Aligning Business and IP Processes through Application Networking Services

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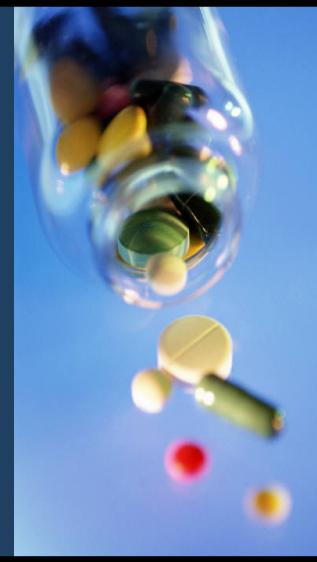
The Value of Enterprise Application Investments Is Not Being Sufficiently Realized

Unacceptable Application Response Time over the WAN

- Online supply chain deployment nearly unusable
- Decreased order capacity; slower response to demand; poor application investment

Remote Workers Unable to Access Information

- Inability to deliver reports and content to users around the globe
- Lower corporate productivity, less responsive to customers



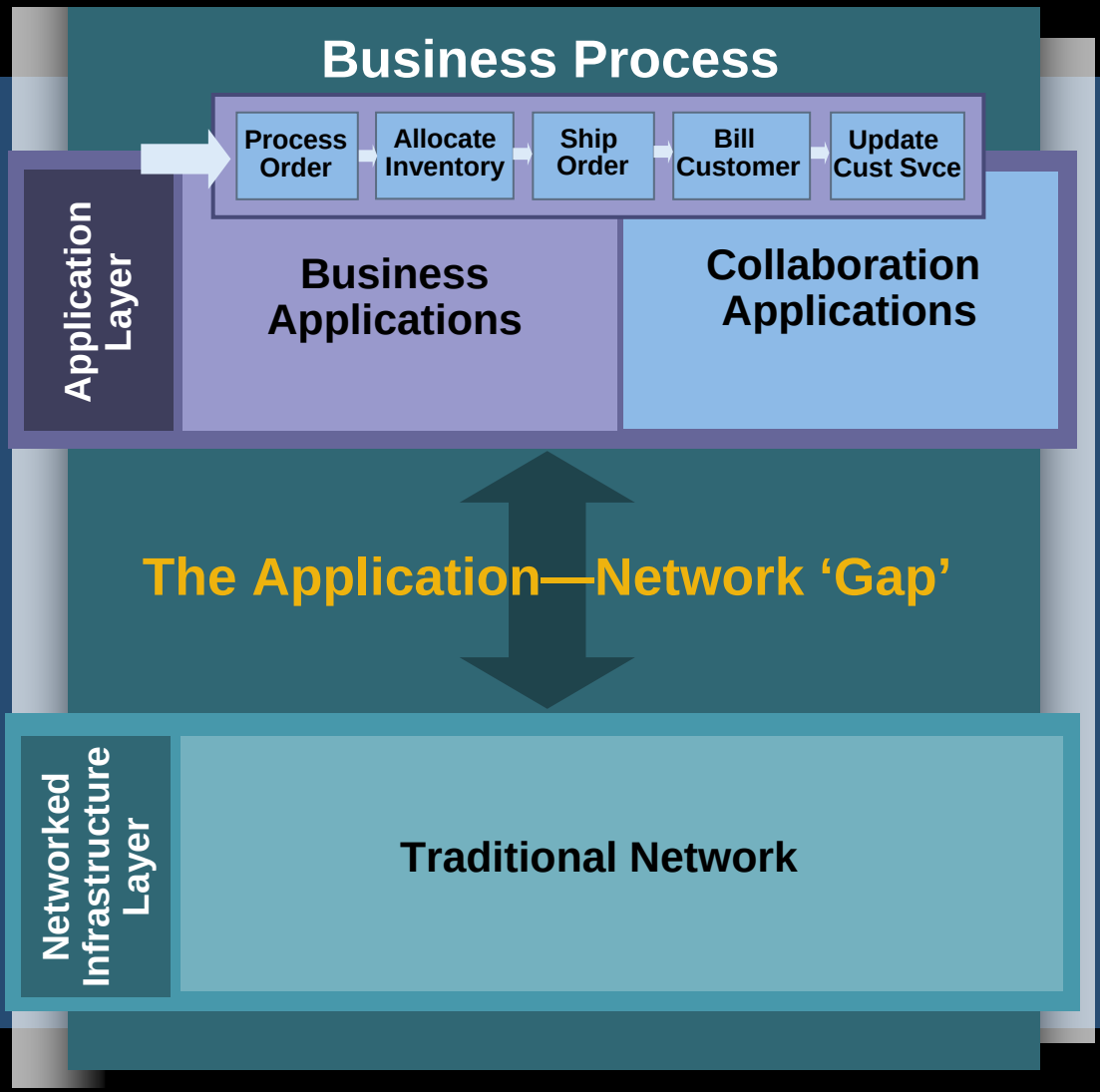
Application Security and Compliance Become Critical

