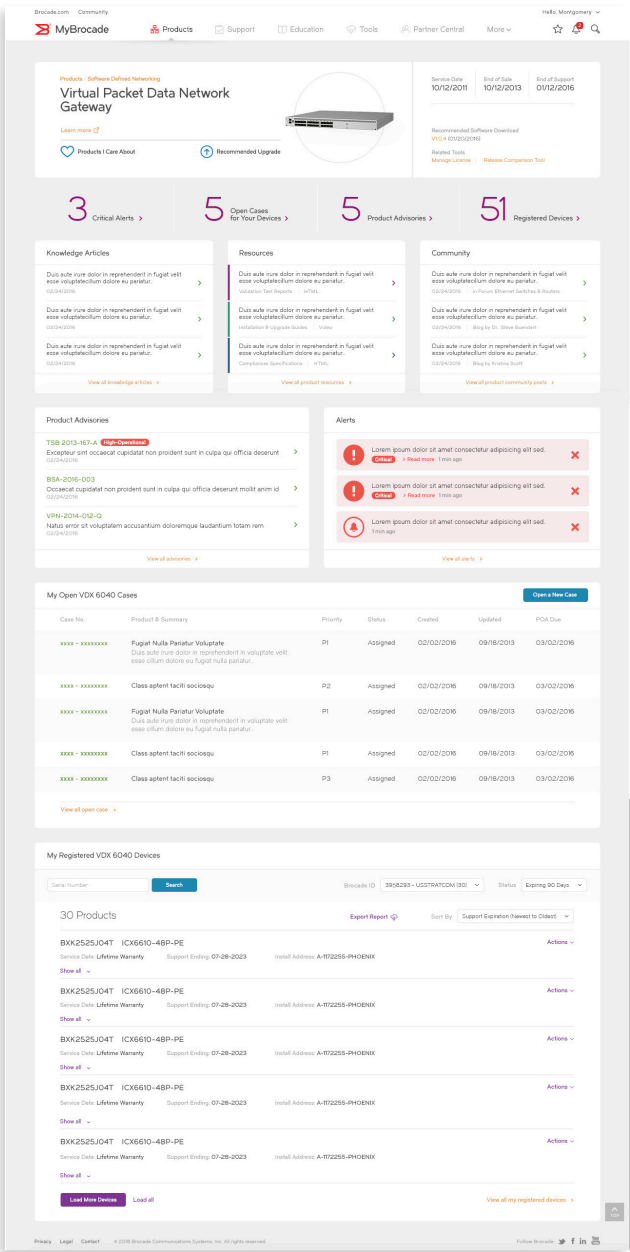
In Focus: Product Details



We addressed this conflict in several ways:

Multiple page states were created, so that users who were identified as existing customers were shown a support-focused experience, while unknown or general web visitors were provided with pre-sales only content.

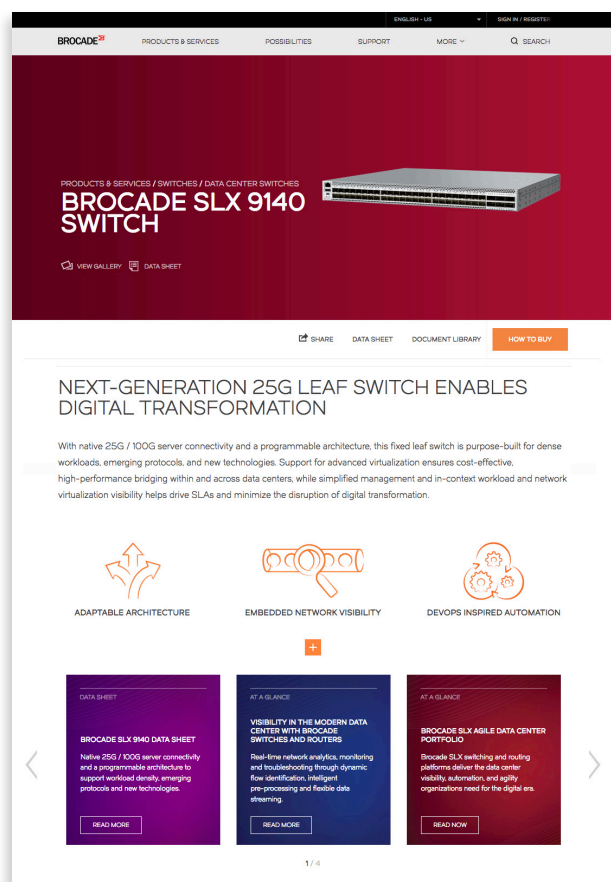
Left: Pre-Sales Content



Above: Support Focused Content



In Focus: Product Details



The most frequently accessed content was featured using quick links that were anchored to the top of each product page.

Left: Collapsed key content state

Content was distilled into easy-to-scan summaries, with more detailed explanations easily accessed through expanding design elements.

Below: Expanded Key Content State



ADAPTABLE ARCHITECTURE

Address today's data center virtualization and workload density demands with a flexible architecture that delivers cost-effective density, scale, and performance, and a programmable ASIC that can adapt to protocol and technology innovations through an OS upgrade.



EMBEDDED NETWORK VISIBILITY

Gain insights that drive faster troubleshooting with embedded visibility from the physical network to the application workload provided by Brocade SLX Insight Architecture and SLX Visibility Services, powered by the SLX-OS.



DEVOPS INSPIRED AUTOMATION

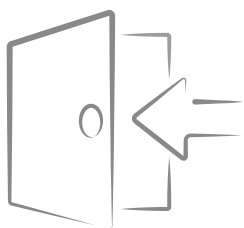
The SLX 9140 and Brocade Workflow Composer™ enable cross-domain automation throughout the network management lifecycle. Our turnkey, customizable approach minimizes execution delays and assures easy integration with cross-domain workflows for efficiency and risk reduction.





Results:

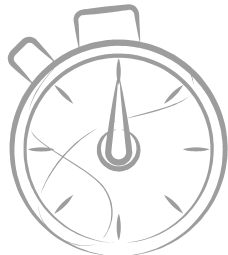
Three months data prior to launch, as compared with three months data post-launch.



