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PACKETEER®

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PACKETSHAPER
ENTERPRISE SOLUTIONS

FINALLY, UTILIZE THE FULL POWER OF YOUR APPLICATIONS



Right now, your company is spending a huge portion of its IT budget on expensive, business-critical applications, only to find them struggling to function efficiently over the Internet and wide-area networks.

What's going wrong? Far too often, these critical applications are fighting with less important traffic

for a limited amount of available bandwidth. This

veritable free-for-all not only delays critical

information, it wreaks havoc on deadlines

and company-wide performance.

Most networks don't actually need

additional bandwidth, but rather a means

to manage their existing bandwidth

efficiently. Packeteer's® PacketShaper®

offers that solution. By managing

and optimizing existing bandwidth,

PacketShaper breaks the never-

ending cycle of buying more to

improve application performance.

PacketShaper is the bandwidth-management solution that provides an

"Internet Application Infrastructure" for your existing network. Just as a

network infrastructure enables efficient data transfer, an application

infrastructure enables efficient application performance. Among other

responsibilities, it allocates resources, including bandwidth, according

to the needs of the applications and company objectives. It does this

by looking at the "application-level DNA" of an organization's traffic

and providing the toolset to meet critical service-level agreements

for an organization's top applications.

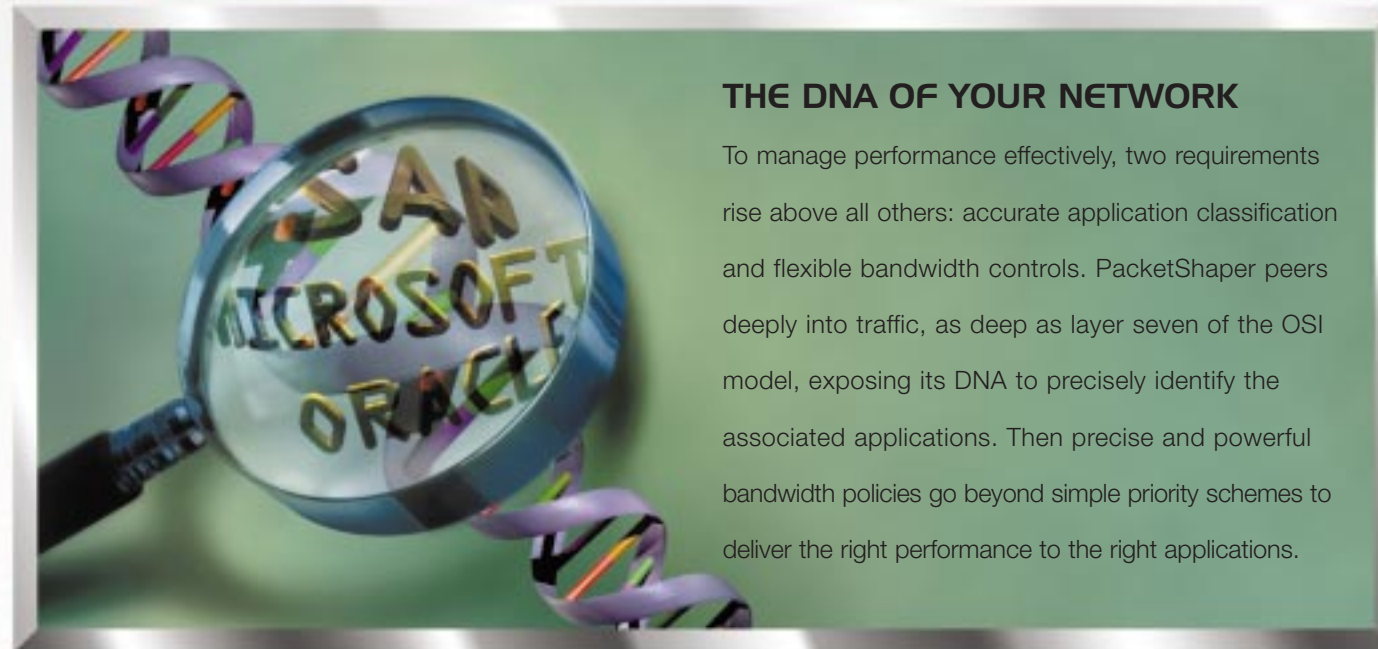
PacketShaper's ongoing management cycle ensures that less

urgent traffic, such as file transfers or casual web browsing, is kept

in check, while business-critical applications have the bandwidth they require.

