



PACKETEER<sup>®</sup>





FAST WAN. FAST APPS. FAST BUSINESS.

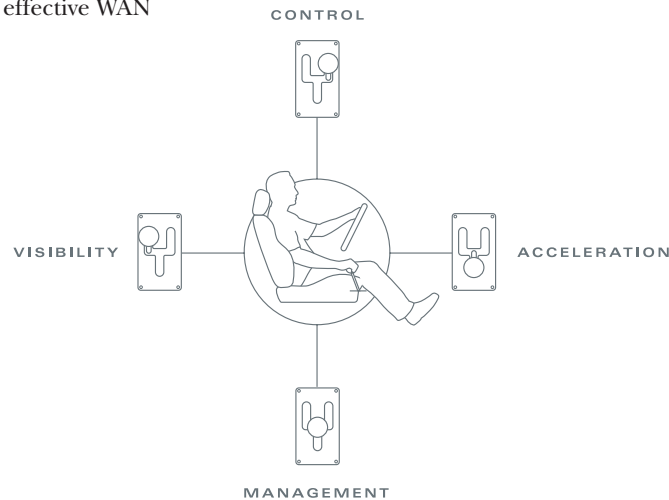
For distributed enterprises, the wide-area network and the applications that run over it are strategic assets. Your network and your business are inseparable. Satisfying the demand for faster networks, faster information delivery, and faster responsiveness hinges on how well IT aligns network resources with business needs. The WAN requires agility and speed, and tuning network performance can provide the nimble response, controlled handling, and timely acceleration that every distributed enterprise craves. Such a solution is readily available. It has already been road-tested in thousands of companies around the world. **So fasten your seatbelt — it's time to drive your business with Packeteer.**



## Increasing Performance and Responsiveness Across the Distributed Enterprise

Every business wants to accelerate its performance and become more agile and responsive to customers and growth opportunities. Not surprising, IT resources play a vitally important role in this process. This is particularly true in the distributed enterprise, where remote sites and users are often spread over thousands of miles, yet all need to work together. The WAN infrastructure is vitally important in providing these communications links and supporting the critical applications that power the business. However, the WAN is also the most common point of network traffic congestion. This is a chronic problem that IT organizations have tried to resolve with routers, firewalls, bandwidth, and more. While all of these options play an important role in the overall IT infrastructure, none of them provide a solution for effective WAN application traffic management.

If the congestion problem is not resolved, it will only grow worse. More locations, more users, and more applications all create more traffic and congestion and, of course, more demand for WAN bandwidth. This has a negative impact on both individual and organizational productivity. Just as important, it increases IT cost and complexity and decreases agility and responsiveness to the needs of the business. Fortunately, there is a solution designed to restore WAN application performance, while addressing the critical issues of IT cost, complexity, and responsiveness.





Since its inception in 1996, Packeteer has been the pioneer and global leader in WAN Application Traffic Management, an approach that delivers business-critical information quickly and reliably across the WAN. Packeteer solutions extract maximum value from existing WAN investments, helping you avoid costly upgrades, generate faster ROI, and lower your network's total cost of ownership. Its family of intelligent appliances, each configurable with patented WAN visibility, control, and acceleration software, is deployed directly behind WAN links to provide the perfect vantage point for managing inbound and outbound traffic.

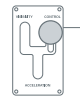
With Packeteer, bandwidth utilization and application performance can be aligned with business priorities. For example, whether WAN links are 128K or 1GB, you can balance the requirements of VoIP with those of Oracle or Citrix, while ensuring maximum performance and value from your MPLS service. If performance is disrupted, Packeteer can shift gears and automatically adapt to changes as needed. It is this adaptive approach and respect for the IT-business dependency that puts Packeteer customers on the fast track to a higher level of QoS.

Simply put, Packeteer puts you back in the driver's seat. It hands you the keys to an Application Traffic Management system that lets you determine precisely how bandwidth resources are used.

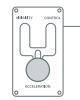
Packeteer helps you minimize congestion and other roadblocks so critical applications can drive business forward. Since 1996, Packeteer has empowered more than 7,000 customers in every imaginable industry. Packeteer's Application Traffic Management system combines the following fundamental elements:



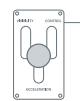
**Visibility**—The insight to determine precisely how bandwidth is used by specific applications, users, and locations across the WAN



**Control**—The power to prioritize bandwidth allocation for business applications while restricting or blocking non-business and malicious traffic



**Acceleration**—The value of applying intelligent compression algorithms and rate control to speed application performance and maximize existing bandwidth



**Centralized Management**—The scalability to monitor, control, and accelerate traffic across the WAN from one convenient location

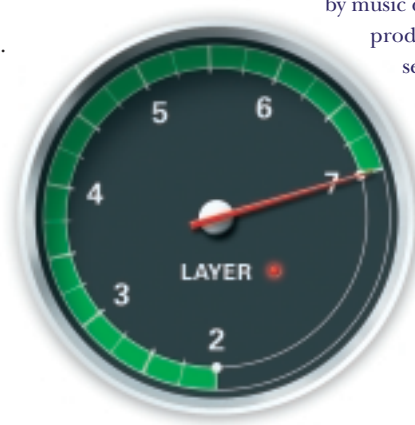


## Visibility

You can't control what you can't see.