-29%

Most products had lower exit rates (e.g. the percentage of users who leave the site from this page) (-29%) due to better navigation and structured content.

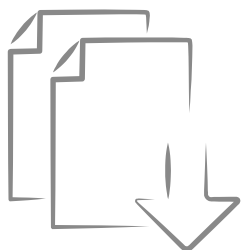
Post-launch	29.55%
Pre-launch	41.84%



-22%

Visitors spent less time on-page (-22%) because pages were restructured to be more conversational – content was to the point and easier to consume, as opposed to the previous site, where information was a regurgitation of lengthy data sheets.

Post-launch	1.58 min
Pre-launch	2.08 min

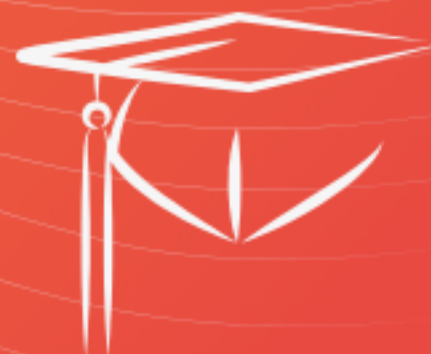


135%

The page participation of File Downloads (e.g. how product pages contributed to eventual file downloads of PDFs) post-launch was also 135% better than before. Transceivers and Switches showed the biggest change by almost 2x times.

Post-launch	1.50%
Pre-launch	0.64%

Education: Moving Training to a Profit Center



In Focus: Education



Brocade offers instructor-led and online self-paced training and certifications for both customers and partners.

The business needed to move the education offerings from cost center to profit center, while customers wanted an easier way to find courses relevant to their owned products.

Before: Education Landing Page

The screenshot displays the Brocade Education Landing Page. At the top, the Brocade logo is on the left, and navigation links for 'How to Buy', 'International', 'Communities', and 'MyBrocade Log In' are on the right. A search bar is also present. Below the logo, a horizontal menu lists 'Products', 'Solutions & Technology', 'Services & Support', 'Education' (highlighted), 'Partnerships', and 'Company'. On the left sidebar, there are links for 'The Brocade Difference', 'Curriculum Paths', 'Course Schedule', 'Certification & Accreditation', 'MyBrocade Training Login', and 'Products A-Z'. A 'Free BNA Training' button with a 'LEARN MORE' link is also visible. The main content area features a breadcrumb 'Home > Education' and a 'SHARE' button. The 'Education' section title is followed by a 'Global Training Delivery Model' paragraph. To the right, a 'Contacts' box provides information for course enrollment and registration. Below this, a '10 REASONS You Should Become Brocade Certified' banner is shown, based on a 2013 survey. The page is divided into three columns: 'General Information' (listing methodology, class schedule, training locations, authorized partners, terms, and registration tips), 'Certification & Accreditation' (listing program overview, terms, FAQs, and CCNA/CCNP/CCIEs), and 'Login & Register' (providing login and registration links). At the bottom, an 'Education and Certification Resources' section includes a list of study guides (PDFs) and a link to 'View All Resources'.

In Focus: Education



We built a brand new course catalog and brought an intuitive course search feature to the front page. We also added a more intuitive integration of education offerings to external product pages.

Final (Current): Education Landing Page

ENGLISH - US

SIGN IN / REGISTER

BROCADE

PRODUCTS & SERVICES

POSSIBILITIES

SUPPORT

MORE

Q SEARCH

BROCADE EDUCATION

SHARE

Brocade University provides the knowledge and skills you need to optimize your organization's investment in Brocade technology. With our courses, you'll be making a long-term investment in your career.

EXPERT BROCADE PREPARATION

AUTHENTIC BROCADE PRESENTATION

BETTER PERFORMANCE

FIND A COURSE

Get the knowledge and skills you need wherever you are. Brocade University offers a complete, frequently updated portfolio of courses and learning paths.

Enter Course Name, Course ID, City or Keyword

Or View All Schedules

+

GET CERTIFIED

Differentiate yourself. Demonstrate your understanding of industry-leading technology—and your real-world implementation expertise—with a Brocade University certification.

Certification Exam List & Cut Scores

Brocade Certification Program Overview

PLAN YOUR CURRICULUM

It's easy to plan your studies. Choose Brocade University instructor-led, virtual, or eLearning formats, whether you're diving into SAN, the IP layers, Ethernet fabric, or SDN/NFV technologies.

VIEW ALL CURRICULUM

LEARN MORE

Get answers to your questions about Brocade's educational offerings, and check out Brocade's training partners certification tracking tool.

Education Registration Tips & FAQs

EDUCATION COMMUNITIES

Join our Education Communities to connect with peers, get the latest information on networking technologies from Brocade experts, learn about valuable educational events, and share your knowledge.

© 2017 BROCADE COMMUNICATIONS SYSTEMS, INC.

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In Focus: Education



Users can now able to sign up for courses directly from the catalog and easily transfer to a new learning management platform to manage and complete course work.

We also added new technological features so that allowed authorized training partners to automatically update course schedules through a simple email.

Final (Current): Education Enrollment Page

ENGLISH - US

SIGN IN / REGISTER

BROCADE

PRODUCTS & SERVICES

POSSIBILITIES

SUPPORT

MORE

SEARCH

EDUCATION

ADX 110-WBT

ADX SOFTWARE UPDATE TRAINING

SHARE

ENROLL NOW

This self-paced, web-based training course (eStudy) provides an introduction to new features and functions introduced in ADX software version 12.2 and higher. The course builds on knowledge of features and functions covered in the CLE 202 (ADX Introduction to Application Switching and Load Balancing) and CLP 240 (ADX Advanced Techniques in Server Load Balancing) training courses.

DURATION

02 hours

DELIVERY TYPE

> WBT

OBJECTIVES

Upon successful completion of this course, the student will be able to:

- > Describe the new features and functions introduced in ADX software version 12.2 and higher.
- > Identify the key features and functions in the Application Resource Broker (ARB).

