AppLogic NETWORKS

Enterprise Traffic Management

Precisely manage congestion, extend infrastructure lifecycle, and protect QoE

THIS USE CASE DELIVERS:

Application Awareness
Delivering the industry's best application identification with the largest and most precise library of application signatures. Application awareness is an important dimension to consider and manage to ensure better customer experience in cases where congestion does occur.

Flexible Policy and Traffic Management
Enabling real-time policy control on a per-user basis across multiple context and service dimensions. Flexible policy and traffic management allows for powerful and agile policy management with multiple inputs from different sources.

Network Neutrality Compliant Management Techniques
Empowering enterprises with flexible and feature-rich congestion management, allowing them to choose the traffic management policies that fit the network neutrality requirements of their particular regions.

QoE Trend Monitoring
Providing analytical tools, such as ScoreCard, which measures the QoE delivered across key traffic, users, and other dimensions. These analytics help NetOps teams worldwide track their quality and identify areas where more attention or investment may be needed.

MARKET OVERVIEW

Congestion is an ongoing network issue for every service provider, regardless of the size or access technology. Concerns about how to manage it shows no signs of abating for the foreseeable future. Network congestion occurs when demands for resources exceed resource capacity and that capacity is bounded by two overriding factors: the investment required to expand capacity and the quality of experience (QoE) delivered to customers.

Theoretically speaking, networks are designed to be responsive to appplication and user traffic requirements, to handle peak loads, and to provide reasonable returns on investments. However, the reality is that networks cannot be economically built to deliver against all potential future requirements because users and applications can present rapidly changing needs; peak loads can vary wildly, return on investment (ROI) and budget projections can falter in the face of rapidly growing needs, and other business-related issues.

To add another layer of complexity, enterprises typically only want to apply traffic management policies during congestion periods and ensure that all users have equal access to bandwidth or are allocated bandwidth according to their service-level agreements with transparency.

Enterprises need a solution that delivers more with less, stretching capital and operational resources without impacting QoE, while also complying with user and application needs.

USE CASE OVERVIEW

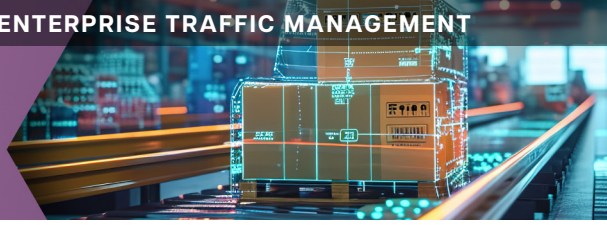
Congestion management may take many forms. Enterprises can analyze historical trends for planning purposes, but this approach is not helpful as a method for responding to real-time network congestion issues, which require dynamic and automated actions rather than static rules and manual actions.

AppLogic Networks takes a more dynamic approach to managing congestion, combining traffic management with policies that are triggered when and where needed. The Use Case provides far more precise and effective congestion management based on a much broader set of conditions, which can include:

- Priority by application or application type, content type, by source or destination, and by network type
- Personalized user-related attributes such as recent usage, SLAs, and type of device
- Real-time monitoring of QoE metrics at locations throughout the network, which can then inform actions to maintain specified quality levels

Ultimately, AppLogic Networks' solution for managing congestion is centered on the notion of managing specific SLAs for applications, network resources, user groups, and users. Even for policies that may favor a higher power-user, there are still managed SLAs.

Enterprise Traffic Management



ENTERPRISE TRAFFIC MAGAGEMENT BY ACCESS TECHNOLOGY

AppLogic Networks' Enterprise Traffic Management works across all network access types. It includes unique, network-specific features tailored for even more effective congestion management. The use case can also operate in conjunction with network neutrality traffic management guidelines, such as only shaping traffic when congestion is detected or for application classes rather than for specific applications.

Although Enterprise Traffic Management is a foundational use case within the enterprise solutions, it also seamlessly integrates with other use cases, including the following: Heavy User Management, and Usage-Based Services.

WiFi Networks

WiFi access technology has become crucial for enterprises because it now acts as the primary network extension to their networks. Because WiFi has become ubiquitous, users consider it an essential utility and expect high-quality WiFi connections.

WiFi congestion management is largely different from that of other access networks in that it is applied at the access point (AP), site router, and wireless LAN controller (WLC) levels. This hierarchy is important because it is at these three levels that congestion management can be applied, providing the contextual awareness (users mapped to AP, site router, or WLC) needed for critical performance intelligence and follow-up actions.

Key capabilities include:

- Completely vendor agnostic and can be integrated with any WiFi vendor's AP and WLC
- Deployments can be centralized or decentralized (network or cloud-based), and the features remain consistent across all deployment models
- Data can be integrated with network operation tools for automated alerts and ticket generation
- AppLogic Networks analytics can provide per-user scoring for a localized view of WiFi network performance, exposing hotspots, and coverage holes
- Broad application signature database allows NetOps teams to uniquely identify application groups and individual applications for deeper insight into usage behavior
- Application-level traffic prioritization (based on identified virtual services)
- Fair use management balances traffic equitably amongst users, allowing the service provider to better manage customer experience during times of congestion

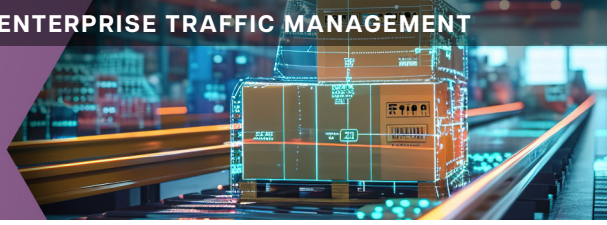
Fixed Enterprise Networks

For enterprises, the cost of augmenting current capacity is incredibly expensive and the process of laying cable is labor-intensive. This high cost is a deterrent for many enterprises and they often just resort to oversubscription as a way to manage congestion; while effective in the short-term, it has a serious implication to service-level agreements and the QoE delivered to users.

Key capabilities include:

- Traffic prioritization for business-critical applications and traffic types when a network location is operating with limited resources
- Systematic management for congestion-related issues versus oversubscription, as the actual available capacity of a network resource is dynamic rather than constant
- Precise and intelligent congestion management: user aware, uplink/downlink direction aware, SLA aware, and topology aware (up to BRAS circuit, PON port and Bit Stream links)

Enterprise Traffic Management



- Vendor- and technology-agnostic solution to easily integrate in multi-vendor deployments, which are highly common with lower CAPEX and TCO
- Multi-dimensional approach that works proactively against developing congestion pattern and only acts on genuine congestion situations
- Peering link traffic prioritization, which allows converged service providers, sharing common internet links, to manage traffic (based on access technology) as per business intent

ABOUT APPLOGIC NETWORKS

AppLogic Networks' cloud-based App QoE portfolio helps customers deliver high quality, optimized experiences to consumers and enterprises. Customers use our solutions to analyze, optimize, and monetize application experiences using contextual machine learning-based insights and real-time actions. Market-leading classification of more than 95% of traffic across mobile and fixed networks by user, application, device, and location creates uniquely rich, real-time data that significantly enhances interactions between users and applications and drives revenues. For more information visit **https://www.applogicnetworks**.com or follow AppLogic Networks on X **@AppLogic Networks**.

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