With the PacketShaper application infrastructure in place, your network is

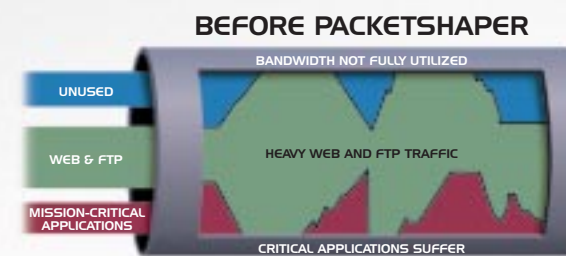
strategically directed, maximizing the power of your business applications.



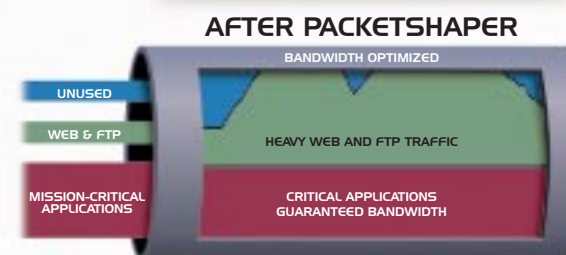
THE DNA OF YOUR NETWORK

To manage performance effectively, two requirements rise above all others: accurate application classification and flexible bandwidth controls. PacketShaper peers deeply into traffic, as deep as layer seven of the OSI model, exposing its DNA to precisely identify the associated applications. Then precise and powerful bandwidth policies go beyond simple priority schemes to deliver the right performance to the right applications.

ALIGNING YOUR BANDWIDTH WITH YOUR BUSINESS GOALS



Before PacketShaper, file transfers and casual web browsing can easily dominate wide-area network links, frequently monopolizing their entire capacity. The net result? Mission-critical applications—such as Oracle and SAP—languishing without the bandwidth necessary for acceptable response times.



After PacketShaper, business-critical applications enjoy performance that is not only prompt but also consistent. Less urgent traffic—such as email and web browsing—still gets through, but at a more reasonable pace. No single application monopolizes the link.

Internet Application Infrastructure from the Leader



Founded in Silicon Valley, Packeteer is a

leading provider of Internet Application

Infrastructures—solutions that ensure

the quality of experience for users

of critical applications. As the line

between the Internet and business

networks blurs, Packeteer is

dedicated to developing solutions

that make distributed applications

perform. Packeteer applies

its extensive expertise in

"application DNA," network

technologies, and industry

trends to develop solutions

that stand up to increasingly

complex requirements.

Today, Packeteer's

products are deployed

by leading FORTUNE

1000® companies and

service providers

worldwide through

an established

network of more

than 100 VARs,

distributors,

and system

integrators in

more than 50

countries.

"We found that PacketShaper, which can control even the most elusive types of traffic, remains the most capable QoS solution."

— InfoWorld

Test Center Comparison

November 1999

DISCOVER THE MAXIMUM POTENTIAL OF BUSINESS APPLICATIONS

Some of the companies now using PacketShaper:

- Sony
- NEC
- Ministry of Defense, United Kingdom
- Fujitsu
- Shell
- Banner Health
- Sharp
- Northwestern Mutual Life
- AT&T
- Borden Chemical
- Standard & Poor's
- Lucent Technologies
- ABM Industries
- U.S. South Pole Station
- NTT
- Transamerica
- Unilever
- Hewlett Packard
- British Telecom
- Hoechst Marion Roussel
- J. Walter Thompson
- Charter Communications

MORE POWER TO YOUR ERP

Don't let poor performance of ERP solutions (such as SAP, Oracle, PeopleSoft, and J.D. Edwards) undermine anticipated productivity gains. Ensure that these core business applications perform efficiently across the network by giving them the bandwidth they require, when they require it.

SMOOTH FLOW FOR SERVER-BASED COMPUTING

Server-based applications such as those running over Citrix and Terminal Server often face performance problems due to bandwidth contention with non-urgent IP traffic as well as their own print jobs. PacketShaper delivers consistent performance, customized for each application.