PREREQUISITES

- > Minimum experience: Brocade Certified Layer 4-7 Engineer (BCLE) certification or completion of the CLE 202 training course.
- > Preferred experience: Brocade Certified Layer 4-7 Professional (BCLP) certification or completion of the CLP 240 training course.

AUDIENCE

- > Learners that have completed the CLE 202 or CLE 240 training courses that are interested in learning about new features and functions in ADX software version 12.2 and higher.
- > Learners that have completed the BCLE or BCLP certifications that are interested in learning about new features and functions in ADX software version 12.2 and higher.

UPCOMING COURSES

ADX 110-WBT ADX SOFTWARE UPDATE TRAINING

Location

Select Location

LOCATION

DELIVERY TYPE

START DATE

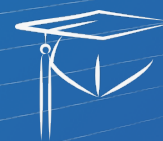
PRICE (USD)

WBT

Free

ENROLL

SHOWING 1 OF 1



Results:

Three months data prior to launch, as compared with three months data post-launch.



+43%

Page views (+43%) and Visits (+109%) showed amazing growth for education pages. More users were aware of these pages, which resulted in a steep increase.

Post-launch	171,011
Pre-launch	118,929



+66%

Most education pages had higher return visits (+20%) due to more structured content.

Post-launch	50%
Pre-launch	30%



-23%

Generally, visitors spent less time on the page (-23%) because pages were better structured and had more relevant information.

Post-launch	43.7 sec
Pre-launch	56.7 sec

Events: Driving Engagement on Tight Budgets

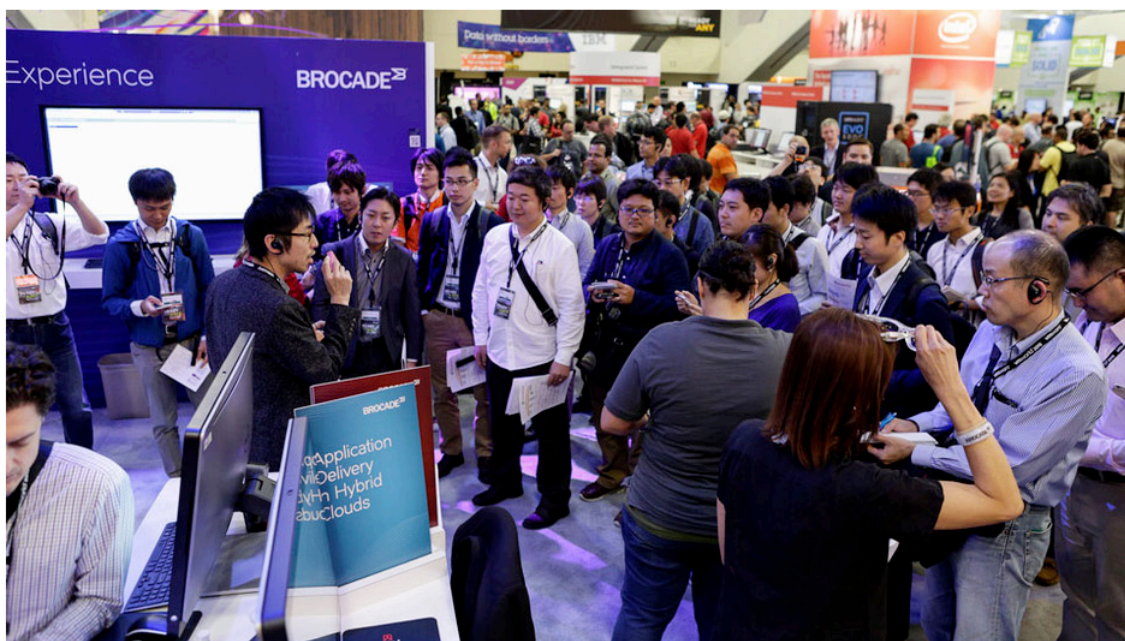


Brocade wanted a digital space where the Corporate Events team could self-manage a calendar as well as content for upcoming trade shows and corporate events.



The section needed to support real-time content updates from the field as well as host post-event speaker sessions and presentations.

GALLERY



SPEAKING SESSIONS

NSX Based Automated IT Service Delivery For SDDC Deployments



Chip Copper
Strategic Technologist, Brocade

Detail Description:

Government agencies at all levels are striving to bring efficiency into their IT operations and leverage Software Defined Data Center architecture to bring down costs, increase efficiency and meet their goals of highly satisfied end-users. This goal is driving virtualizing all their IT infrastructure and use Software Defined Datacenter (SDDC) as platform to deploy IT applications. The focus of the past few years has mainly been on compute virtualization, with storage and network coming from physical infrastructure which does not bring the expected IT operational efficiency. The latest VMware technologies to virtualize storage and network fills this gap and makes it compelling for IT leaders to move their IT infrastructure to SDDC architecture. This session mainly focuses on VMware NSX technology that virtualizes network to provide detailed architectural description of deployment of NSX based on real use case defined by California Government Agency and proof-of-concept to showcase the solution.



By creating templates that are easy to manage, the events team can now consistently provide timely content updates and also utilize the corporate website as a flexible lead generation space, while shifting the operating budget towards other high-touch event activities.



Chip Copper

Strategic Technologist, Brocade

Detail Description:

Government agencies at all levels are striving to bring efficiency into their IT operations and leverage Software Defined Data Center architecture to bring down costs, increase efficiency and meet their goals of highly satisfied end-users. This goal is driving virtualizing all their IT infrastructure and use Software Defined Datacenter (SDDC) as platform to deploy IT applications. The focus of the past few years has mainly been on compute virtualization, with storage and network coming from physical infrastructure which does not bring the expected IT operational efficiency. The latest VMware technologies to virtualize storage and network fills this gap and makes it compelling for IT leaders to move their IT infrastructure to SDDC architecture. This session mainly focuses on VMware NSX technology that virtualizes network to provide detailed architectural description of deployment of NSX based on real use case defined by California Government Agency and proof-of-concept to showcase the solution.

