



Value of Application Networking

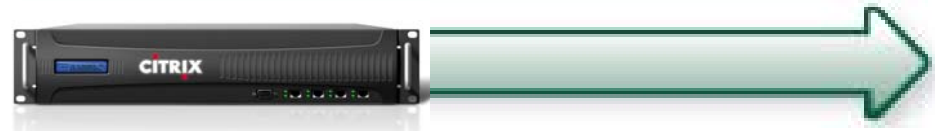
Interop New York
December 2005



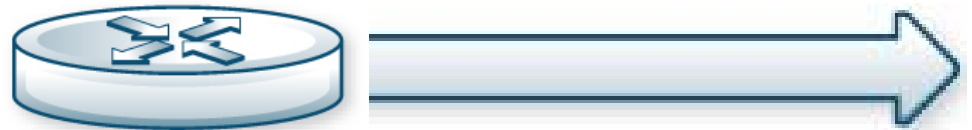
Application Fluency



**Application
Networking**
Application Fluency



**Traditional
Networking**
Application Awareness

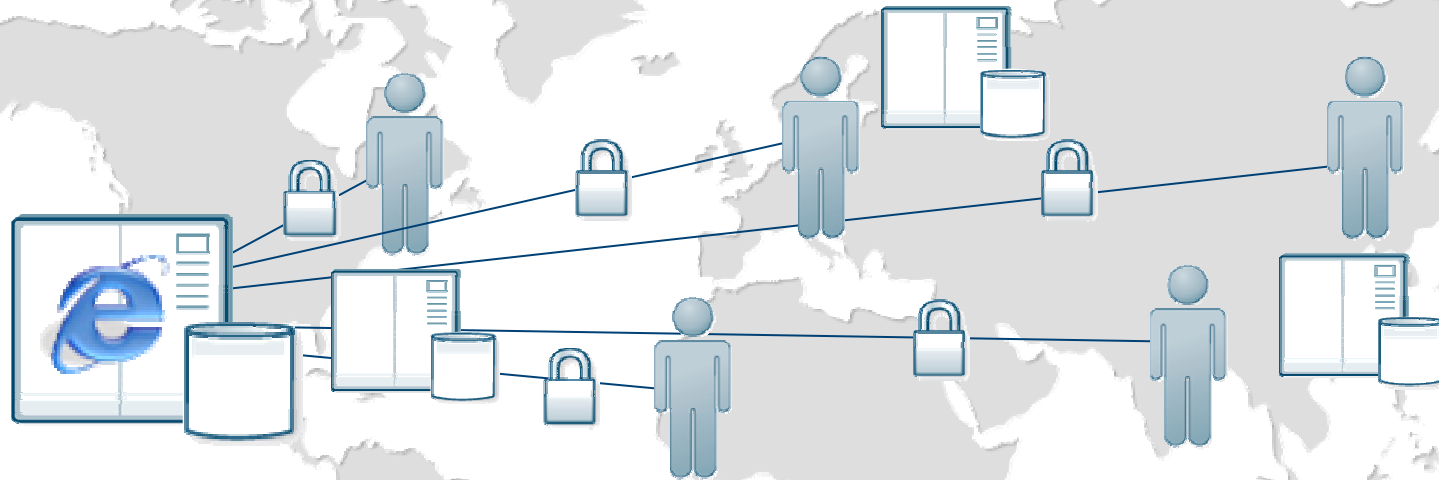


