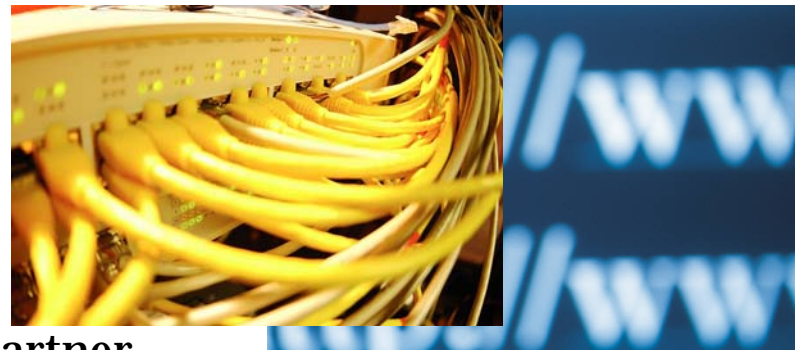


Optimizing and Accelerating Branch Traffic

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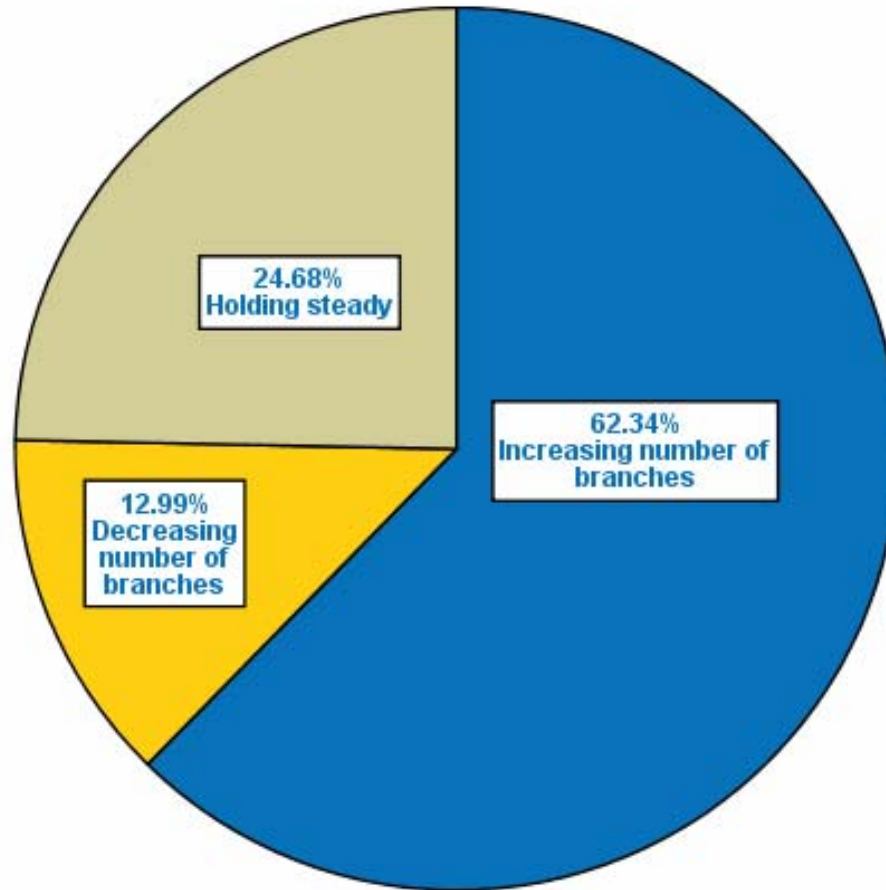