- Business flexibility with confidence
- Problems balancing costs with compliance and policy enforcement through entire application “stack”

Application Infrastructure Too Complex and Costly

- Ever growing development, deployment, maintenance spend
- Inability to scale manageably to meet business demands, move to next generation architectures

The Application—Network Gap



Issues:

- Significant investment in applications, insufficient return
- Applications increasingly the 'Face-of-the-Business'
- Service level vs. cost tradeoff
- Processes demand a range of application interactions:
  - Human
  - Apps
  - Devices
- Unnecessary complexity, cost of application infrastructure
- Separate architectures

Application Challenges Across the Entire IT Infrastructure

Remote and End-Point Issues

- Wide variety of endpoints
- Applications not written for WAN
- Inefficient use of bandwidth

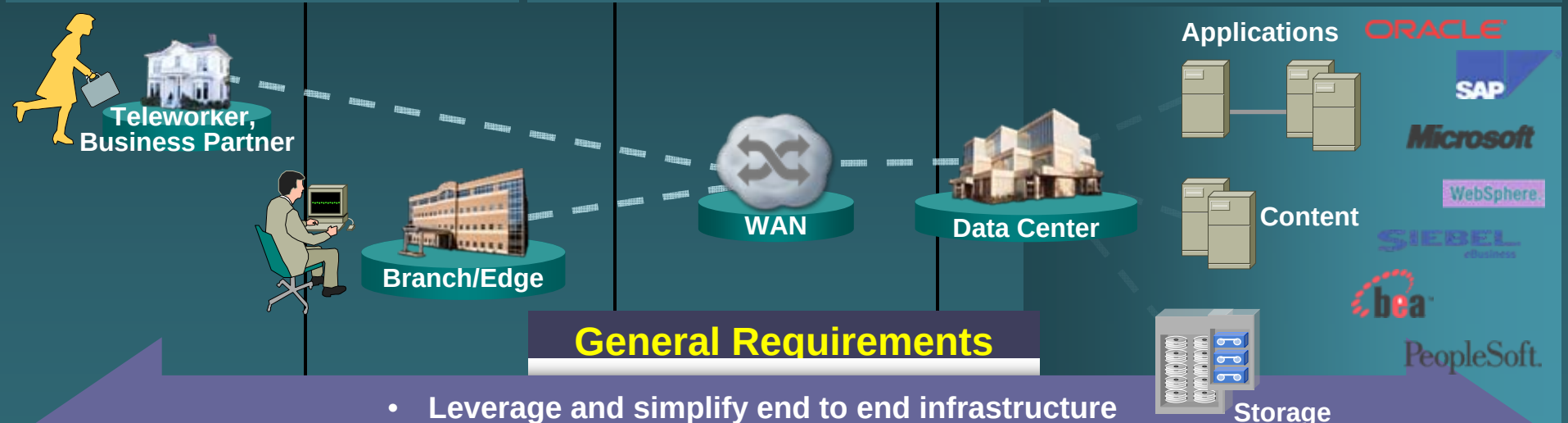
Data Center and Central Issues

- Servers process too many common functions
- Silos compete for infrastructure resources
- Applications inflexible to modification