[DOWNLOAD PRESENTATION](#)

Scaling Your SDDC Network: Building a Highly Scalable SDDC Infrastructure with Advanced Physical Network Architectures & VMware NSX

[DOWNLOAD PRESENTATION](#)

Best Practices to Deploy All Flash Virtual SAN VDI Workloads Using VMware Horizon View

[DOWNLOAD PRESENTATION](#)



Results:

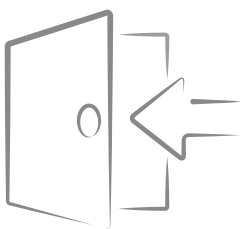
Three months data prior to launch, as compared with three months data post-launch.



+58%

Page Views for the Events Section increased by 58%, implying more users are navigating to the page and are interested in events.

Post-launch	7,124
Pre-launch	4,501



-30%

Generally, users had lower exit rates (-30%) and spent less time on the page because pages were better structured and had more relevant information.

Post-launch	41.3%
Pre-launch	60.7%

Search: Content is Only King When It Is Found



In Focus: Search



Search is, more often than not, a woefully neglected feature of corporate websites.

Brocade.com was no exception – the disparate search experiences throughout the digital ecosystem, including portal and standalone tools, all made search a very poor experience. The system needed serious behind-the-scenes platform integration, as well as a simplified new interface.

We introduced a new federated search platform and a 'no fuss' search interface for the website, which was accessible anywhere from the persistent global navigation.

The top screenshot shows the Brocade website's search bar. The search bar contains the text "data". Below the search bar, a dropdown menu displays several search suggestions, including "Overstock.com Selects Brocade for Massive Datacenter Overhaul", "Control Your Data's Destiny", "Microsoft Virtualization: Simplify Virtual Machine Management and Migration with Ethernet Fabrics in the Datacenter", "Accelerating Oracle Databases with EMC CX4 Flash Drives and Brocade Connectivity", "Accelerating Oracle Databases with EMC Symmetrix V-Max Flash Drives and Brocade Connectivity", "Data Center Switches - Brocade", and "Data Center Solutions - Brocade".

The bottom screenshot shows the search results page. The page title is "SEARCH RESULTS". The search term is "Control Your Data's Destiny". Below the search term, there is a section titled "DID YOU MEAN CONTROL YOUR DATA DESTINY?". Below this, there is a section titled "Filter Results By". The search results show two results for the search term "Control Your Data's Destiny". The first result is titled "Control Your Data's Destiny" and is dated "UPDATED 9/20/2016". The second result is titled "Storage Fabrics Technology - Brocade" and is dated "UPDATED 6/12/2015".

In Focus: Search



For our customers and partners, we introduced a fully federated search experience with easy-to-scan search collections that included:

1. Product Cards for product upselling when relevant to search term

The screenshot displays the Brocade MyBrocade search results page. At the top, the navigation bar includes links for Products, Support, Education, Tools, Partner Central, and a user profile. The search bar contains the text 'VDX 6740'. Below the search bar, the 'Search Results' section shows 'Product Results' with two cards: 'Virtual Packet Data Network Gateway' and 'VDX 6940 Switch' (noted as a newer version of the VDX 6740 Switch). Each card has links for Resources, Knowledge Base, and Downloads. A 'View All Switches' link is also present. The main results area shows 'Results 1 - 10 of 400' and a 'Sort By' dropdown set to 'Relevance'. A 'Filter Results By' sidebar on the left allows filtering by Document Type (Product Manuals, Data Sheets, White Papers, Configuration Guides, Installation Guides), Product (VDX 6740, 6SIO Switch, MLX Series, ICX 7750, CER 2000), Solution, File Type, Product Category, Software OS, Technology, Product Availability, and Publish Date. The main results list shows multiple entries for 'VDX 6740 Switch - Scale Out the Data Center Like Never Before', each with a date (03/23/16) and a link to the document. A 'Featured' section at the bottom promotes 'Get Brocade Support' with a brief description and links to 'Try out the new support contract' and 'Find out more'. The footer includes links for Privacy, Legal, and Contact, along with social media icons and the copyright notice '© 2016 Brocade Communications Systems, Inc. All rights reserved.'



In Focus: Search



3. Search Collections to help narrow results by access rights

The screenshot displays the MyBrocade search interface. At the top, the navigation bar includes links for Products, Support, Education, and Tools, along with a search bar. The main content area is titled 'Search Results' and features a search input field with the text 'Switch' and a 'Search' button. Below the search bar, there are filter options on the left and a list of results on the right. The filters include 'Content Type' (Software (609), Release Notes (38)) and 'Product' (ServerIron (303), Brocade TurboIron 24X Switch (229), Brocade ADX Series (64), Multi-Service IronWare for BigIron RX (15), Brocade BigIron RX Series (10)). The results list shows 'Results 1-10 of 647' and a 'Sort by: Relevance' dropdown. The 'View by Category' section has tabs for All, Document Library, Software Downloads (highlighted by a mouse cursor), and Community. The results list includes 'FESX & FSX Switch MIB' (1/24/2015, Software, OTHER, 2 MB), 'FCX Switch MIB' (8/22/2014, Software, OTHER, 2 MB), and 'FCX Switch Binary Image' (8/22/2014, Software, OTHER, 5 MB).



Results:

Three months data prior to launch, as compared with three months data post-launch.

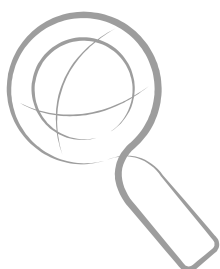


+40.5%

The Page Views of the search page increased by 40%, and the Number of Searches increased by 7.7% post-launch.

'vyatta', 'icx' and 'switch' keywords were popular post-launch.

Post-launch	53,253
Pre-launch	37,381



+40%

The page participation of the search page (e.g. how the search page contributed to eventual file downloads of PDFs) post-launch was also better than before (+40%), which indicated that users were able to find relevant content much easier.

