

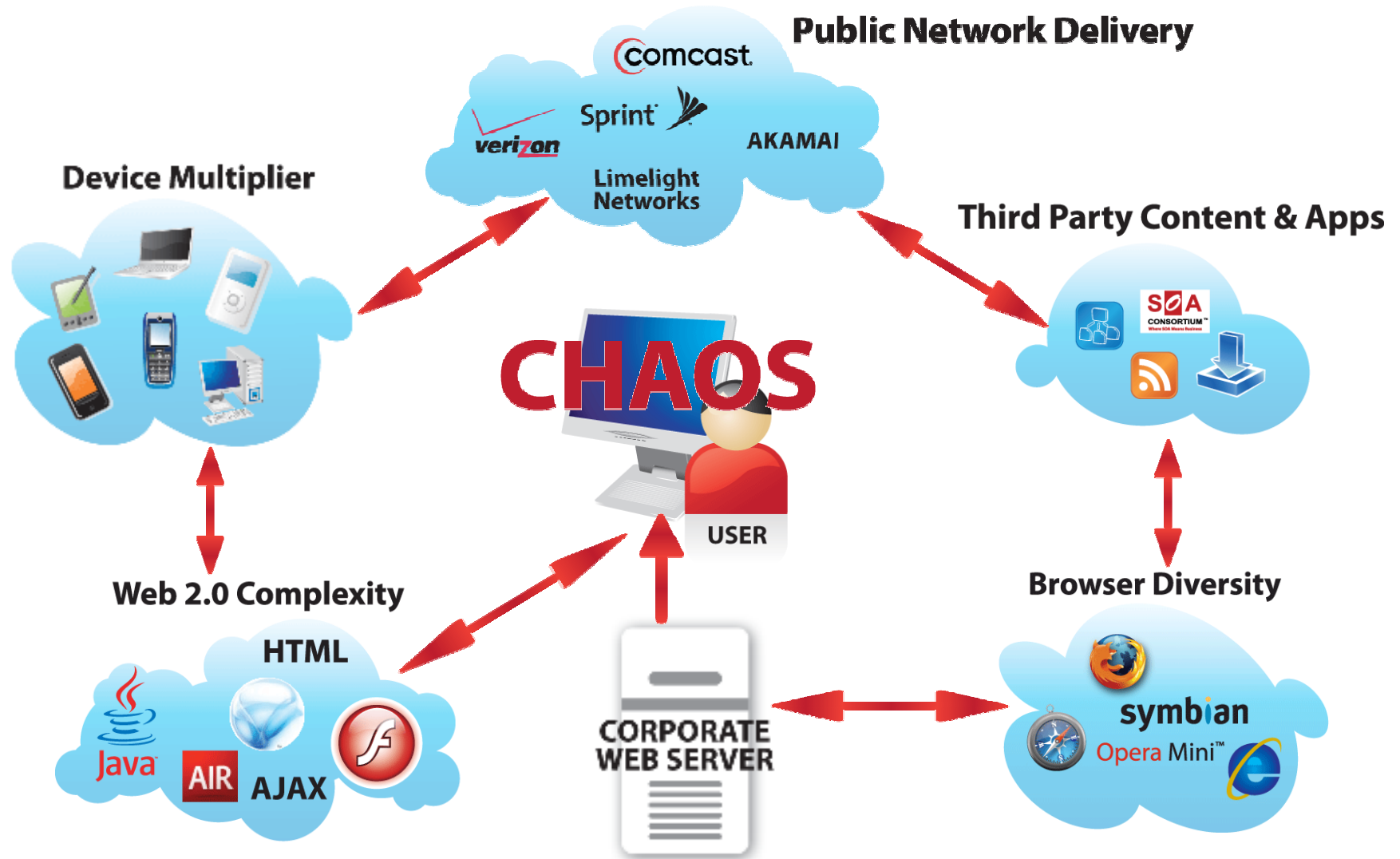
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Ensuring Quality Web Experiences