Overview

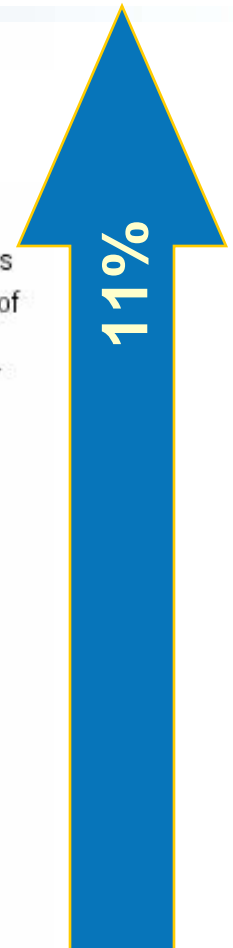
- ⊕ **WAN traffic is increasing**
 - ⊕ Common to see 2x-4x growth annually
- ⊕ **Drivers:**
 - ⊕ Increase in the number of branch offices
 - ⊕ More real-time applications running on the IP backbone
 - ⊕ Data-center consolidation
- ⊕ **Continually increasing bandwidth isn't an option**
 - ⊕ Costs increase
 - ⊕ More bandwidth won't always solve performance problems
- ⊕ **Optimization is no longer an option; it's a requirement**



Change in Number of Branch Offices

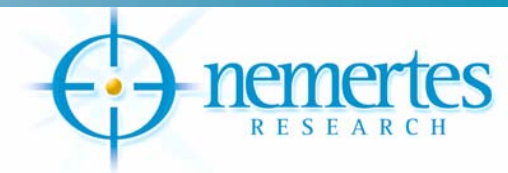
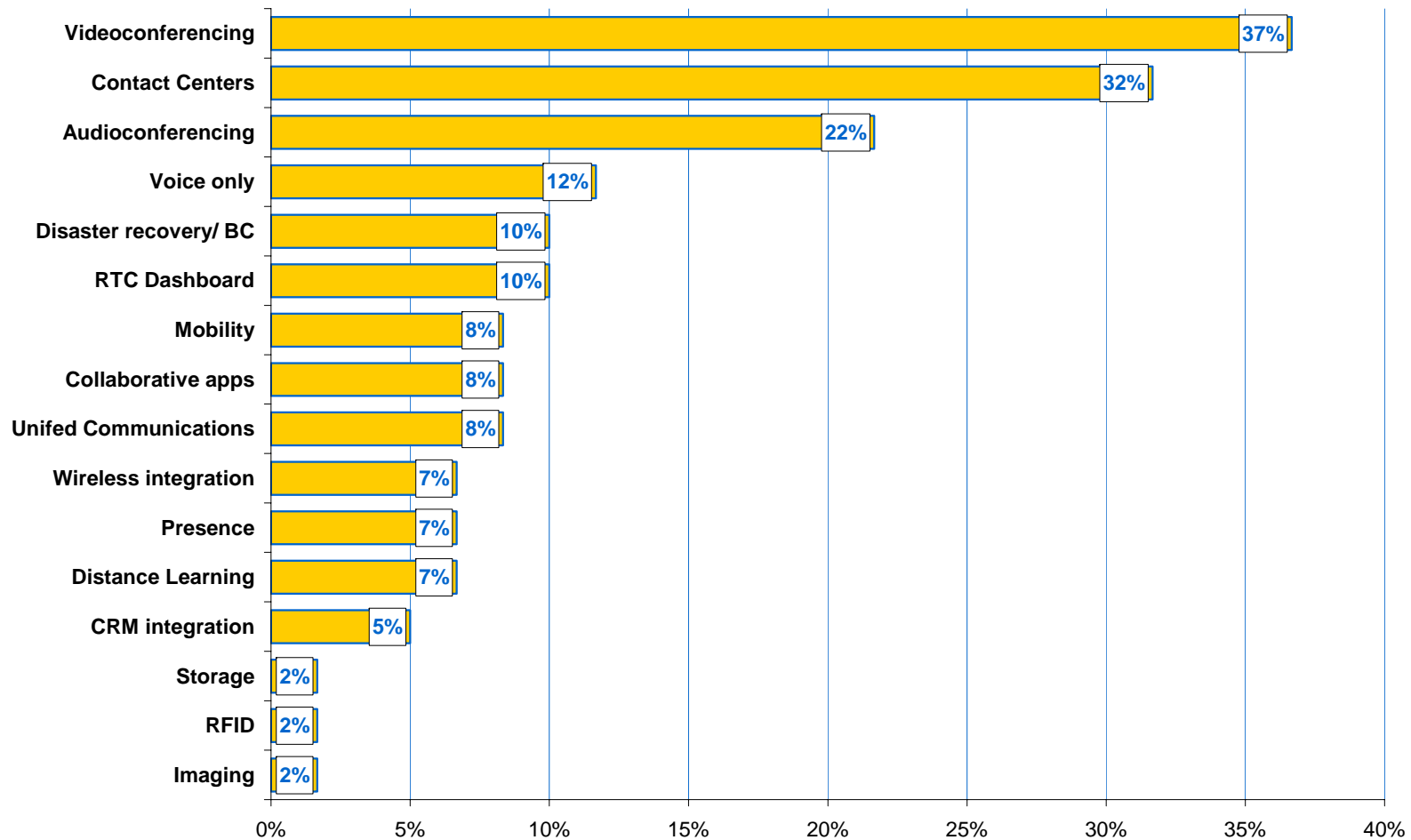