Post-launch	49.3%
Pre-launch	35.2%

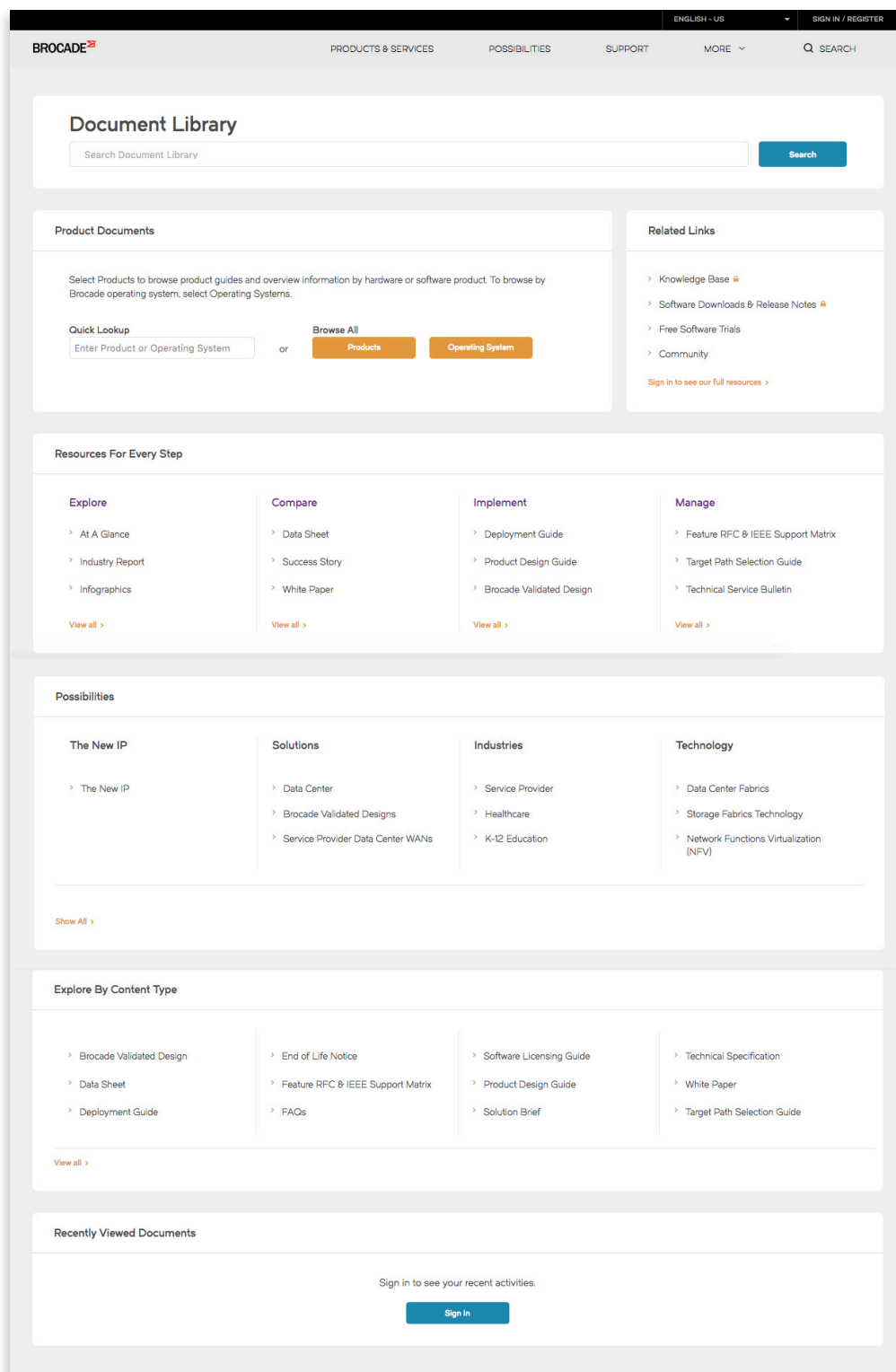
Document Library: Collections That Work



In Focus: Document Library



We introduced a resource library that would allow Brocade to easily assimilate document collections and make them accessible to customers and partners based on entitled access permissions.



In Focus: Document Library



Features included:

1. Fully Integrated Document Search

The screenshot shows the 'Document Library' search interface. At the top, there is a search bar with the text 'Router' and a blue 'Search' button. Below the search bar, a list of document titles is displayed, including 'Brocade MLX Series Routers', 'Visibility in the Modern Data Center with Brocade SLX Switches and Routers At a Glance', 'Micron21: Massively Scalable Routers Protect Global Network Traffic Against DDoS Attacks', 'Brocade Segmenting Virtual Networks with Virtual Routers White Paper', 'ServerIron ADX Switch and Router Guide, 12.5.02', 'Overture and Brocade Deliver Virtual Managed Enterprise Router Solution', 'Brocade Virtual Router Services', and 'Brocade SLX 9850 Router Data Sheet'. The 'Brocade Virtual Router Services' document is highlighted. Below the list, there is a 'Quick Lookup' section with a text input field labeled 'Enter Product or Operating System' and a 'Browse All' section with two orange buttons: 'Products' and 'Operating System'.

2. Quick Lookup Collections

The screenshot shows the 'Document Library' Quick Lookup Collections interface. At the top, there is a search bar with the text 'Search Document Library' and a blue 'Search' button. Below the search bar, the interface is divided into two main sections: 'Product Documents' and 'Related Links'. The 'Product Documents' section contains a text input field labeled 'Quick Lookup' with the text 'Network' and a dropdown menu showing 'Brocade Network OS', 'Brocade Vyatta Network OS', and 'Brocade Vyatta Network OS'. To the right of the dropdown is an 'or' label and a 'Browse All' section with two orange buttons: 'Products' and 'Operating System'. The 'Related Links' section contains a list of links: 'Knowledge Base', 'Software Downloads & Release Notes', 'Free Software Trials', and 'Community'.

In Focus: Document Library



3. Resource Collections mapped to the Customer Purchase Journey

Resources For Every Step

Explore	Compare	Implement	Manage
> At A Glance > Industry Report > Infographics View all >	> Data Sheet > Success Story > White Paper View all >	> Deployment Guide > Product Design Guide > Brocade Validated Design View all >	> Feature RFC & IEEE Support Matrix > Target Path Selection Guide > Technical Service Bulletin View all >

Or Resource by Content Type

Document Library

Explore By Content Type

The Resource Library offers a variety of assets to help you address specific needs. Search for information using the content type of your choice.