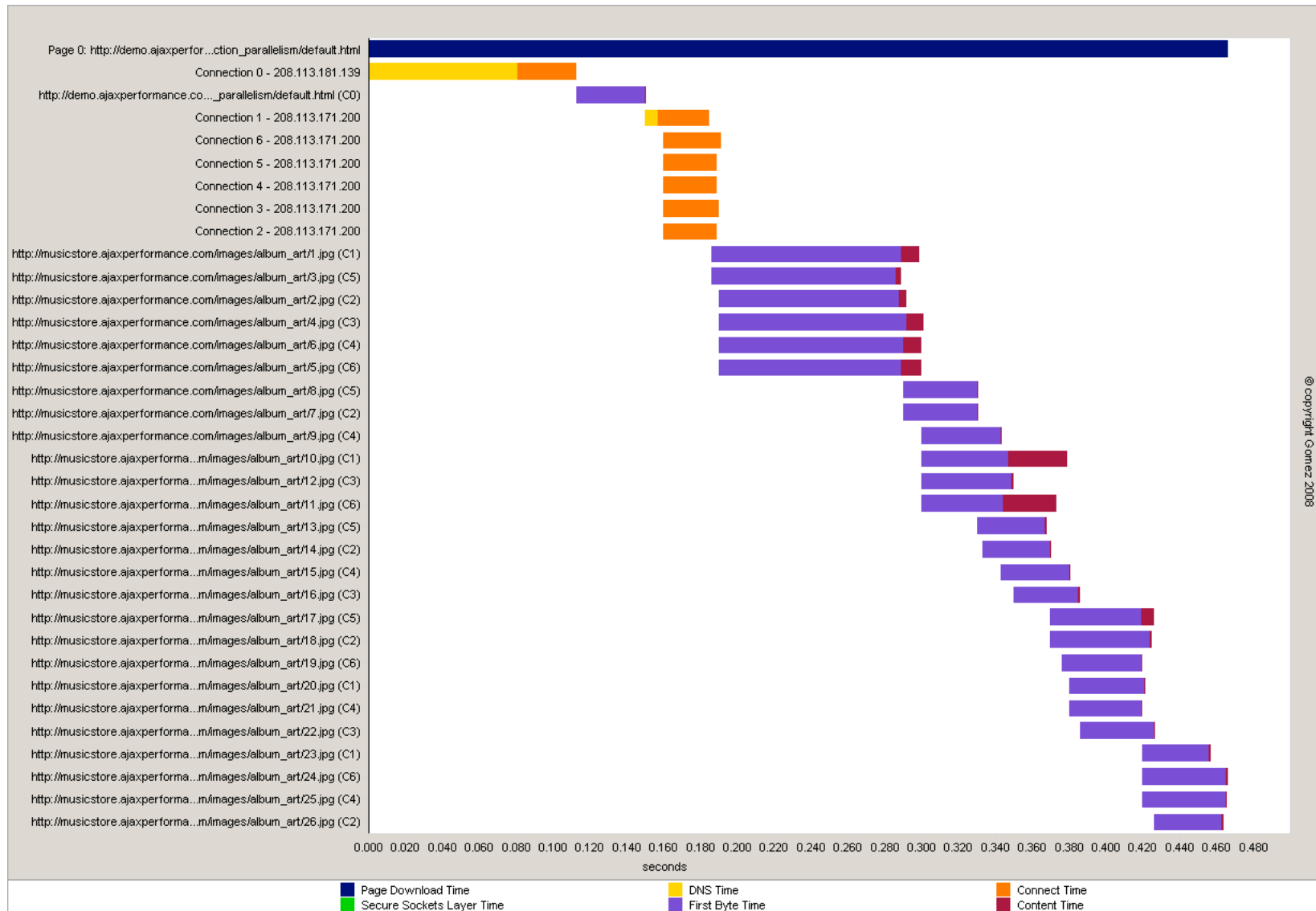
What SOA and Web 2.0 Means to the Network