- Branch Office Changes
- Increasing number of branches
 - Decreasing number of branches
 - Holding steady

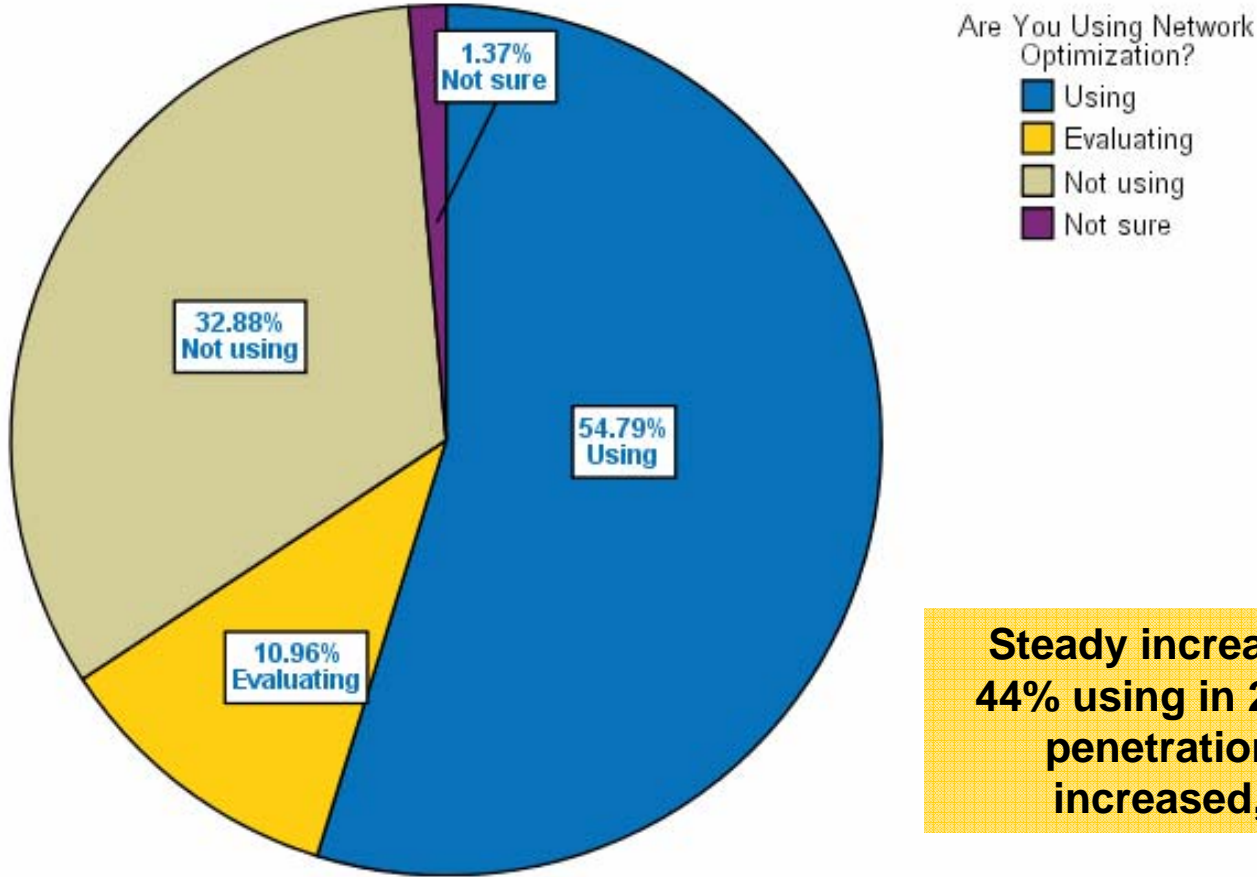


Average growth in number of branch offices: **2006-2007**

WAN Traffic Increasing: Application Drivers



Are You Using Network Optimization to Improve Branch-Office Performance?



Steady increase from 44% using in 2004, but penetration has increased, too.

Why Use Optimization?

- ⊕ **Saves money**

- ⊕ Most companies see <1 year payback
- ⊕ In some cases, no need to increase bandwidth
- ⊕ In other cases, can actually decrease bandwidth

