

# Riverbed-Ready

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# The community of partners extending the value of the Riverbed application performance platform

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## Introducing Riverbed-Ready

Riverbed-Ready™ is our technology alliance program that creates and nurtures a vibrant ecosystem of partner solutions that:

- Integrate exciting new technologies that extend the functionality of our platform
- Extend the value and functionality of Riverbed solutions for our joint customers
- Create new market opportunities for Riverbed and our partners

Riverbed pioneered WAN optimization when we shipped the first SteelHead in 2004. Since then, SteelHead has remained the #1 product in this market with over 50% market share, has been named a “Leader” in Gartner’s Magic Quadrant for WAN Optimization seven consecutive years, and named InfoWorld Technology of the Year eight straight times. But today, Riverbed is much more than WAN optimization.

Today, Riverbed is a leader in Application Performance Infrastructure, with five product families that together comprise the most complete platform to enable customers to embrace location-independent computing.

Location-independent computing turns location and distance into a competitive advantage by allowing IT to have the flexibility to host applications and data in the most optimal locations while ensuring applications perform as expected, data is always available when needed, and performance issues are detected and fixed before end users notice.

In addition to expanding our solutions and platform, we’ve also expanded our business. Today, we have global reach with:

- Over 25,000 customers worldwide including 97% of the Fortune 100, 96% of the *Forbes* Global 100, and 86% of the *Forbes* Global 500
- A partner ecosystem that includes 3,000 technology resellers, distributors, service providers, and integrators worldwide.
- 78 offices across 40 countries

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“Essentially, Riverbed has moved from a company focused on individual products to one with a platform designed to enable what Riverbed calls location-independent computing. The company’s goal is to enable organizations to ensure application performance from anywhere (private datacenter or public cloud) to anywhere (corporate HQ, distant supplier/partner, or remote mobile user).”

Bob Laliberte  
Senior Analyst, ESG  
May 15, 2014

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“Riverbed has gone through a significant transformation by broadening the product portfolio over the past few years, but it’s been hard for the market to keep pace. This new way of classifying Riverbed technologies will help buyers to see the total value opportunities availed to them.”

Steve Duplessie  
Senior Analyst, ESG  
May 12, 2014

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“Staying focused on providing end-to-end application performance, and as a key player in the network infrastructure ecosystem, it is refreshing to see Riverbed introduce a newer, simplified positioning and naming for its portfolio that is now significantly broader than the WAN Optimization SteelHead solutions are known for.”

Rohit Mehra  
Vice President, IDC  
May 12, 2014

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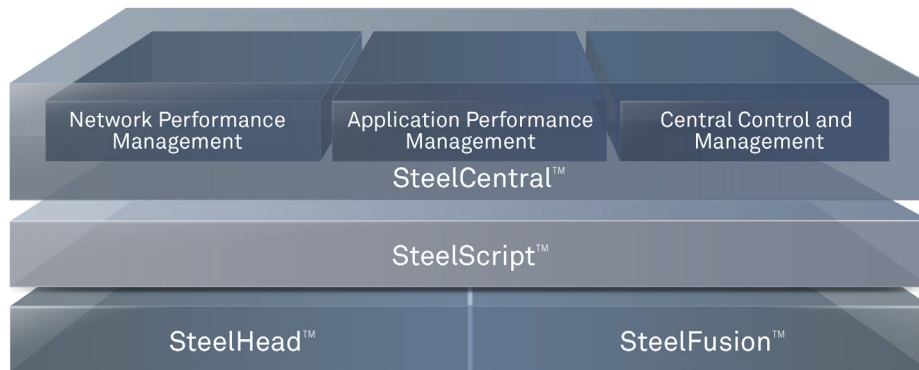
“Updating its product brands helps Riverbed better articulate to customers, channel partners, media and others what the products do and how they are related to an integrated solution that helps optimize application performance. The ‘new’ Riverbed has a much bigger addressable market ... and should help Riverbed executives better position the company and growth prospects with Wall Street.”

Zeus Kerravala  
Principal Analyst, ZK Research  
May 13, 2014

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## The Riverbed Application Performance Platform™

A complete platform for location-independent computing, allowing business objectives—not technical constraints—to drive how applications and data are delivered for the best user experience and ROI. The platform comprises five integrated solutions and open APIs to make it easier for partners and customers to customize and integrate.



### SteelCentral™

The only performance management and control suite that combines user experience, application, and network performance management to provide the visibility needed to diagnose and cure issues before end users notice a problem, call the help desk to complain, or jump to another Web site out of frustration. Riverbed Performance Management solutions are recognized by Gartner as the only “Leader” in the Magic Quadrants for both Application (2011-2013) and Network Performance Monitoring and Diagnostics (2014).

