



APP XPRESS

GUARANTEES APPLICATION PERFORMANCE LEADING TO A MEASURABLE IMPROVEMENT IN END-USER EXPERIENCE, REGARDLESS OF LOCATION, NETWORK, OR DEVICE

A FULLY-MANAGED WAN OPTIMIZATION SOLUTION DESIGNED TO ACCELERATE APPLICATION PERFORMANCE BY ELIMINATING BOTTLENECKS

Data Center consolidation is promising large cost savings for multi-national enterprises. As applications move from the local offices to Regional and Global Data centers, there is a need to ensure that the user experience remains unaffected, providing a similar 'LAN-like' performance of the applications over the WAN also.

app Xpress, a managed WAN optimization service from Global Cloud Xchange, uses caching, compression and acceleration techniques to improve the performance of applications over the WAN, thus eliminating the need for expensive network upgrades and delivering better value for money.

The ability to remove protocol inefficiencies that cause poor performance across the WAN, avoiding costly, unnecessary upgrades can drive down total cost of ownership of a network and increase business scalability; the

cost-benefit of infrastructure consolidation programs can now be truly realized with **app Xpress**.

Not only does **app Xpress** address network and transport layer inefficiencies such as TCP, but it also inspects and alters application protocol behavior (such as MAPI for email and CIFS for Windows file sharing) thereby ensuring the user experience remains unaffected, providing a 'LAN-like' performance of the applications over the WAN regardless of geography.

Furthermore, the control **app Xpress** gives to businesses to make flexible decisions on application prioritization can lead to material increases in WAN productivity by allowing critical applications to operate in parallel, regardless of the level of utilization on the WAN.

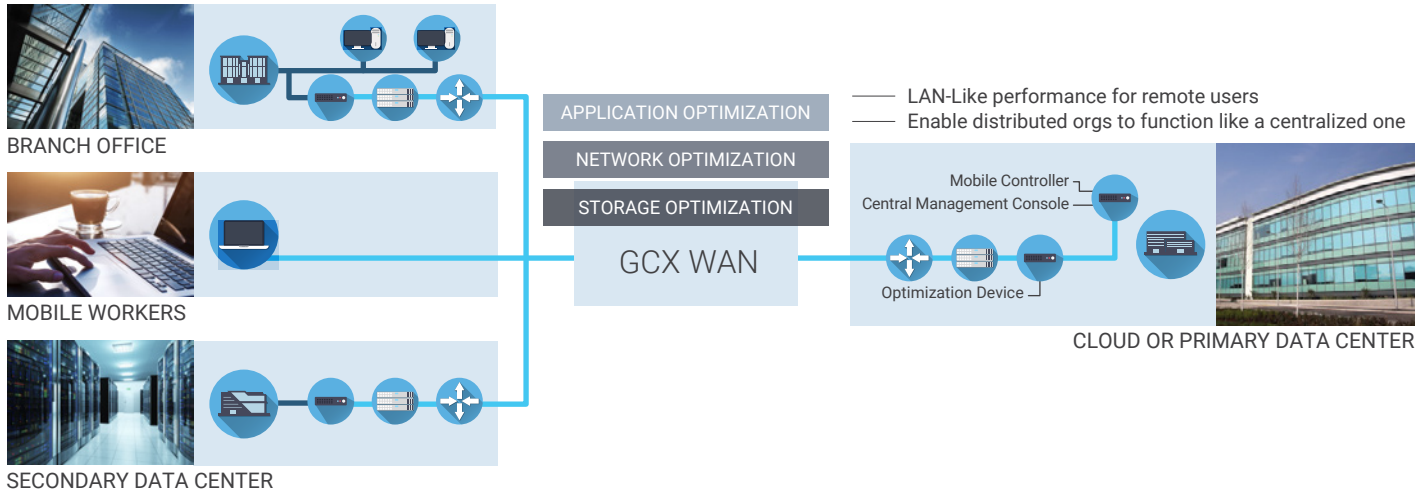
KEY HIGHLIGHTS

- **A fully-managed** WAN optimization solution designed to accelerate application performance by eliminating bottlenecks
- Users accessing applications over the WAN or via remote access / mobiles, experience a **LAN-like performance**. Thus eliminating constraints of distance and latency
- Data caching and compression techniques (data de-duplication) are used which help eliminate **WAN congestion** by removing 65% – 95% of the bytes being transmitted over the WAN link
- Reporting to provide insight into the actual performance gain achieved for each of the applications that can be accelerated
- Wide geographic reach with services offered in **160 countries**
- Service and solutions available on a **global basis**



BENEFITS

- Accelerates and prioritizes the delivery of mission-critical applications over the fastest networks
- Reduces network resources by optimizing application and data streaming across the WAN through caching and compression techniques
- Guarantees application performance leading to a measurable **improvement in end-user experience**, regardless of location, network, or device
- Provides **visibility and control of application performance** across networks and increases WAN capacity by using cutting edge traffic optimization technologies
- Allows monitoring of bandwidth use, application performance and delivers the intelligence required to **justify infrastructure upgrades** at the right time before application performance is impacted



SOLUTION ADVANTAGES

The core technical advantages of the service are provided through the following features of the app Xpress appliances to boost WAN performance

- **Data Streamlining:**
Data caching and compression techniques (data de-duplication) are used to ensure that data is only sent once between any two app Xpress appliances, or between a mobile client and an app Xpress appliance. Data streamlining removes 65% – 95% of the bytes transmitted over the WAN link.
- **Transport Streamlining:**
The app Xpress appliances optimize TCP, setting up TCP sessions “on the fly” and removing the delays caused by the slow “ramp-up” period which results from default “TCP sliding window algorithm”. Available bandwidth is therefore used much more efficiently.
- **Application Streamlining:**
app Xpress appliances use optimization techniques to improve the efficiency of selected applications by constraining “chatty” protocols to the LAN where bandwidth is abundant, and only sending traffic out over the WAN which is absolutely needed. Through optimization, efficiency gains of up to 50 times can be realised in the performance of key applications such as Windows and UNIX file sharing, Microsoft Exchange, Oracle Forms, Lotus Notes, MS-SQL and others.

SERVICE FEATURES

- End-to-end service deployment & management through a dedicated, trained and qualified team, managing service offerings remotely for customers
 - Full service lifecycle including:
 - Supply, installation, configuration & maintenance
 - Release and service management
 - Policy management
 - Monthly service reporting and proactive performance optimization advice
 - Proactive 24/7 monitoring and incident management on app Xpress appliances
 - Monthly and online performance management reporting:
 - Bandwidth Optimization Report
 - Throughput Report
 - Data Reduction Report
 - Traffic Summary Report
 - A range of ETTR based SLAs to replace devices during an outage
 - **Gold** – Next Business Day advance replacement of failed unit*
 - **Gold Plus** – 4 Hr on-site replacement of failed unit*
 - **Platinum** – 4 Hr on-site replacement of failed unit with FE
- * FE dispatch cost extra