The Application Delivery Challenge



Webification of Applications

Geographical Dispersion of Users



Consolidation of Data Centers

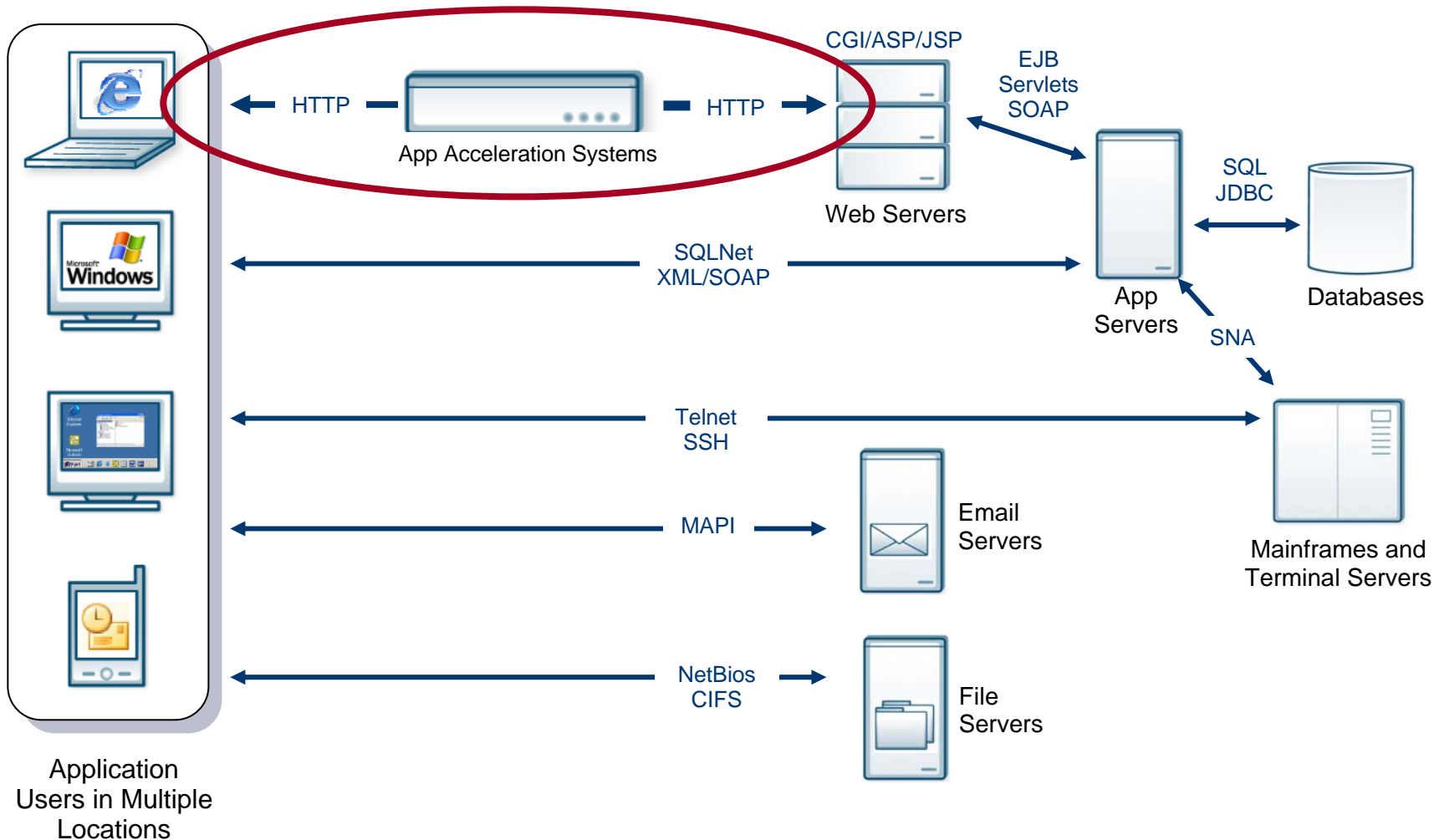
Increasing Security Requirements

Accelerating End-User Performance

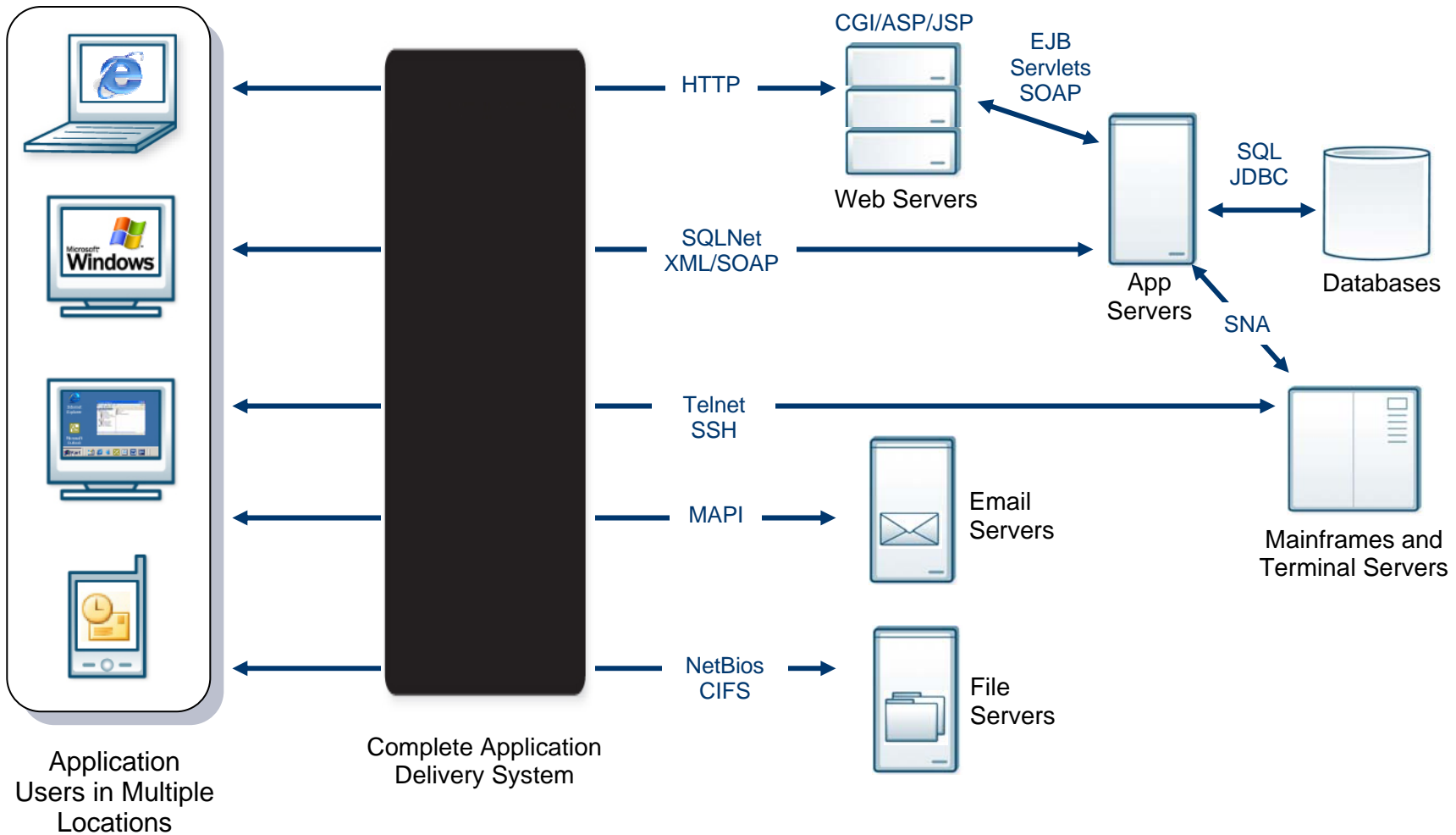


Must accelerate all applications

