



Future of Application Delivery

Interop 2008



Key Trends for Application Architectures



Mobility

Delivery of apps to mobile workers/devices

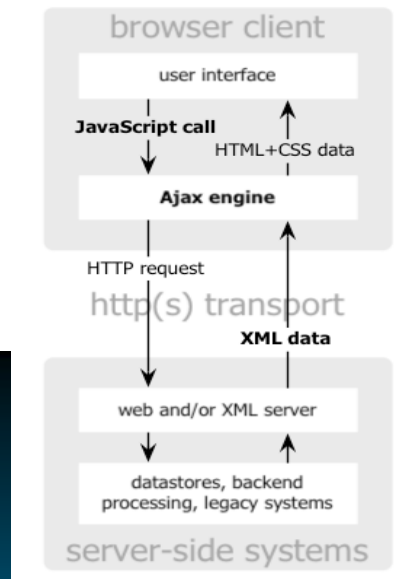
Software-as-a-Service

Virtual Remote desktops,
Web app service providers



App Integration

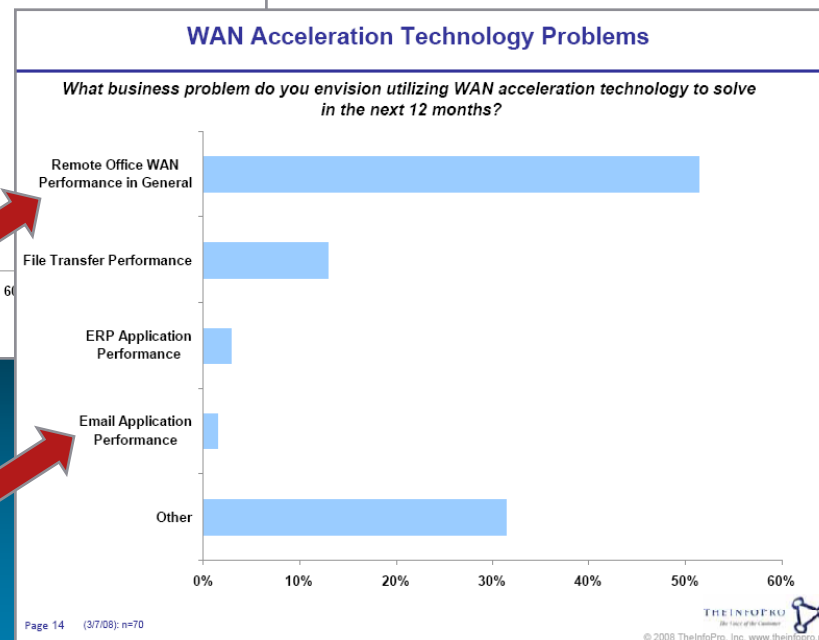
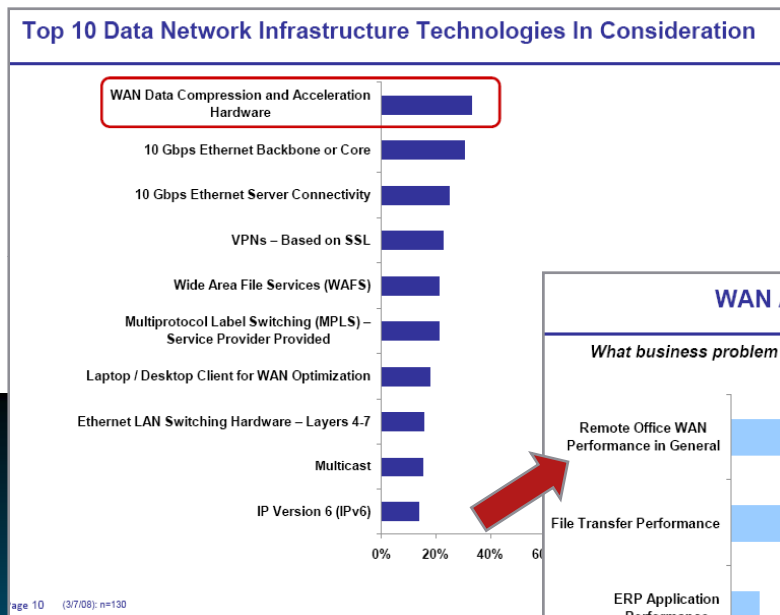
Composite apps,
web services, SOA