Content Type: API Reference Guide

Results 1 - 20 of 20

Sort By: Title

API Reference Guide (20)	Brocade 5600 vRouter Remote Access API 2.0, 5.0R1
Administration Guide (29)	API Reference Guide 506.3 KB 09/20/2016 HTML PDF
Architecture Guide (3)	Brocade 5600 vRouter Scripting Reference Guide, 5.0R1
At A Glance (56)	API Reference Guide 465 KB 09/20/2016 HTML PDF
Brocade Validated Design (8)	Brocade Flow Optimizer REST API Guide, 1.3.0
Brochure (9)	API Reference Guide 920.5 KB 09/26/2016 HTML PDF
White Paper (171)	Brocade Flow Optimizer REST API Guide, 1.4.0
Yang Reference Guide (6)	API Reference Guide 1 MB 04/20/2017 HTML PDF
eBook (3)	



In Focus: Document Library



All documentation was also grouped according to product family, where handy version controls would allow customers to quickly find product documentation relevant to their install, as well as share these collections with others.

Document Library / Data Center Switches

Brocade VDX 6740 Switch

Top of Rack (ToR) 1/10/40 GbE, low-latency switch for virtualized and cloud environments. Delivers exceptional application performance. Offers ease of management and automation with Brocade data center fabric technology.

[Learn More](#) [Software Downloads & Release Notes](#) [Related Products](#)



Share

Featured Resources

Data Sheets

Brocade VDX 6740 Switches Data Sheet

Meet the demands of a virtualized data center with highly flexible, low-latency Brocade VDX 6740...

Success Story

GEHA: Ethernet Fabrics Provide a Healthy Choice for GEHA

Government Employees Health Association (GEHA), the second-largest national health plan and dental...

White Paper

An Introduction to Brocade VCS Fabric Technology White Paper

Future-proof your network with Brocade VCS Fabric technology, a cost-effective solution purpose-built...

Content Type: Hardware

Results 1 - 2 of 2

Sort By: Title

Hardware (2)

Operating System

Architecture Guide (1)

At A Glance (8)

Brocade Validated Design (6)

Data Sheet (5)

Deployment Guide (26)

Industry Report (4)

Partner Brief (6)

Product Design Guide (1)

Product Matrix (2)

Solution Brief (5)

Brocade VDX 6740 Hardware Installation Guide

Hardware Installation Guide | 3.6 MB | 04/20/2017 | HTML | PDF

Brocade VDX 6740 Switch Technical Specifications

Technical Specification | 280.4 KB | 11/22/2016 | HTML | PDF

Results 1 - 2 of 2

1

In Focus: Document Library



Results:

Three months data prior to launch, as compared with three months data post-launch.



+50.2%

Key metrics for the Document Library, such as page Views (+50%) and Visits (+73%), saw a huge improvement, while the exit rate decreased by 65%.

Post-launch	8,870
Pre-launch	5,910



+28%

Page Participation (e.g. how Document Library pages contributed to eventual file downloads of PDFs) improved by 28%. Document Library landing page has the highest page participation.

Post-launch	50.9%
Pre-launch	39.7%



-23%

Avg. Time Spent on the page decreased by 23% because pages were better structured and users continued to navigate the site.

Post-launch	53.7 sec
Pre-launch	66.1 sec

Lead Generation & Conversion: Putting the Site to Work



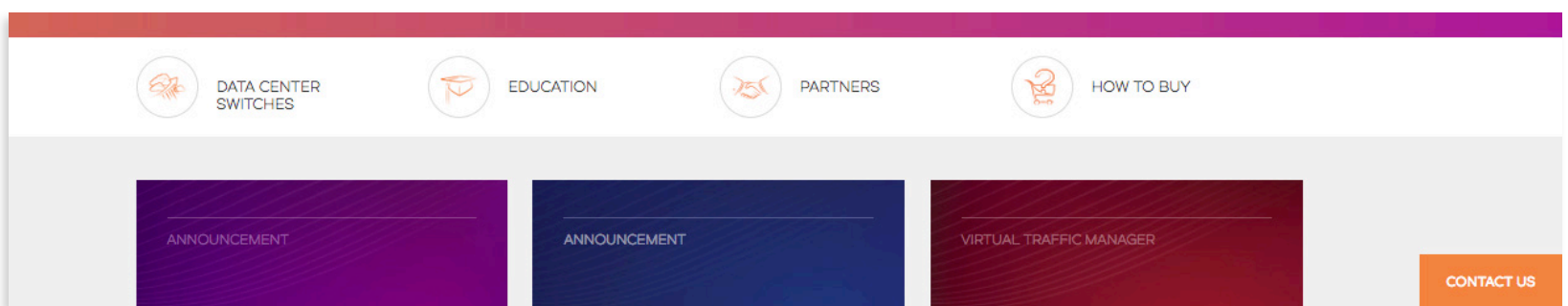
In Focus: Lead Generation & Conversion



The corporate website must be a key presence in any sales and acquisitions pipeline. We needed the new website to integrate seamlessly with marketing automation programs to ensure a reciprocal exchange of data and intelligence, so that the website could target and nurture opportunities, and turn unknowns into prospects.

In addition to account-based marketing and data-enriched content targeting, we employed the following:

1. Omnipresent Contact Us, with conversation filters preset based on context. We also took this a step further by offering premium content relevant to the users request upon completion of any inquiry.