Managing traffic across the WAN begins with Packeteer's application-layer visibility. This level of visibility— which includes automatic traffic discovery, performance analysis, and onboard reporting—is the foundation driving Packeteer's Application Traffic Management system. It extends to the deepest reaches of the network, enabling you to classify hundreds of applications and monitor their performance in real time. Response times, network efficiency, link utilization, compression gains, user and server delays, and top bandwidth consumers, are just a few examples of the more than 60 performance metrics that Packeteer analyzes. This analysis is brought to life via Packeteer's reporting, which validates whether the WAN and applications are performing efficiently and reliably.

With Packeteer visibility, nothing can hide. Everything—from ERP and VoIP to music downloads and viruses—can be identified and controlled accordingly. Mission-critical applications can be protected and accelerated, recreational and malicious traffic can be denied, and the network can be protected and optimized.



### Case in Point: J. Walter Thompson

Advertising giant J. Walter Thompson had a serious problem. In Mexico, WAN congestion was hindering revenue opportunities. Emails containing bandwidth-intensive bid proposals were sent to prospective customers, but they were stuck behind 2Mbps links. According to Jose Cedillo, systems director for IT operations in Mexico, the average delivery time was two days. The way Cedillo saw it, he could have driven from Mexico City to Guadalajara and hand-delivered materials faster than emailing them. The delays enabled competitors to woo prospective customers before J. Walter Thompson's bids ever arrived. The lack of responsiveness cost the company potential customers and revenue. Packeteer paid off immediately. With its application-layer visibility, Cedillo discovered that 95 percent of the office's bandwidth was consumed by music downloads, Internet radio, and Web surfing. Employee productivity was obviously an issue. Packeteer's visibility set the stage for Cedillo to implement the Packeteer system's control features, which realigned bandwidth allocation to support email and other critical business applications. The result: higher return on bandwidth investments and greater revenue opportunities.



## Control

With application-layer visibility in hand, IT organizations can apply appropriate bandwidth controls to ensure efficient, reliable delivery of business traffic across the WAN. Packeteer's control capabilities account for the fact that traffic loads running across multi-service enterprise networks change constantly. As they change, so do the relative business priorities. With such a dynamic environment and critical implications on business performance, IT organizations require a traffic management approach that's adaptive in nature.

Packeteer's adaptive response capabilities reduce administrative overhead and shorten the response time needed to adjust bandwidth policies in real-time. This enables IT organizations to reap the rewards of quick, responsive management instantly. And Packeteer's scalability extends these benefits across the WAN and throughout an enterprise's business. Simply put, Packeteer's policy controls ensure that bandwidth is dynamically allocated to each application based on its business importance. This is done by administering a variety of admissions controls that regulate application traffic's rate, priority, and network access. Applications like Oracle, Citrix, SAP, VoIP, and videoconferencing perform effectively, without disruption, while non-business and malicious traffic are restricted or blocked entirely. This ability to maximize existing bandwidth and avoid unnecessary link upgrades is key to Packeteer's commitment to help enterprise organizations control and reduce operational costs.

### Case in Point: **Tacoma Radiation Oncology Center**

Imagine a harrowing experience made worse: As if lying on treatment tables was not frightening enough, radiation treatment machines—which prescribe and administer precise amounts of radiation—stall suddenly, leaving patients worrying and physicians scrambling. Quality of patient care is jeopardized. To resolve this problem, Packeteer establishes dedicated bandwidth partitions and policies to ensure that critical applications are allocated appropriate resources based on their importance and bandwidth requirements. As a result, radiation sessions become reliable, and CT scans and other images are delivered efficiently without disrupting the performance of other applications.





## Acceleration

Packeteer shifts to the next gear by adding the benefits of acceleration to a WAN that is already tightly monitored and controlled. That's good news for you, because it demonstrates to executives and line-of-business managers that a well-managed WAN can deliver turbo performance without costly WAN link upgrades.

By compressing selected traffic by as much as 10 times, business information is delivered quickly without placing added strain on WAN resources. In fact, Packeteer's intelligent compression technology complements its dynamic policy control and creates even greater availability for mission-critical traffic. Increasing bandwidth availability—without increasing link sizes or expenses—reduces the potential for congestion and accelerates application performance, but it also contributes to cost avoidance. Compression-based acceleration further establishes Packeteer's Application Traffic Management system as a solution that provides measurable ROI across the distributed enterprises.