KEEP COLLABORATION IN BALANCE

Managing collaboration applications such as Microsoft Exchange, Novell GroupWise, and Lotus is a balancing act. PacketShaper keeps these apps moving to mine their timely benefits, but controls their tendency to impede other mission-critical applications.

WAN INTERNET

PROTECT HOST-ACCESS APPS

Users miss SNA quality of service when TN3270, TN5250, and web-enabled host access bring legacy applications to the contentious IP network. PacketShaper gives these interactive, delay-sensitive flows the bandwidth they need for prompt response and employee productivity.

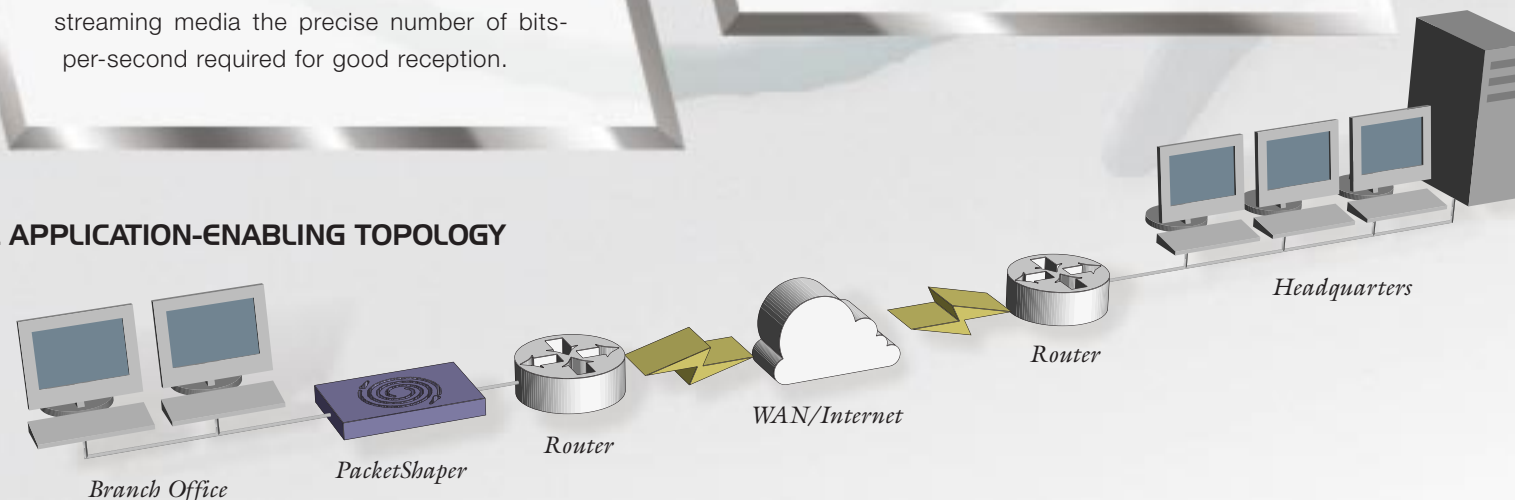
MAXIMIZE INTERNATIONAL WAN LINK THROUGHPUT

International lines are painfully expensive. Eliminate the need for additional bandwidth purchases by maximizing your current bandwidth's efficiency between international facilities.

JITTER-FREE STREAMING MEDIA

Video and Voice-over-IP typically are plagued by "jitter" and random delays. PacketShaper eliminates this stutter and static by giving streaming media the precise number of bits-per-second required for good reception.

TYPICAL APPLICATION-ENABLING TOPOLOGY



PacketShaper Success Stories

"PacketShaper lets us target the traffic that is really critical to us and then do something about it."

Troy Taylor, Autodesk

"PacketShaper was the perfect solution to protect our mission-critical traffic while eliminating the need for costly network upgrades."

Hee-Kwon Lee
Korean Exchange Bank
Credit Service Company

"By taking control of our network we have increased the efficiency of our online business and improved the performance of our internal applications. By doing so, we keep both staff and customers happy."

