CASE STUDY

Newell Rubbermaid

Rubbermaid®

The Customer:
Newell Rubbermaid Inc., an S&P 500 company and global marketer of consumer and commercial products.

Application:
Internal DNS/DHCP and IP Address Management

The Challenge:
• Newell Rubbermaid needed to replace its aging CNR infrastructure with an appliance-based DNS/DHCP system

The Solution:

14 Infoblox appliances for
• Nonstop internal DNS and DHCP services

• Seamless integration with IP address management capabilities

• 24x7 uptime

• Increased security

• Significant administrative advantages and cost savings

The Customer

Newell Rubbermaid Inc., an S&P 500 company, is a global marketer of consumer and commercial products with sales of approximately $6 billion. At Newell Rubbermaid, their vision is to be a global company of Brands That Matter™ and great people, known for best-in-class results. Newell Rubbermaid is transforming into a global, consumer-centric company by investing in research that helps better understand consumers and their needs. In turn, these insights are helping to develop breakthrough product innovations that deliver meaningful solutions.

Newell Rubbermaid has a strong portfolio of brands including Rubbermaid® Sharpie®, Graco®, Calphalon®, Irwin®, Lenox®, Levolor®, Paper Mate®, Dymo, Waterman, Parker, Goody®, Technical Concepts™ and Aprica®. It is organized into three groups: Home & Family; Office Products; and Tools, Hardware & Commercial Products Group. In the U.S., more than 90 percent of households use at least one Newell Rubbermaid product.

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Dick Emford
Manager of Network Services, Newell Rubbermaid Inc.

The Challenge

Newell Rubbermaid is constantly innovating and improving product offerings to meet the needs of consumers. From office products such as Sharpie and Paper Mate to juvenile products from Graco and their consumer cookware in Calphalon, Newell Rubbermaid touches the lives of millions of consumers everyday where they live, work and play. The company's well-recognized brands are sold around the globe.

Given the high standards which Newell Rubbermaid upholds for its own products, they expect the same from the key applications and systems helping keep their business operating effectively 24x7.

Unfortunately, Newell Rubbermaid's previous domain name resolution (DNS), IP address assignment (DHCP) and IP address management (IPAM) systems—all essential to the daily operation and availability of all the company's applications—were prone to failures and were not meeting those standards.

For years, Newell Rubbermaid used Cisco Network Registrar (CNR). The product did an "average" job; however, average was not sufficient given Newell Rubbermaid's worldwide growth plans and disaster recovery, scalability and management requirements. Newell Rubbermaid needed to replace its aging CNR infrastructure and wanted an appliancebased DNS/DHCP system for increased security and reduced total cost of ownership.

The Result

After upgrading core network services to better meet business needs with Infoblox systems, the Newell Rubbermaid IT department realized improved uptime, immediate administrative advantages and reduced maintenance costs. "We like the way we can set custom grids and maintenance anywhere in the world," Dick Emford, Manager of Network Services, Newell Rubbermaid Inc. "We can change domain names and give authorization and granular access control to the grid. And, Infoblox appliances provide seamless changes and require little to no training of our IT staff. We can sit down for 10 - 15 minutes, and they are good to go."

Additionally, one of the unexpected results was improved (or added) ability to view real time and historical log reports. Using Infoblox, system and protocol activity reports provide real-time and historical DNS and DHCP performance graphs and DNS query log reports. The Admin and Object Audit Log reporting tool turns log data into useful information by producing userconfigurable reports. The user audit report allows Newell Rubbermaid administrators to quickly and easily generate detailed usage and audit reports.

"With Infoblox we get system and protocol activity reports providing real-time and historical DNS and DHCP performance graphs and DNS query logs," said Dick Emford. "We are able to generate detailed usage and audit reports based on user, IP, MAC, date, or on any combination. I can see what is granted and what is expired and that is a beautiful thing."