



# Guaranteeing Business Critical Application Performance in the Cloud

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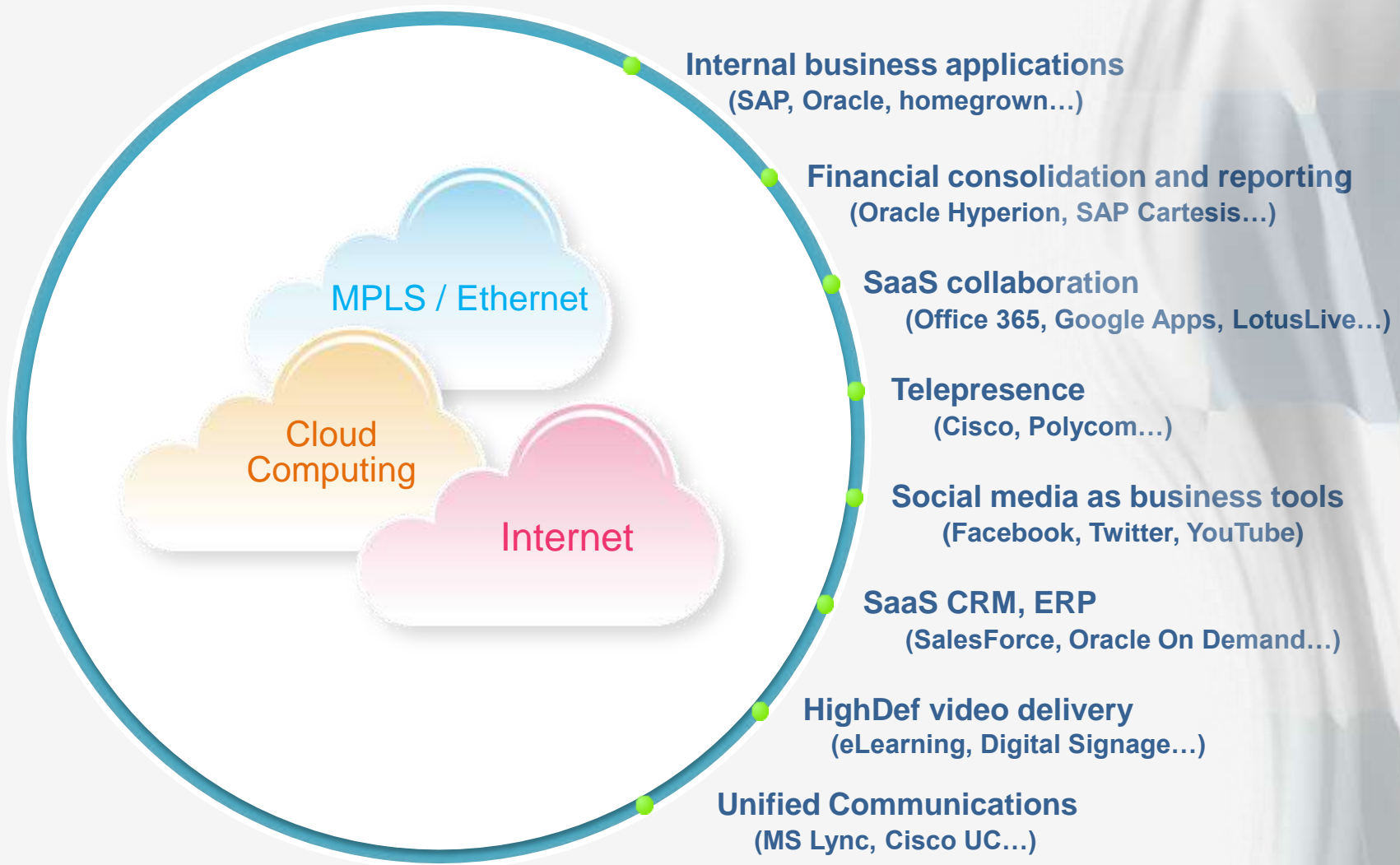