Omnipresent Contact Us

All fields are required

First Name

Last Name

Business Email

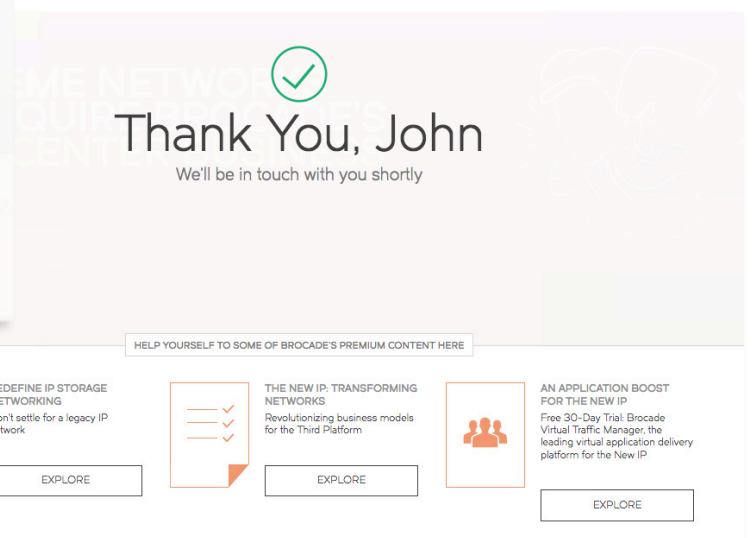
Company Name

Country

Phone Number

Select Topic

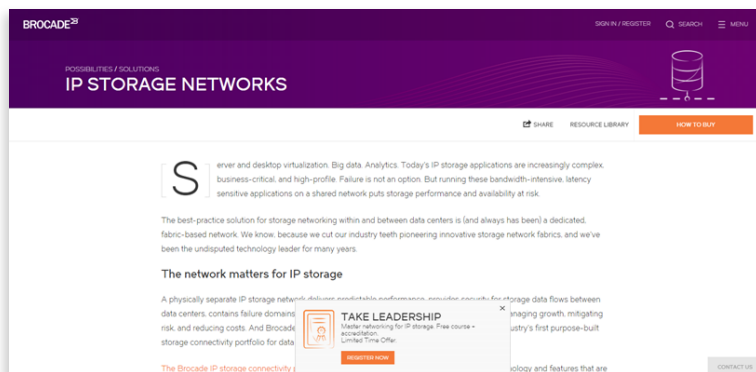
How can we assist you?



In Focus: Lead Generation & Conversion

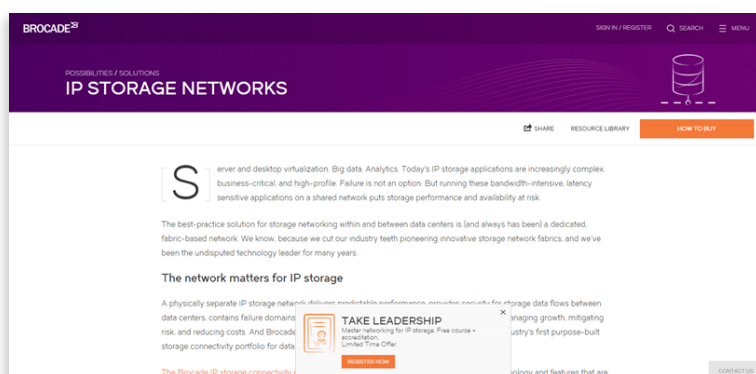


2. Through A/B testing we evaluated multiple disruptive banner styles, interactions, and presentations. We then used the highest performing combination to invite users to register for premium content.



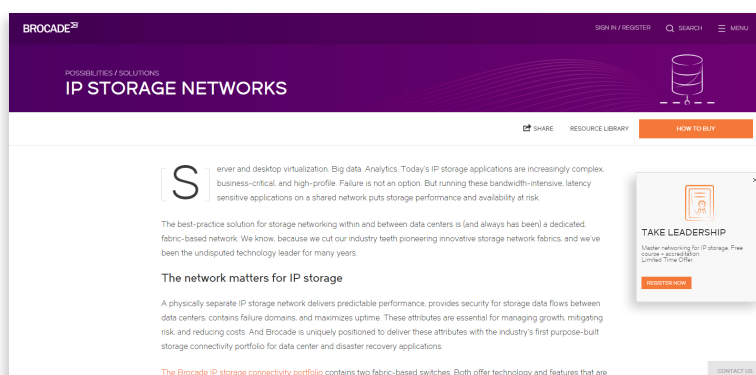
Experience 1

- Floats on bottom of browser upon entry to the page



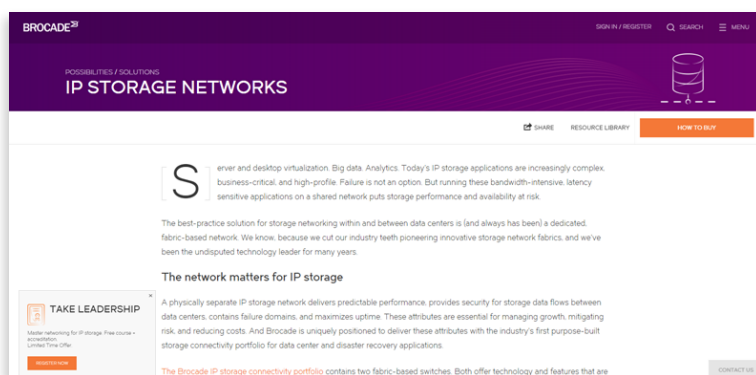
Experience 2

- “Slide-In” from bottom once user scrolls down to 10% of page
- Banner minimizes once user scrolls up on page or closes banner



Experience 3

- “Slide-In” from right to left once user scrolls down to 10% of page
- Banner minimizes once user closes banner