### SteelScript™

Riverbed offers a wide range of open APIs for its application performance infrastructure solutions, including 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, giving customers and partners the option to extend the value of Riverbed infrastructure with customization, integration, and automation.

### SteelHead™

The #1 WAN optimization solution that delivers applications and data at the fastest speeds across optimal networks for the lowest cost. A “Leader” in Gartner Magic Quadrant for WAN Optimization Controllers for six consecutive years; InfoWorld Technology of the Year eight years in a row; leads WAN Op market with more than 50% market share 10 years after its launch created the market.

### SteelFusion™

The only branch converged infrastructure that delivers local performance, data centralization, instant recovery, and lower TCO. InfoWorld Technology of the Year two years straight.

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## Membership Levels



**Silver**—The Silver level membership is for companies that desire to co-market their products with Riverbed solutions. Silver Members gain access to Riverbed marketing and technical resources and enjoy visibility and awareness to speed opportunity creation.



**Gold** (by invitation only)—The Gold level of membership targets technology providers offering solutions in markets strategic to Riverbed. Members approved to join at this level work with Riverbed to identify synergies and target specific use cases and market segments for an integrated solution. We may work with Gold Members to complete product integration and testing and the execution of marketing and go-to-market programs. These members may have access to Riverbed APIs and scripts.



**Platinum** (by invitation only)—This strategic membership level seeks to build long-term product synergies and implement joint marketing and go-to-market programs aimed at achieving significant revenue growth. Platinum Members may work closely with Riverbed to complete extensive integrated solution testing and share designated alliance and technical resources. These members may have access to Riverbed APIs and scripts.

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## Solution Development Resources

Riverbed-Ready members may develop, test and certify member products as interoperable with Riverbed products to create integrated solutions. In addition, Gold and Platinum members may be invited by Riverbed to conduct additional in-depth interoperability development and testing under a Riverbed-approved validation test plan to certify select member products have received accreditation as Riverbed-Ready tested solutions. The Riverbed-Ready program provides access to a number of resources to speed such solution development. The resources available are:

### Free NFR software products

All Riverbed-Ready members may access free, Not-For-Resale (NFR) virtual appliance and software licenses as described in the Riverbed-Ready Program Guide. These products can be used for solution development, testing and support.

### Lab unit product discounts

Discounts may be available for the purchase of Riverbed lab unit products that may be used by member only for development, testing, integration and support purposes in connection with member's participation in the Riverbed-Ready program.

### Riverbed in-house lab testing

Gold and Platinum members may request access to Riverbed's in-house product lab for Riverbed-Ready Tested solution development and testing. The member is responsible for testing, however, Riverbed may elect to help or complete the testing on behalf of the member. Scheduling and assistance are subject to availability.

Program Benefits	Silver	Gold	Platinum
Promotion of your company in the Riverbed-Ready solution center	✓	✓	✓
Your Riverbed-approved integrated solution brief listed in the Riverbed-Ready solution center	✓	✓	✓
Your Riverbed-approved Riverbed-Ready tested solution brief listed in the Riverbed-Ready solution center		✓	✓
Marketing toolkit and collaterals	✓	✓	✓
Access to the Riverbed partner center	✓	✓	✓
Access to online training classes	✓	✓	✓
Discounts on Riverbed lab unit products for development and testing*	✓	✓	✓
NFR software and virtual product licenses*	✓	✓	✓
Executive quote supporting the Riverbed-Ready external communication	✓	✓	✓
Cooperative support for Riverbed-Ready tested solutions		✓	✓
Access to Riverbed APIs and scripts in connection with Riverbed-Ready tested solutions*		✓	✓
Creation of joint video / reference story for approved customers and Riverbed-Ready tested solutions*		✓	✓
Development of joint marketing and go-to-market plans		✓	✓
Opportunity to sponsor and join Riverbed field events		✓	✓
Joint Webcasts for approved Riverbed-Ready tested solutions *		✓	✓
Special sponsor discounts for the Riverbed Force user conference			✓
Joint white paper development for approved Riverbed-Ready tested solutions			✓
Joint Riverbed-Ready tested solution demo creation			✓

\* See the Riverbed-Ready program guide for details, Apply today at: [www.riverbed.com/Riverbed-Ready](http://www.riverbed.com/Riverbed-Ready).

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### About Riverbed

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 [riverbed.com](http://riverbed.com).