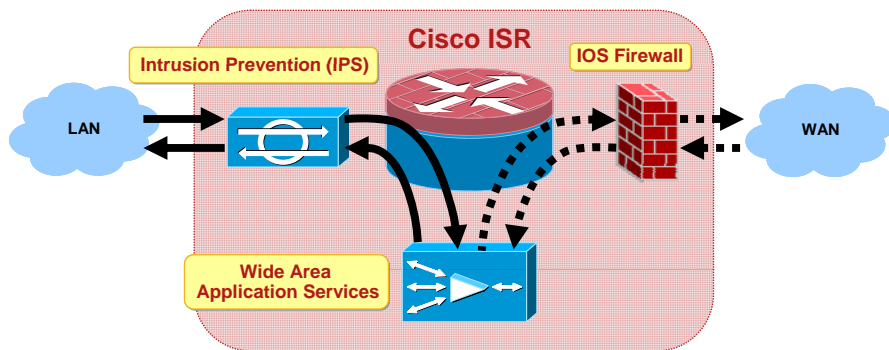
Rich Interactive Apps (RIA)

Asynchronous client/server, e.g.
AJAX, AFLAX, Google Maps

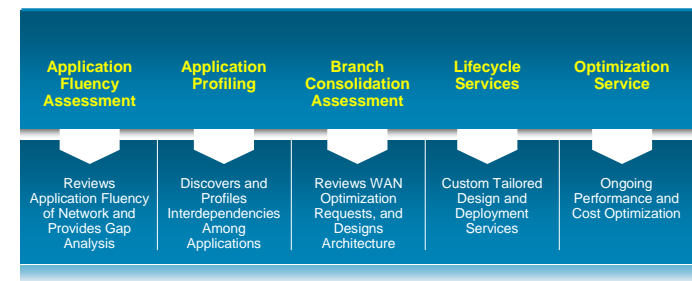
Trend #1: WAN Optimization – Mainstream Adoption



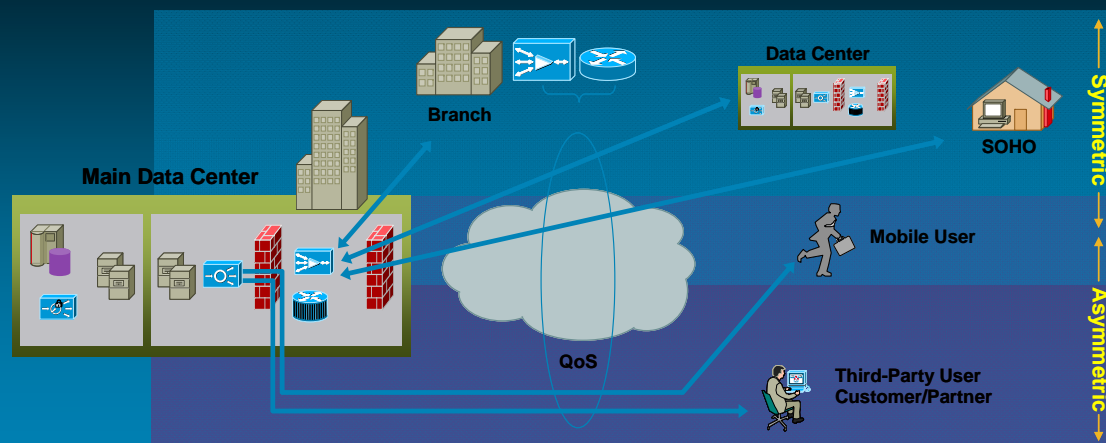
Trend #1: WAN Optimization – Mainstream Adoption