# Question: What do all these organizations have in common?

High Tech & Telecom	Utilities & Services	Energy, Raw Materials & Construction	Automotive & Space	Chemicals, Cosmetics & Pharmaceuticals
CPG & Retail	Banking, Finance & Insurance	Transportation & Logistics	Public Sector	



# Answer: They all have the following: Now or imminently



# These companies have solved 3 fundamental issues



## How do you guarantee application performance?

- Control any private and public applications over a converged network
- Ensure excellent application performance to your distributed workforce
- Manage social media and recreational applications



## How do you get full visibility over your global network?

- Discover applications and their resources usage
- Understand the root cause of application slowdowns
- Communicate clear data about application performance



## How do you cost optimize your WAN?

- Take advantage of the Internet as a business network
- Get global control without deploying technology everywhere
- Reduce your WAN bandwidth requirements now and plan for tomorrow



# How?

You set the objectives



Self-learning

Self-configuring

Self-optimizing

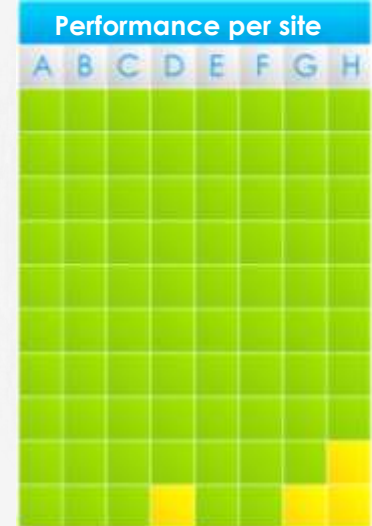
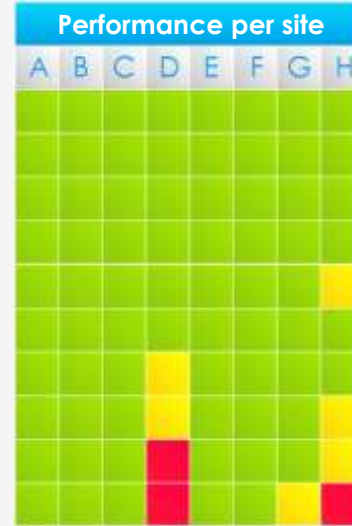
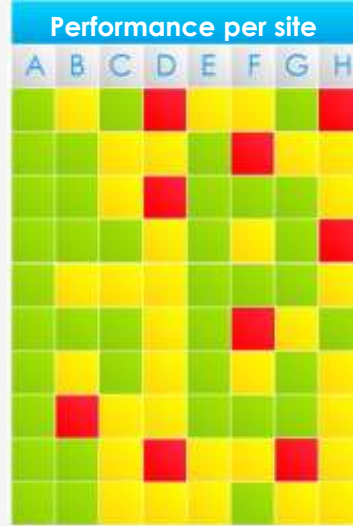
ANS dynamically adjusts

ANS™: an autonomic system that governs itself

[www.ipanematech.com](http://www.ipanematech.com)

# How?

Enterprise Applications	
Applications	Criticality
SAP	Top
IP Telephony	Top
Telepresence	High
CRM/Citrix	High
CIFS	Med.
Salesforce	Med.
Gmail	Med.
Sharepoint	Med.
Skype	Low
YouTube	Low



