

Stingray Aptimizer for Web Content Optimization

Accelerating SharePoint, websites, and other web-based applications

Business challenges

No one likes to wait. Today everyone expects instantaneous response from web sites and applications, and the longer they take to deliver, the more likely people will drop off and shift their attention elsewhere. This translates to lost revenue, less awareness, reduced collaboration, and decreased productivity. Enterprises rely on the performance of their web portals and applications and home pages to drive real business results, and they'll commit huge amounts of time, money, and effort to improve this performance. Often those attempts are of limited value, with capacity investments only having a marginal impact on the experienced browser speed for the end user. Even dedicating more application developer time to addressing myriad performance pitfalls may be ineffective, and takes them away from building new business capabilities and fresh content.

Trends in IT consolidation and cloud computing conspire to further exacerbate this problem. Essentially, servers are moving farther away from the people who use them, and distance has a direct correlation to delay. In addition, many times the IT organization may only have control over one end of the system, with external customers and partners and remote sites beyond its reach. How can they most effectively improve response times and eliminate bottlenecks, perhaps 80% of which are actually dependent on the browser, not the servers and private network? A new class of technology is emerging to solve exactly these issues – web content optimization.

The Stingray Aptimizer solution

As environments get more complex, more distributed, and more virtualized, customers are looking for a broader set of tools to solve performance problems over networks. And as these environments rapidly change, the distinctions between separate, independent optimization technologies are blurring. Riverbed now helps customers find a comprehensive solution spanning wide area network (WAN) optimization, network performance management, traffic management, load balancing and web content optimization. With this range of best of breed products, Riverbed can tailor the best possible approach to delivering performance from the server to the end user, globally connecting the enterprise, and producing significant business value.

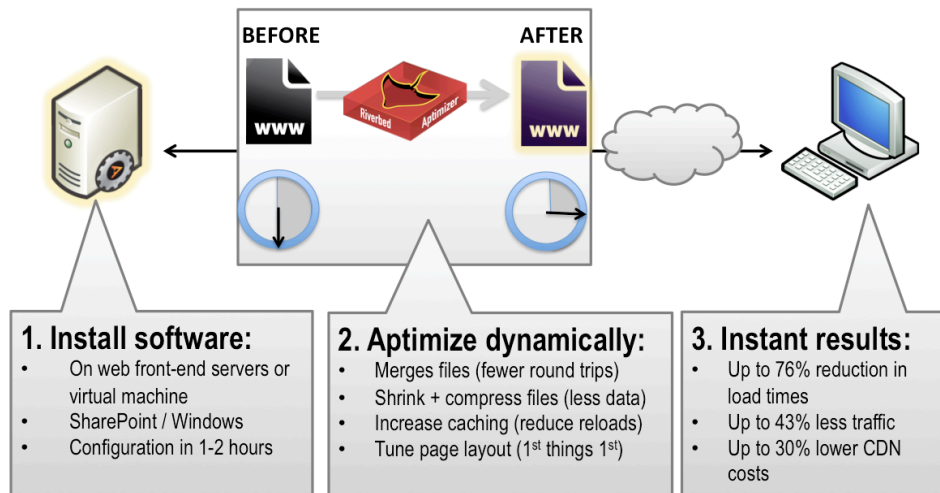
Stingray Aptimizer web content optimization is a software package set up on the web server that dramatically accelerates web-based applications and websites. Stingray Aptimizer dynamically groups activities for fewer long distance round trips, compresses images to reduce bandwidth required, increases caching for faster repeat visits, and prioritizes actions to give the best possible response time for loading a web page on any browser. This has direct benefits in satisfying the user, removing the headache of troubleshooting for the developer, and improving the business results from a huge range of web-based activities including Microsoft SharePoint, public websites, intranet portals, and cloud applications. IT performance is easily improved worldwide.

BENEFITS

- Improve web application adoption across an enterprise
- Speed SharePoint response times for more productivity & collaboration
- Reduce capital & operating costs of alternative capacity approaches
- Increase revenue with more usage of point of sale and informational tools
- Improve user satisfaction & reduce helpdesk complaints

“Asking your customers to wait is like asking them to leave.”

How Aptimize Works:



Stingray Optimizer Advantages

The most comprehensive range of WCO techniques

Stingray Optimizer has a huge range of optimizations to deploy in maximizing performance for dynamic websites. Where point approaches can be very labor and cost intensive, and still not address all the cumulative bottlenecks, Stingray Optimizer brings all the best practices to life in a simple to deploy, automated package.

Enhanced by the broad Riverbed IT performance portfolio

While Stingray Optimizer is a great standalone product for improving web performance, Riverbed complements this with best of breed Steelhead WAN optimization, Cascade application-aware network performance management, Stingray Traffic Manager, and the announced Akamai content delivery partnership. This builds a truly differentiated combined solution, unlike any other vendor on the market.

Proven in the most demanding environments

Stingray Optimizer is loved by hundreds of customers worldwide, accelerating some of the most demanding websites including Microsoft, Dell, KPMG, HP, Google, Vodafone, Disney, Six Flags, and many more. These environments have field-proven Stingray Optimizer and shown it to be a rock solid solution.

Far more efficient than “Do-it-yourself”

To optimize even close to Stingray Optimizer usually takes weeks or months, its complex, tedious, and costly to do this manually, taking away developers that could otherwise be working on strategically valuable projects. Optimizing by hand often makes site less maintainable; change anything and you have to re-optimize. Most businesses would rather invest in adding new features than manual optimization when it can be done automatically. Many Stingray Optimizer features can't be done manually, such as browser-centric optimizations and third party caching.

About Riverbed

Riverbed delivers performance for the globally connected enterprise. With Riverbed, enterprises can successfully and intelligently implement strategic initiatives such as virtualization, consolidation, cloud computing, and disaster recovery without fear of compromising performance. By giving enterprises the platform they need to understand, optimize and consolidate their IT, Riverbed helps enterprises to build a fast, fluid and dynamic IT architecture that aligns with the business needs of the organization. Additional information about Riverbed (NASDAQ: RVBD) is available at www.riverbed.com.



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