Network Integration

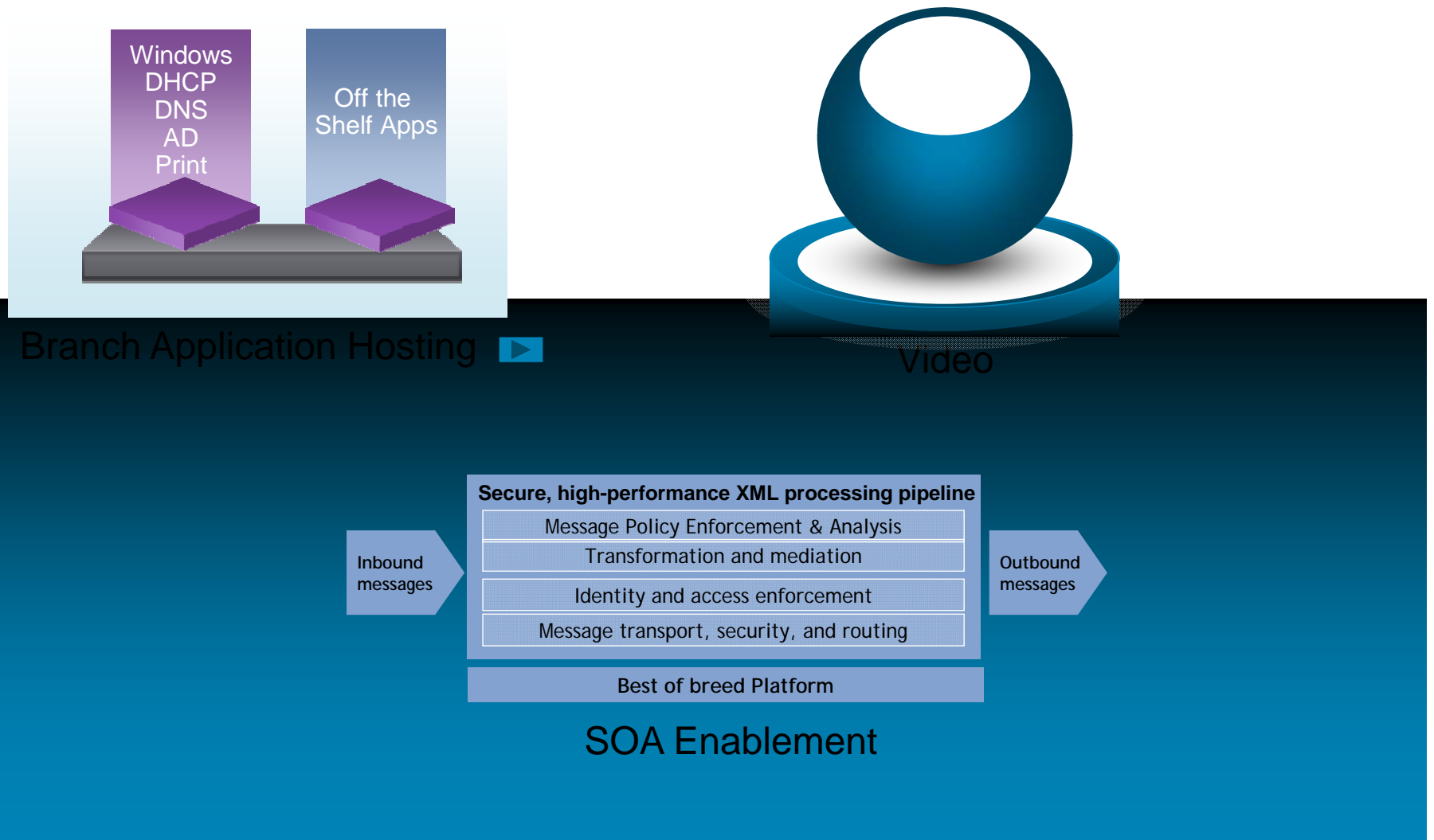


Professional Services / Integration

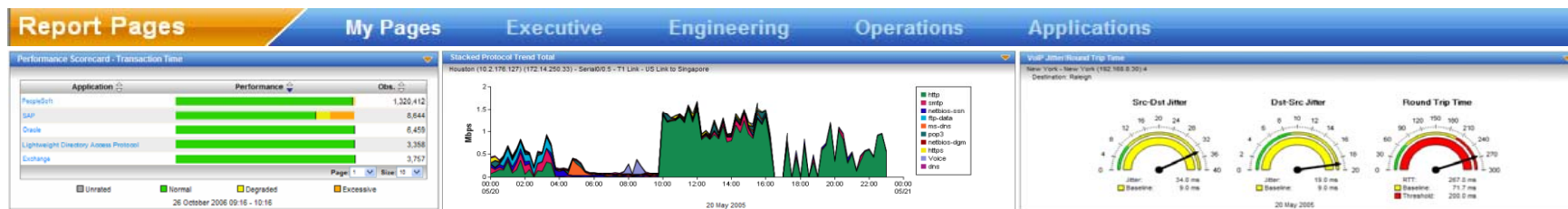


Acceleration for All Users