- ⊕ **Improves application performance**

- ⊕ Improves employee productivity
- ⊕ Improves user & customer satisfaction

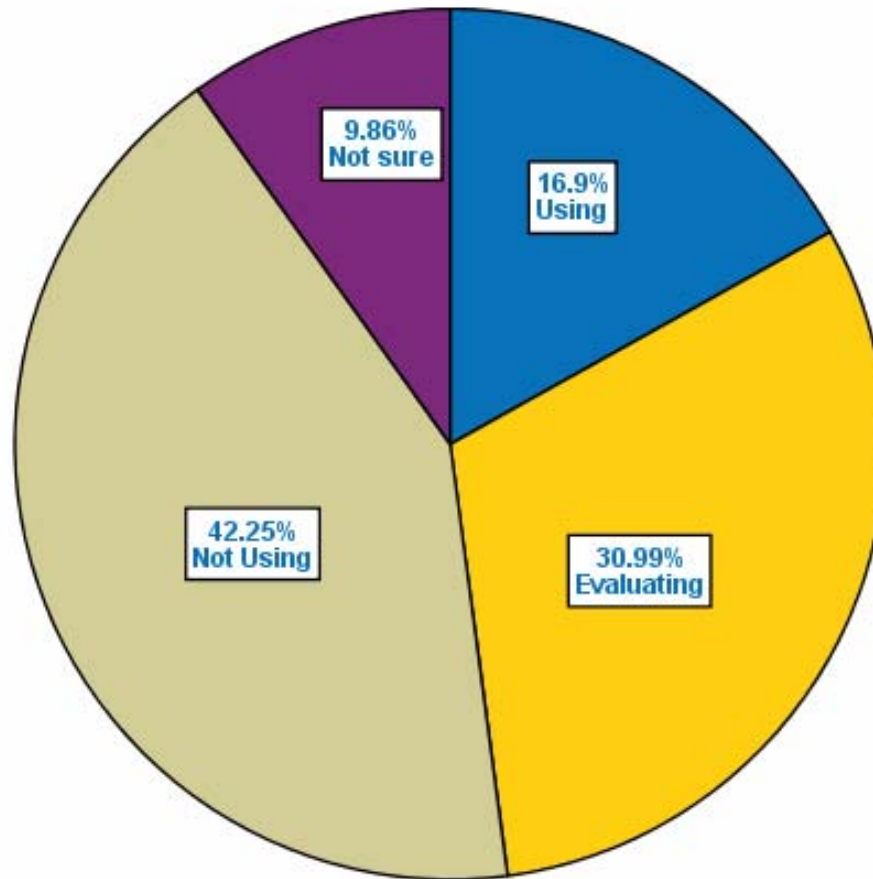
- ⊕ **Serve as management/monitoring tools**

- ⊕ **Vendors are willing to provide free trials**

- ⊕ You can install appliances on each end of a circuit and evaluate performance improvement



Next Steps: All-in-one Devices at the Branch



Are You Using All-In-One Devices at the Branch?

- Using
- Evaluating
- Not Using
- Not sure

Some are starting to include optimization as one feature in the device.



Thank you!