John Riley
TNT

FOUR STEPS TO MAXIMIZED APPLICATION POWER



PacketShaper integrates smoothly with existing networks and requires no new protocols, router reconfiguration, topology changes, or desktop changes. Installation is quick and easy—just plug in two cables and fill out a web-based information form. Immediately,

PacketShaper lets you detect traffic types and set policies for traffic based on application type, application content, user, subnet, URL, protocol, and IP precedence bits.

All PacketShaper models stem from the same core technology but are tailored for varying environments—everything from data centers to branch offices.

Each platform is available in a number of link-speed options in order to fit perfectly into any environment.



CLASSIFY INTERNET TRAFFIC

Identifying the traffic competing for bandwidth is the first step towards improving application performance. After all, you can't control what you can't see. PacketShaper discovers and classifies hundreds of types of traffic, often exposing applications that administrators didn't even realize were sneaking onto their network. PacketShaper differentiates applications based on information from layer seven of the OSI networking model—the most precise identification criteria.

REPORT ON SERVICE LEVELS

Administrators need continuous feedback. PacketShaper tracks and reports the ongoing results of the Control step, including: application response times, divided into time spent in transit and time spent on the server; comparisons between actual performance and service-level goals; clients and servers with the worst performance records; and over 30 other per-application statistics and corresponding graphs.

Monitor-only PacketShapers are available for links where bandwidth controls are not immediately critical, but classification, analysis, and reporting capabilities are necessary. If monitoring reveals a problem, adding PacketShaper's control features is easily accomplished via an on-line software upgrade.

PacketShaper's monitoring and policy-setting features are displayed and controlled through PacketShaper's PolicyConsole, which can be accessed through any web browser. The PolicyConsole is the gateway to PacketShaper's unique four-step solution featuring classification, analysis, control, and reporting.

ANALYZE APPLICATION BEHAVIOR

While Classification reveals what is on the network, Analysis shows how it behaves, helping to identify problems and form management strategy.

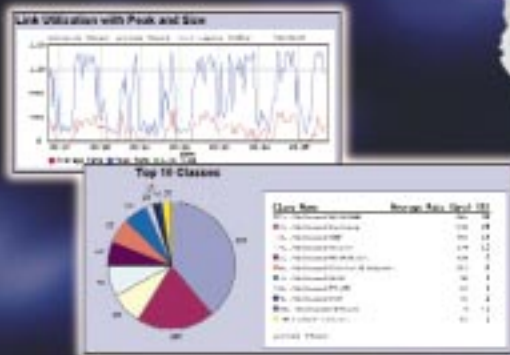
PacketShaper tracks average and peak traffic levels, identifies top users and applications, measures application response time, and evaluates network efficiency.

CONTROL APPLICATION PERFORMANCE

While other steps highlight problems, Control provides the opportunity to fix them. Flexible policies can speed time-critical applications as well as pace non-urgent or bandwidth-intensive traffic. Policies can allocate bandwidth minimums and maximums to individual sessions or to applications as a whole, both inbound and outbound. PacketShaper incorporates Packeteer's patented TCP Rate Control technology, which explicitly manages bandwidth and smooths bursty IP traffic. In contrast to router-based solutions, PacketShaper proactively shapes bi-directional traffic without resorting to queues that induce unnecessary packet loss and retransmissions. The result is consistent, prompt, controlled performance for each application.

CHARTS AND GRAPHS

PacketShaper offers a variety of graphs that highlight average and peak bandwidth usage, per-application response times, comparisons of actual performance with service-level goals, network efficiency, the slowest servers, and the top applications, users, and websites.



PACKETSHAPER POLICYCONSOLE

PacketShaper's web-based user interface, the PolicyConsole, gives managers access from anywhere with a password and a standard web browser.



PACKETSHAPER LINE



PacketShaper 1500 Series

Designed for branch offices and remote sites, supports capacities of up to 2Mbps.

PacketShaper 2500 Series

Designed for large branch offices or small corporate data centers, supports capacities of up to 10Mbps.

PacketShaper 4500 Series

Designed for mid-sized data centers, supports capacities of up to 45Mbps.

PacketShaper 6500 Series

Designed for large data centers, supports capacities of up to 100Mbps.

PacketShaper 8500 Series

High-capacity platform designed for the largest data centers, supports capacities of up to 200Mbps.