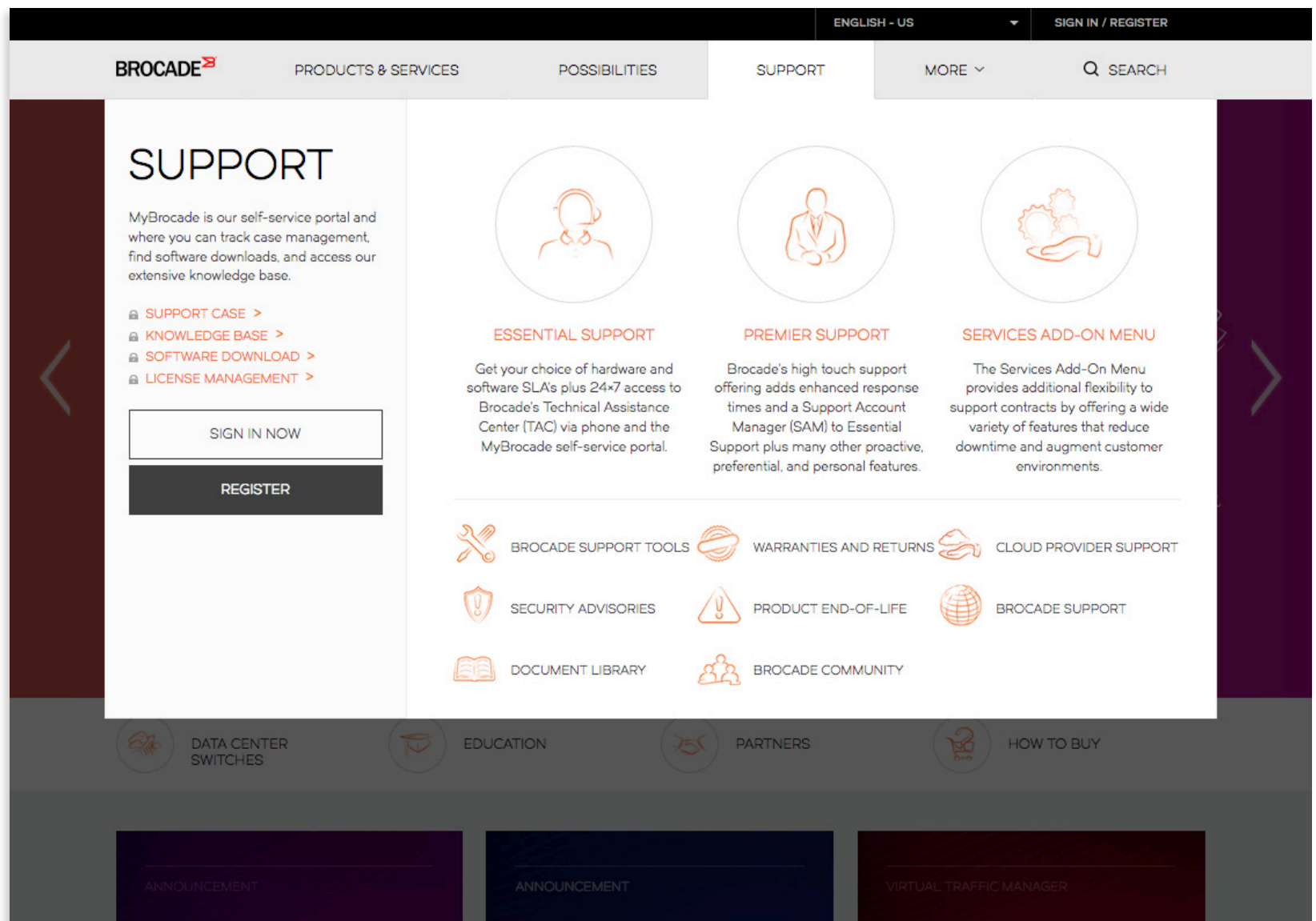
Experience 4

- “Slide-In” from bottom-left once user scrolls down to 10% of page
- Banner minimizes once user scrolls up on page or closes banner

In Focus: Lead Generation & Conversion



3. We defined a simple show / hide / show locked business rule to reveal high-value content that could be accessed through registration.

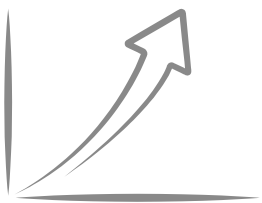


In Focus: Lead Generation & Conversion



Results:

The conversion rate was measured for three months post-launch and compared with data three months prior to launch. It included the successful submission of Contact Us (Sales Enquiry ONLY) forms, Software EVAL forms (WS leads), and Gated Asset Forms (WS leads).



+8%

The number of form starts (for the 3 form types mentioned above) increased by 8%, as compared to pre-launch, as there was more traffic to lead generation pages.

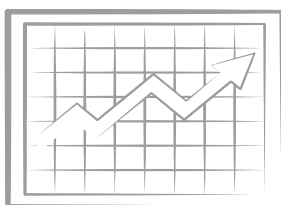
Post-launch	162,294
Pre-launch	150,629



+28%

The form completion rate (*e.g. the percentage of users who completed the form once they started it*) improved by 28%, implying that the user experience was improved and completing the forms was much easier. 'Steelapp Request Trial' and 'Vyatta Controller' were the best performers.

Post-launch	9.3%
Pre-launch	6.7%



29%

The overall conversion rate (*e.g. the number of visits with a conversion divided by overall visits*) improved by 29%.

Post-launch	0.45%
Pre-launch	0.35%

Glossary

Avg. Time Spent on Page

Represents the average time spent on a page within a visit.

Avg. Time Spent on Site

Represents the average time spent on a visit.

Bounce Rate

Shows the percentage of visits that contain a single hit on landing page. Bounce Rate uses the bounces metric and is calculated as: Bounces divided by Entries.

Conversion Rate (CTR)

It is the percentage of users who perform a conversion in the website, which is measured, and includes successful submission of Contact Us (Sales Enquiry ONLY) forms, Software EVAL forms (WS leads), and Gated Asset Forms (WS leads)

Exit Rate

For all page views to the page, Exit Rate is the percentage that was the last in the session.

Page Views

A Page View is counted for each page hit/viewed on the website.

Glossary

Page Participation

Participation metrics are useful to determine which pages, campaigns, or other custom variable values are contributing most to the success of the site (in this case, file downloads of PDFs). Participation metrics assign full credit from success events to all values of an eVar that were passed during a visit. Participation is visit based. All eVar values in a visit prior to and including the hit when an event occurs receive participation credit regardless of the expiration setting.

Unique Visitors

Shows the total number of unique visitors for the reporting period (can be configured to daily, weekly, monthly, quarterly, yearly).

Visits

A sequence of page views in a sitting. The Visits metric is commonly used in reports that display the number of user sessions within the selected time period.

Thank you