

The Challenge: Managing WAN Acceleration Deployments

Managing WAN acceleration appliances deployed throughout the growing corporate network can be complicated. Unfortunately, traditional centralized management systems are often fraught with prolonged implementations, high failure rates and high costs. How can IT managers avoid these common pitfalls?

The Solution: Exinda's Service Delivery Point

Exinda Networks' Service Delivery Point (SDP) is a revolutionary platform for centrally managing Exinda appliances distributed throughout the corporate network. As a hosted service, SDP further simplifies the task of installing, configuring, monitoring and reporting of WAN optimization appliances.

SDP is one of the key components of Exinda's Unified Performance Management, the most comprehensive and effective solution for achieving peak application performance.

With secure access via a Web browser, SDP subscribers gain full visibility into network usage and control over applications at any WAN site. SDP helps IT managers to identify and control the underlying causes of poor network performance whether it be from unwanted recreational peer-to-peer traffic or a mis-configured server.

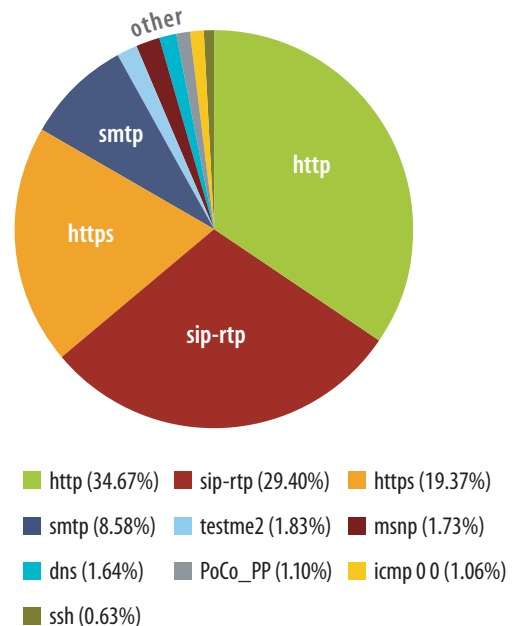
Custom reports provide a granular analysis of network usage, top applications and top URLs. This information is critical in setting optimal network policy, throttling back applications and for future capacity planning. Exinda's solution focuses on network usage at application Layer 7 while most other competitive solutions focus on network Layer 3. Layer 3 management cannot differentiate between mission critical applications and unwanted recreational applications such as Skype and social networking applications.

Reports can be tailored for individual appliance, region wide appliances or corporate wide.

Benefits

- Further simplifies management of Exinda appliances
- Eliminates costs, risks and complexity of traditional centrally management systems
- Generates quick ROI
- Minimizes staff required for WAN optimization
- Equips IT manager with key statistics for establishing network policy
- Aids in problem resolution and capacity planning

Top 10 Inbound Applications



"SDP's reports provide the data on network usage and application performance that management requires. It's the only solution that will scale as our number of network sites, applications and users continue to grow."

— Juergen Staeding, SpaceNet AG

Exinda's SDP is the industry's first software-as-a-service for centrally managing WAN optimization appliances. SDP offers significant advantages over traditional centralized management systems by eliminating the need to buy, install,

maintain and upgrade management hardware and software. From a cost perspective, SDP requires no capital investment and has no hidden costs. In fact, it offers a 70-90 percent cost saving compared to competitive systems.

Total Cost of Ownership Comparison

Total Cost of Ownership	Traditional CMS	Exinda SDP
Number of Units	50	50
Application License & Subscription	\$ 31,500	\$ 16,200
Support & Upgrade Costs	\$ 3,400	\$ 0
Implementation & Customization	\$ 15,000	\$ 4,500
IT Infrastructure & Hosting Costs	\$ 6,000	\$ 0
IT Personnel Support	\$ 15,000	\$ 2,000
Training Costs (Administrative and End Users)	\$ 5,500	\$ 2,000
Total Cost (in U.S. Dollars)	\$ 76,400	\$ 24,700

* Costs for implementation and training may vary
 * Numbers are based on two 100-Mbps appliances, two 45-Mbps appliances and 46 2-Mbps appliances

Features

- Secure management of WAN appliances via a Web browser
- Corporate-wide, regional and individual appliance monitoring and reporting
- Custom reports on network utilization, top applications and URLs accessed
- Historical statistics available for capacity planning
- Licensed by the number of appliances to be managed
- Unlimited number of users at no extra fee
- No set up fee

SDP Server Option

SDP is also available as a server to be housed at a company premise. This option is ideal for companies with a large number of networked sites or for companies that cannot host data externally.