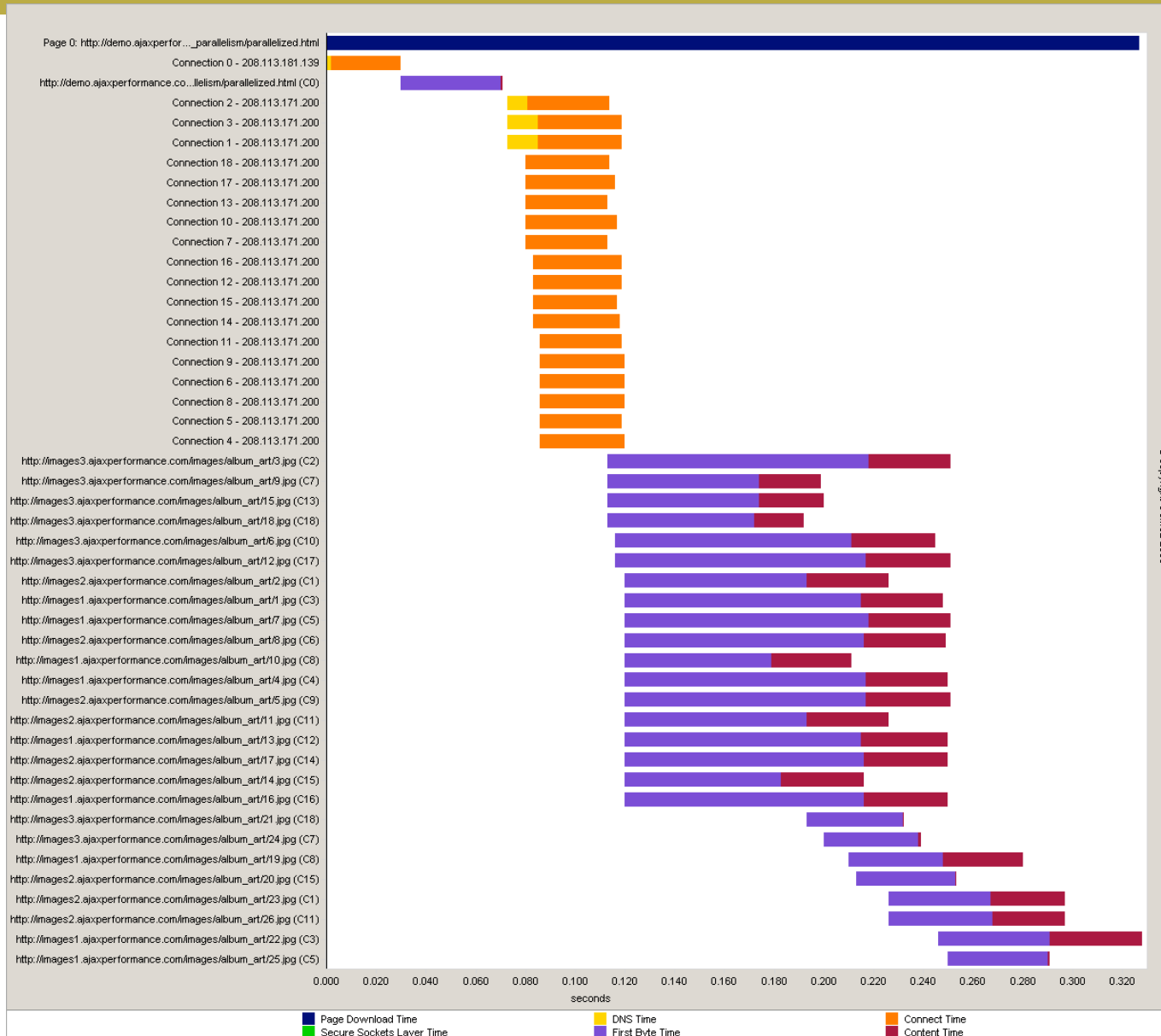
Interop 2008

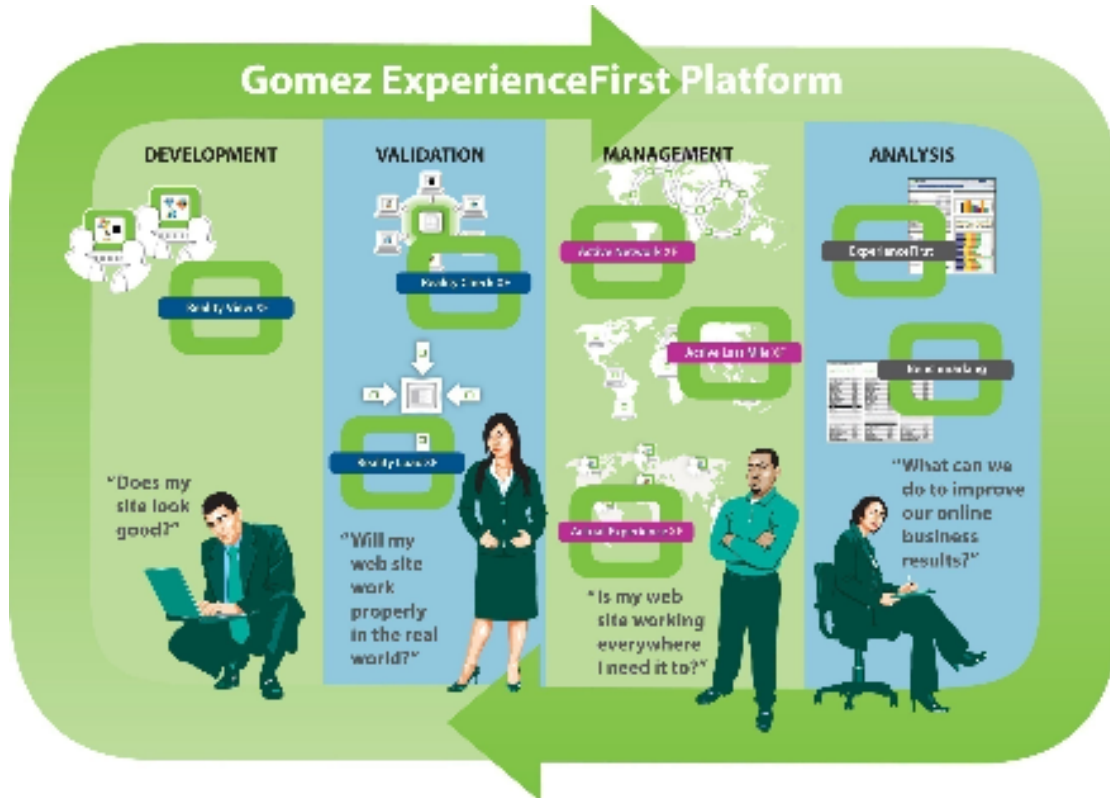
Web Experience Management is Becoming More Complex



- **End users' expectations of web experience are increasing**
 - Level playing field regardless of industry or vertical
 - Line between consumer and business applications is fading
- **Web applications are becoming more complex and composite**
 - Web 2.0 is impacting the assembly and deployment of applications
 - Dependence on 3rd party providers (e.g. CDNs) is increasing
 - Management of web infrastructure is both inside and outside the zone of customers' control
- **End-user platform diversity is increasing**
 - Can no longer design for 1 version of Internet Explorer on Windows
- **Poor web experiences impact the bottom line:**
 - Decrease revenue
 - Damage brand /reputation
 - Increase operational costs







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