Most Products Don't Go Far Enough

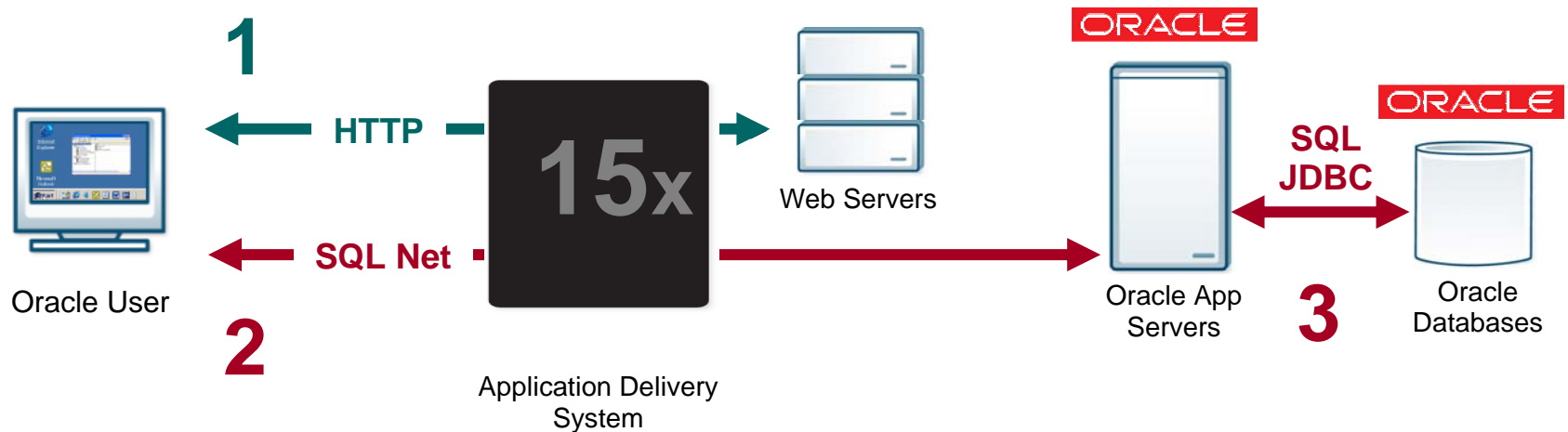


Must Benefit All Apps for All Users



What Really Happens Behind-the-Scenes

Example: Oracle Financials



1 – User opens application in web browser

2 – Application opens new session in non-web “thin client”

3 – User waits while data is generated