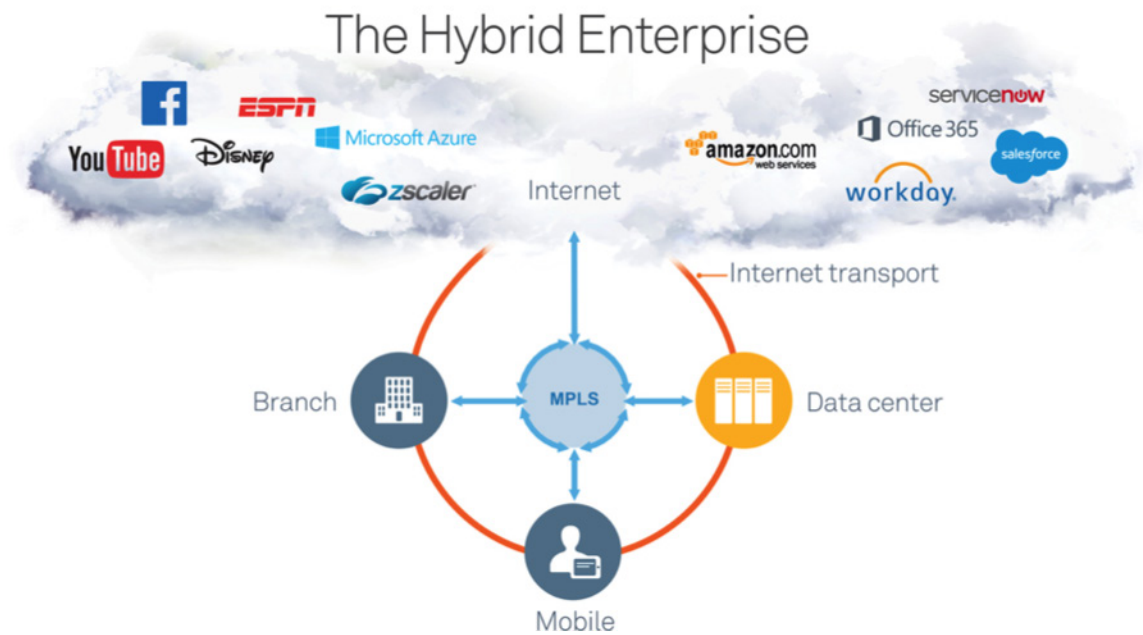


# The Riverbed Application Performance Platform

## Users, Applications, and Data are Everywhere in the Hybrid Enterprise

Gone are the days when an application, its data, and its users all resided in the same location. One of the main challenges for the modern enterprise is the order-of-magnitude increase in complexity due to the rise of islands of infrastructure together with the disaggregation of applications and data. A modern IT workload often includes elements delivered from traditional on-premises

infrastructures, third-party hosting facilities, branch offices, mobile devices, infrastructure-as-a-service (IaaS)-based clouds, and software-as-a-service (SaaS)-based clouds. In modern, composite applications, it's common for a developer to make an API call into a third-party service, further distributing applications at the component level. Lastly, data from these applications travels across a mix of private MPLS links and public Internet connections.



This dramatic shift in enterprise computing marks the rise of the modern, hybrid enterprise. But the architectural complexity that comes with this hybrid model introduces new realities and concerns for CIOs and business leaders:

- A majority of companies (51%) say that application complexity is their primary obstacle to mastering application performance<sup>1</sup>.
- Data is everywhere, too, created and consumed in many places using a range of device types. Today, the majority of companies (52%) say more than 50% of their corporate data is outside the data center<sup>2</sup>. The average

data center supports 55 branch offices, all generating business data that is at risk of loss because it's not centralized in a secure data center.

- Users are everywhere, too. In fact, the vast majority (62%) of employees work in multiple locations<sup>3</sup>, all with varying network paths between them and their data.

Maintaining high-performing applications is anything but a certainty in this hybrid era. Fortunately, business leaders are not alone when trying to deliver superior application experiences across the hybrid enterprise. Not with Riverbed, The Application Performance Company™.

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## Today, business performance absolutely depends on application performance

In a world where application performance equals business performance, Riverbed offers the most complete platform to empower organizations to allow business objectives—not technical constraints—drive how applications and data are delivered. Riverbed's platform grants organizations the architectural flexibility to host

applications and data in the locations that best serve the business while ensuring the flawless delivery of those applications to better leverage global resources, radically reduce the cost of running the business, and maximize employee productivity.

### When apps don't work... employees can't work.

"We were operating at the limits of the network's capabilities and the cracks were beginning to show. Dropped connections were an issue and our accounts department would regularly call me to complain."

DC Leisure Management

### Products don't get shipped on time.

"Because it can take 20 or 30 minutes to download a large assembly over the WAN, users start looking for alternatives like emailing drawings to each other. But that leads to immediate version control problems."

G&T Conveyor

### Expensive enterprise apps don't get adopted.

"We started seeing a slowdown in response from our main corporate Intranet site. This was a major concern, as it's the company's global public face for employees, but none of the usual tools could tell us where the problem originated."

Alstom

### Transactions stall and customers leave.

"The hour glass icon, which denotes that a file or program is still opening, would be constantly running while trying to conduct a financial transaction in SAP."