→

1. Define global application performance objectives

▲

**Application Visibility** +

2. Understand if they are met globally

▲

**QoS & Control** +

3. Align the network to objectives

▲

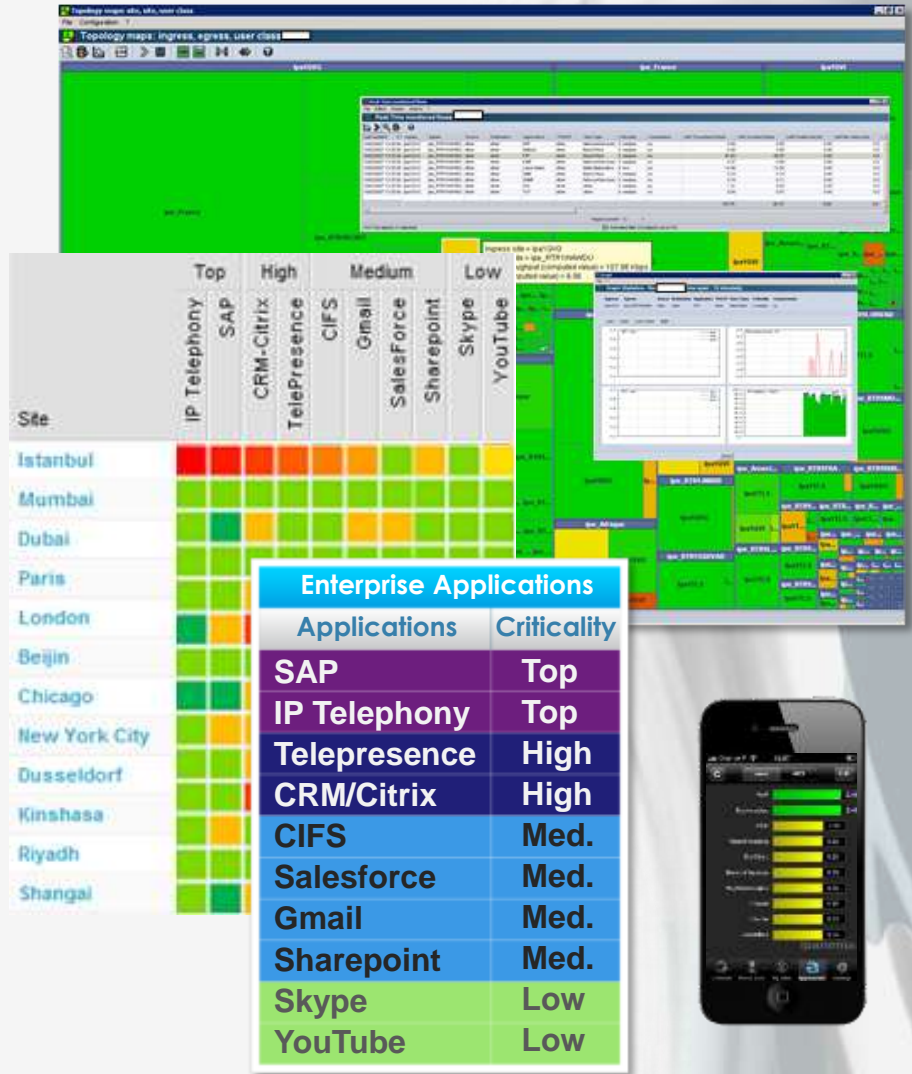
**WAN Optimization**  
Dynamic WAN Selection