Trend #2: Expanding Scope of Application Delivery



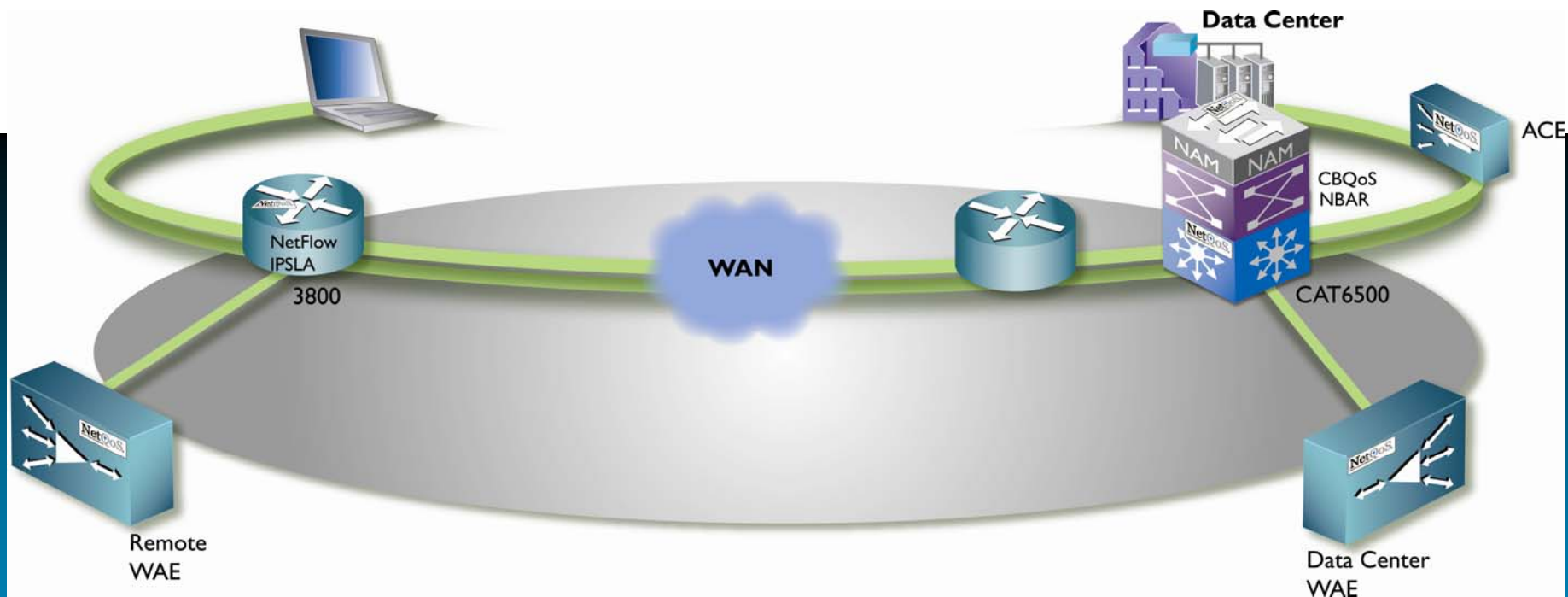
Trend #3: Better Application Visibility & Results