- Network latency
- Low control

- Congested networks
- Bandwidth limits

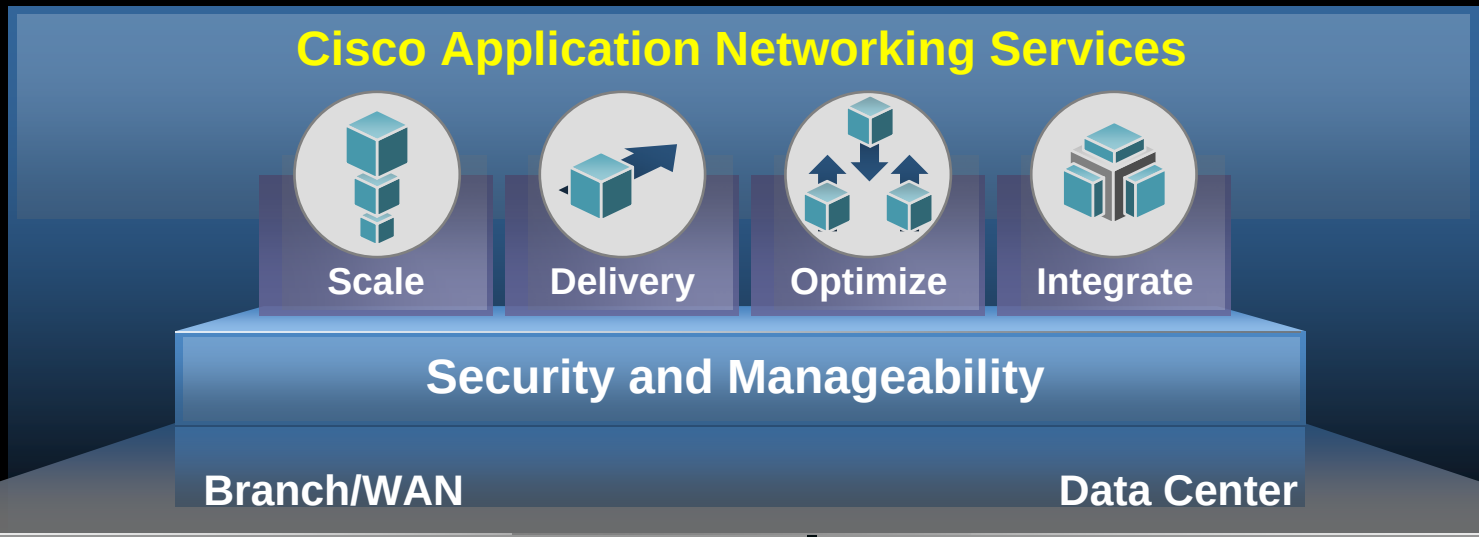
- Congested servers
- Complex infrastructure



General Requirements

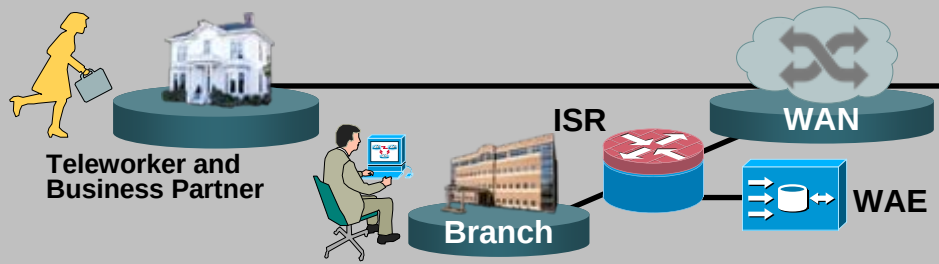
- Leverage and simplify end to end infrastructure
- Consolidation, central control, compliance
- End-to-end security

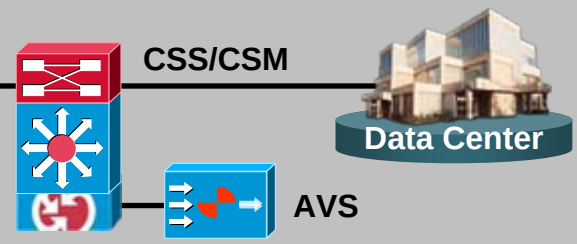
Cisco Application Networking Services
Comprehensive and Best-of-Breed Approach



- Wide Area Application Engine (WAE)
- Integrated Services Router (ISR)
- Cisco IOS® (NetFlow, NBAR, QoS, IP-SLA)
- Application-Oriented Networking (AON)

- Application Velocity System (AVS)
- L4–7 Content Switches (CSS/CSM)
- Cisco Catalyst® 6500 LAN Switch
- Application-Oriented Networking (AON)





Application Networking Services Are Driving Real World Value Today

North American Insurance Giant

Objective:

- Deploy custom J2EE claims applications throughout organization

Problem:

- Claims agents missing quota due to slow systems

Net Savings: > $2.7M

Options:

- **Rewrite application: 18–24 months, $3M est.**
- **Deploy delivery solution: $300K**

Large Global Systems Integrator

Objective

- Consolidate branch file server, storage and backup into the data center

Problem:

- Costly and complex servers to manage with no IT resources; poor data protection

Net Savings: ~ $2.0M

Options:

- **Deploy and manage new file servers and tape backup in branches: $2.8M**
- **Deploy WAE solution: $750K**

Large Technology Provider

Objective

- Simplify deployment across 2,800 applications, 10 different platforms

Problem:

- Expensive, time consuming application deployment from infrastructure functions handled differently in every app/platform

Net Savings: ~ $1.2M+/yr
100K Lines of Code, 8 FTE's

Options:

- **Continue maintaining ever more discrete implementations**
- **Deploy AON solution: $250K**