### Case in Point: **LandAmerica**

Faced with a rapidly growing business, the real estate and transaction services firm needed to support 10,000 employees in 700 offices throughout North America. IT's charter was quite evident: Enhance business growth by halting sudden traffic spikes, providing efficient, reliable information delivery across the enterprise, and lowering the total cost of ownership. In other words—do more with less. Using Packeteer, LandAmerica gained instant control of bandwidth utilization and applied compression-based acceleration to speed traffic delivery. The result: compression gains of up to 70 percent on various business applications, plus more than \$500,000 annual savings by eliminating unnecessary bandwidth investments.





## Centralized Management

Extending application traffic management's value across the enterprise makes sense. But the reality of managing WAN traffic in an adaptive fashion at multiple locations can be extremely daunting. It requires time, personnel, and coordination, all at a cost to the business. Packeteer's centralized management capabilities enable IT to perform enterprise-wide monitoring, performance analysis, reporting, policy control, and more from the convenience of one location. Leveraging economies of scale reduces IT's administrative and financial overhead significantly, especially for large multinational corporations, avoiding the unsavory prospect of hopping from site to site to manage critical WAN resources.

In fact, the scalability and convenience of centralized management play integral roles in an enterprise's future capacity planning. As an organization grows and more sites connect to the WAN, Packeteer scales to meet the added business requirements. With Packeteer's centralized management, the adaptive business has an adaptive WAN to complement its growth. As a result, IT and business are more closely aligned because critical WAN and application resources are properly aligned.

## Case in Point: Logitech

Logitech, one of the leaders in computer interface products, has always been forward-thinking in its pursuit of an IT-aligned business. As its business has grown, so too have the demands on IT. With more users and applications requiring greater communication across the company, Logitech implemented a consolidated WAN to enhance scalability and cost containment efforts. However, converging ERP, Polycom videoconferencing, Cisco & Nortel VoIP, and other mission-critical applications over one network threatened Logitech's efficiency. Packeteer resolves this problem by ensuring that applications are allocated appropriate amounts of bandwidth to perform efficiently and reliably over a single, converged infrastructure, enabling the company to meet its growing business needs.



## Benefits

Since 1996, Packeteer has served more than 7,000 customers through an extensive network of channel and strategic alliance partners around the world. Its Application Traffic Management system provides a number of technical and business-related benefits, noted below.

### Business Benefits

#### Lower the Total Cost of Ownership—Cost Containment and ROI

- Avoid costly upgrades by optimizing existing WAN bandwidth
- Generate ROI from crucial WAN consolidation, application convergence projects

#### Improve—and Grow—the Business

- Increase reliability, continuity of business operations
- Reduce hands-on management by leveraging automatic, adaptive management capabilities
- Align network and application resources with business priorities
- Improve employee productivity and efficiency of WAN-dependent operations
- Help optimize latency-sensitive applications like VoIP, videoconferencing

### Technical Benefits

#### Gain Visibility

- Gain constant visibility into all traffic running on a network
- Enable automatic traffic classification of hundreds of applications
- Support security initiatives by identifying and blocking malicious traffic before it impacts business
- Analyze more than 100 metrics that measure application and network performance

- Validate performance across the WAN using centralized, onboard reporting
- Establish automatic report generation and event notification
- Conduct accurate capacity planning
- Integrate with other reporting tools like Concord, InfoVista, HP OpenView, BMC, and more

#### Take Control

- Ensure bandwidth is allocated to applications based on relative business importance
- Protect mission-critical applications—from ERP to Citrix to VoIP
- Control non-business traffic like music downloads, online shopping, gaming, etc.
- Block worms, viruses, etc.; Control DoS attacks
- Set policies that adjust automatically to changing network demands
- Enable automatic response to security threats and malicious attacks
- Decrease troubleshooting and enable more quality time for monitoring WAN traffic and strategic planning
- Simplify, reduce administrative overhead with centralized management tools

#### Accelerate Performance

- Compress business traffic to accelerate information delivery through bandwidth-constrained links
- Generate greater bandwidth availability and reduce potential for congestion
- Utilize advanced algorithms to initiate more selective compression
- Remove unnecessary data and offload excessive processing overhead
- Ensure efficient, reliable application performance across meshed or hub-and-spoke IP, VPN, MPLS, frame relay, ATM architectures



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**PACKETEER, INC.** FASTWAN. FAST APPS. FAST BUSINESS.

Packeteer (NASDAQ: PKTR) is the pioneer and global market leader in Application Traffic Management. Its solutions align WAN and Internet resources with critical productivity applications to help businesses improve operational performance and generate greater value from IT investments. Deployed at more than 7,000 companies, Packeteer solutions empower IT organizations with patented network visibility, control, and acceleration capabilities delivered through a family of intelligent, scalable appliances.



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