Application Response Times

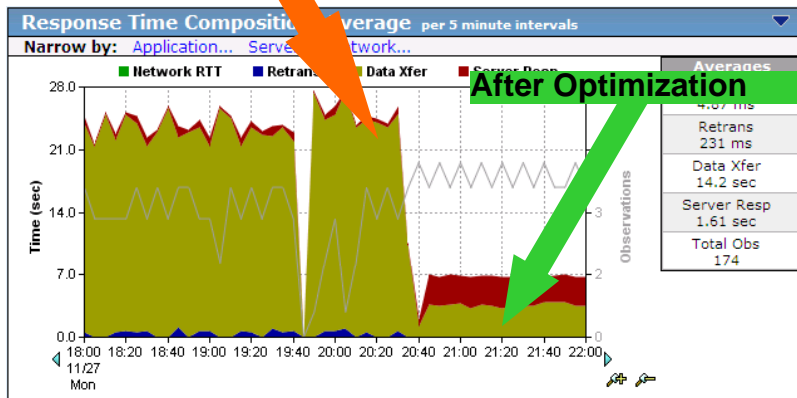
NetFlow Traffic Analysis

NBAR, CBQoS, IP SLA Reporting

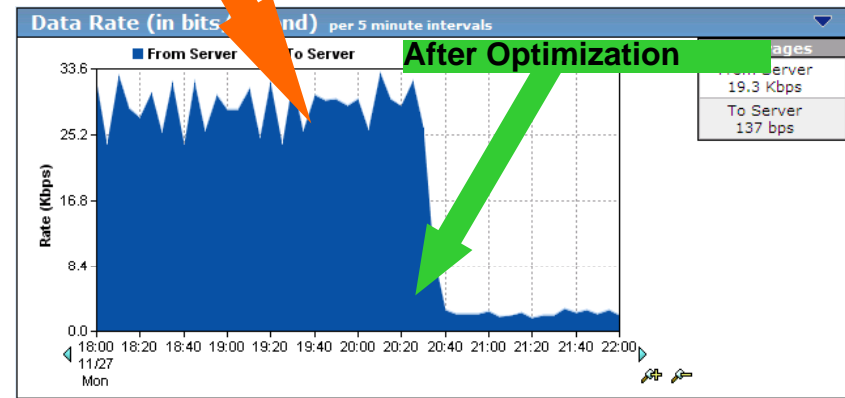


Trend #3: Better Application Visibility & Results

Before Optimization



Before Optimization



Application Response Time

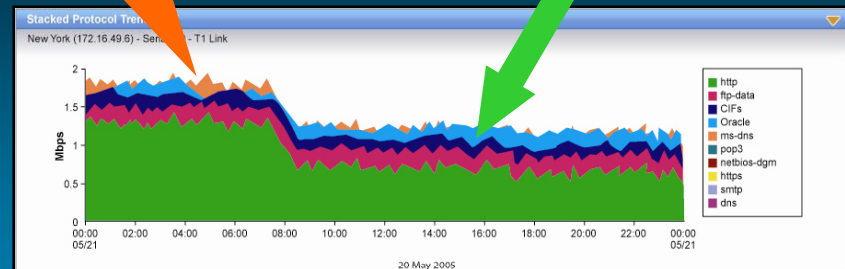
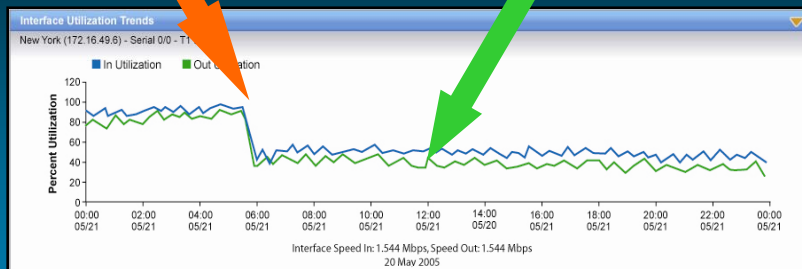
Application Data Rate

Before Optimization

After Optimization

Before Optimization

After Optimization



Link Utilization

Protocol Breakdown

Cisco WAN Application Delivery

Market Trends and Strategy Cornerstones

1. Enterprise-wide deployments
 2. Immediate need for acceleration of DC-to-DC links
 3. Adoption in Emerging Markets and APAC Theaters
 4. Branch Office IT Consolidation (Windows Server and Storage)
 5. (M)SP Engagement:
 - SP following Enterprise adoption
 - TTM Mode in CY08, 09
 - TTV mode expected in CY10
 6. Integrated App Policy and Performance Management
1. Best of breed product
 - Ease-of-use, stability
 - Expanded App. Acceleration
 - 3rd party plug-in support
 2. E2E Architectural View
 - Multiple PiNs
 - L3-L7 perspective
 3. Range of price-performance form factors
 4. Virtual Blade Infrastructure: Performance, HA etc.
 5. MSP Feature Set
 6. APM Solution: Inter-operability, Integration with IoS Services