The Zumtobel Group

<sup>1</sup> Forrester, "Think You've Mastered Application Performance? Think Again," July 2013

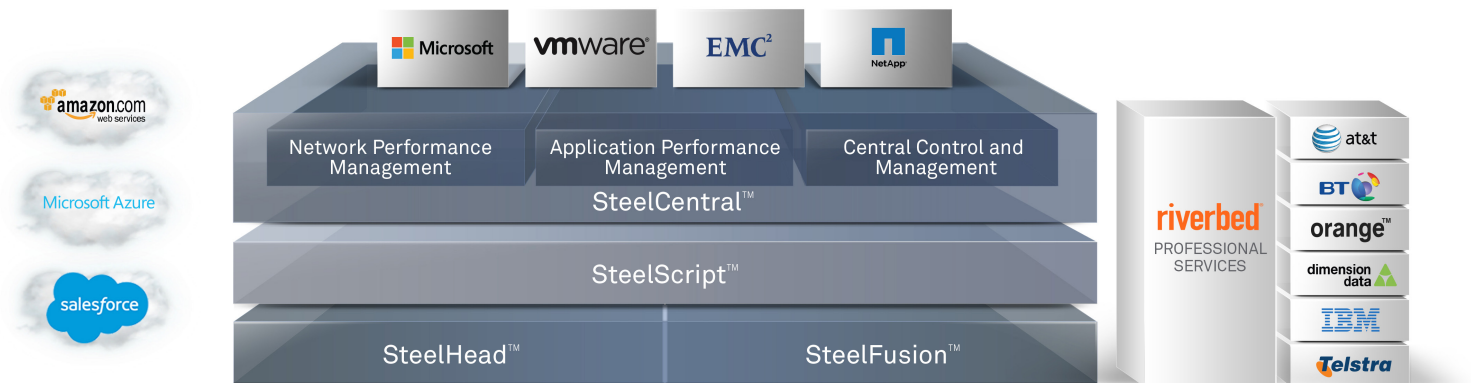
<sup>2</sup> Forrester, "Successfully Consolidating Branch-Office Infrastructure in the Face of More Users, Services, and Devices," October 2011

<sup>3</sup> Forrester, "Provisioning a Flexible Workplace Pushes the Boundaries of IT and Drives a Search for Outside Help," June 2012

## A complete platform comprised of best-of-breed solutions and services

Apps and data traveling over networks cost time (latency) and money (bandwidth). As data travels longer distances and across more locations, apps slow down, bandwidth costs rise, and visibility across the network decreases.

As The Application Performance Company, Riverbed solves these challenges with a platform of products and world-class professional services for the hybrid enterprise.



### Riverbed® SteelCentral™

SteelCentral is the only performance management and control suite that combines user experience, application, and network visibility to detect and resolve issues before end users notice a problem, call the help desk to complain, or jump to another website out of frustration.

### Riverbed® SteelScript™

Riverbed has a wide range of open APIs for its application performance infrastructure solutions, including representational-state-transfer (RESTful) APIs that allow software developers to write applications that communicate with other systems and services. These open APIs are the foundation for Riverbed's developer tools, including SteelScript for Python and the SteelScript Application Framework.

### Riverbed® SteelHead™

SteelHead is the industry's #1 WAN optimization solution that guarantees optimal service levels for applications among data centers, branch locations, cloud networks, and end users. With SteelHead, enterprise and SaaS applications can be delivered up to 33x faster while using 97% less bandwidth.

### Riverbed® SteelFusion™

SteelFusion is the first and only hyper-converged infrastructure solution that enables zero IT at the branch. SteelFusion consolidates 100% of data and servers out of branches and into the data center where it can be properly secured, managed, and protected, while ensuring fast local performance of branch applications and services. SteelFusion extends the full power, security, and resiliency of the data center out to each branch site, resulting in complete data security, increased business agility, and superior business continuity.

### Riverbed Professional Services

Riverbed Professional Services offers expert lifecycle consulting and technical education services to help enterprises reduce risks, accelerate adoption, and discover new opportunities to improve business performance with Riverbed technologies. With a track record of 90% on-time, on-budget projects and client satisfaction scores that consistently measure 9.7 out of 10, enterprises around the world trust Riverbed Professional Services to help them plan, build, and optimize today's hybrid enterprise.

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## Gartner Magic Quadrant recognition

Riverbed is a visionary in the Gartner Magic Quadrant for Application Performance Monitoring (APM), a leader in the Gartner Magic Quadrant for Network Performance Monitoring and Diagnostics (NPMD), and has been a leader in the Gartner Magic Quadrant for WAN Optimization for eight years running.\*

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"A 60% reduction in network loads allows us to be more agile for HD video delivery, improving the customer experience at our showrooms. Riverbed makes it possible."

Erika Ferrell, IT Director, Sub-Zero and Wolf



"With all our apps in the cloud, we get high-quality products to market faster. Riverbed makes it possible."

Tim Weaver, CIO, Del Monte Foods



"Delivering business-critical apps over the Internet saves us millions without sacrificing performance. Riverbed makes it possible."

Edward Wagoner, CIO, Americas, JLL



"Our 8,500 employees collaborate on 3D apps and move massive digital files across continents as if they're working side-by-side. Riverbed makes it possible."

Elizabeth Harper, CIO, GHD



Tribune Media

"Our frictionless enterprise has nearly tripled our capacity to deliver projects of value to the business. Riverbed makes it possible."

David Giamb Bruno, CIO, Tribune Media

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Riverbed, at more than \$1 billion in annual revenue, is the leader in application performance infrastructure, delivering the most complete platform for the hybrid enterprise to ensure applications perform as expected, data is always available when needed, and performance issues can be proactively detected and resolved before impacting business performance. Riverbed enables hybrid enterprises to transform application performance into a competitive advantage by maximizing employee productivity and leveraging IT to create new forms of operational agility. Riverbed's 26,000+ customers include 97% of the *Fortune* 100 and 98% of the *Forbes* Global 100. **Learn more at [www.riverbed.com](http://www.riverbed.com)**