4. Expand the network capabilities

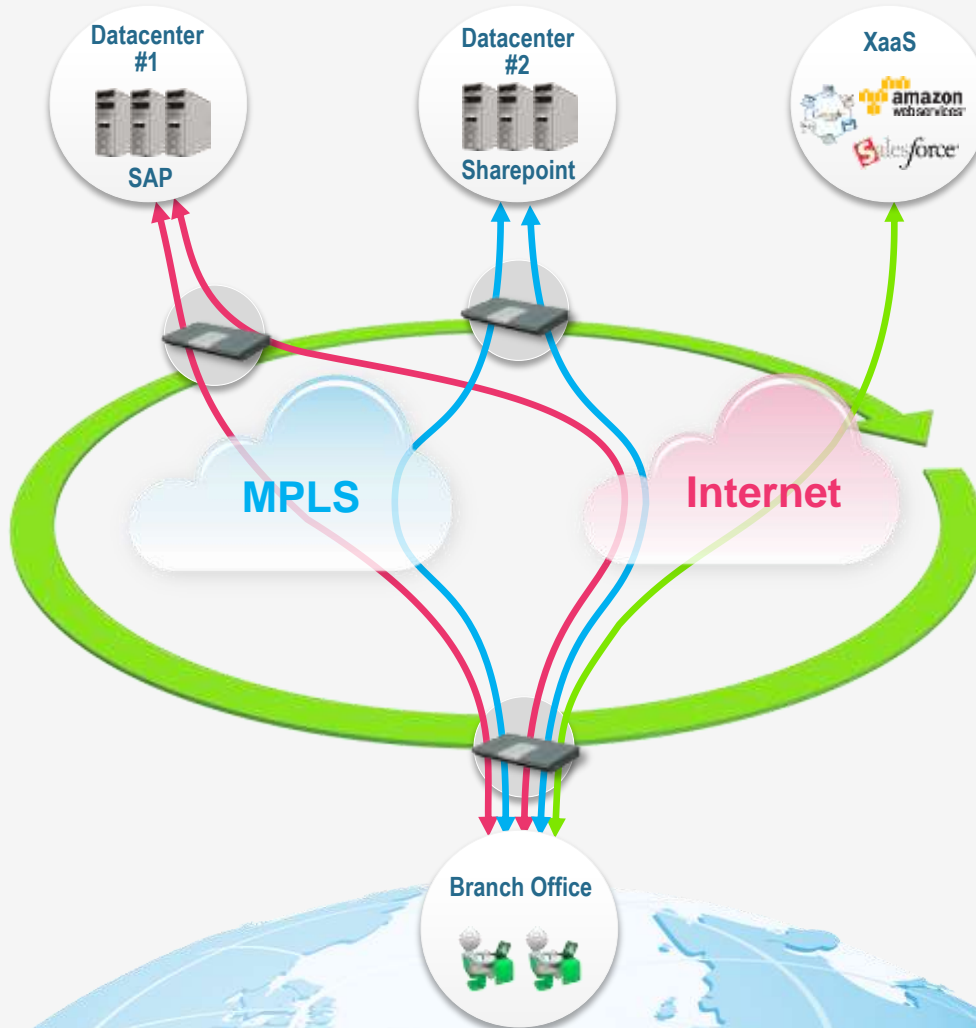


# How?

- SALSA™ (Scalable Application Level Service Architecture)  
Full visibility and control of application performance
- Global application performance objectives applicable throughout the entire network
- Application SLAs are provisioned and analyzed through clear KPIs (AQS, MOS)
- Global control and optimization services activation
- Global view of application usage and performance across the enterprise network
- Unlimited scalability for self-managed enterprises up to the largest multi-tenant managed service



# How?



- **Hybrid Network Unification (HNU™)**  
Guarantee application performance across hybrid networks
- Appliances cooperate to analyze available bandwidth and quality for each path
- **ANS™** dynamically selects the best network to match performance objectives for each application
- Each application flow is automatically adjusted to meet its own performance objectives
- Paths are instantly adjusted to adapt to any change in network and traffic conditions

# How?



- 61000 users
- 2500 domestic sites
- 6 Physical appliances
- 2498 Tele-appliances



 **BARCLAYS**



- 52 000 users
- 160 worldwide sites
- 160 Physical appliances



**Valeo**



- 91 000 users
- 2000 worldwide sites
- 300 Physical appliances
- 1700 Tele-appliances



 **SCHENKER**



- 43 000 users
- 93 worldwide sites
- 93 Physical appliances



  
**UNIVERSAL**  
UNIVERSAL MUSIC GROUP



# Summary



## Are you guaranteeing application performance?

- Control any private and public applications over a converged network
- Ensure excellent application performance to your distributed workforce
- Manage social media and recreational applications



## Do you have full visibility over your global network?

- Discover applications and their resources usage
- Understand the root cause of application slowdowns
- Communicate clear data about application performance



## How much bandwidth do your business applications use?

- Take advantage of the Internet as a business network
- Get global control without deploying technology everywhere
- Reduce your WAN bandwidth requirements now and plan for tomorrow





Thank You

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