AppLogic NETWORKS

AppLogic Networks for Cloud, GPUaaS & Data Center Solution Providers

KEY BENEFITS

- Increased network team agility and efficiency to reduce operational costs
- Optimize all the network traffic, whether north-south and east-west, to keep network CapEx and OpEx down
- Greater personalization of tenant network plans to drive new revenue streams
- Better allocation of bandwidth to meet customer requirements and SLAs
- Eliminate large throughput and volume anomalies for smoother network operation
- Better manage east-west data center traffic to keep network costs low and speed AI processing
- Increased network resiliency, reduced trouble-tickets via faster resolution of network problems

The network operations teams for cloud, GPU as a Service (GPUaaS) and data center service providers have the unenviable challenge of managing some of the most complex networks anywhere. They face numerous challenges in balancing the needs of their various tenants and multiple types of workload traffic. Many cloud and data center service providers are turning to AppLogic Networks' Enterprise Solution to give them the visibility and optimization they need to better operate their networks, deliver services that keep customers happy, and lower their network CAPEX and OPEX costs.

MARKET DYNAMICS

The cloud, data center and GPUaaS market is undergoing rapid transformation including:

- High growing pains – Growth continues in existing segments while rapid growth in new ones such as AI and GPUaaS have created tremendous stress on network operations.
- Complex usage patterns – Newer services add differing forms of network traffic and usage patterns creating different performance characteristics.
- Diversity of Plans – Different services have very different network requirements which require the service provider to plan for and implement these plans.
- Managing costs – Fast growth is causing a rapid build out of data centers and services, but providers need to keep an eye towards costs.

NETWORK OPERATION CHALLENGES

Cloud and data center service providers typically have highly diverse customers with differing requirements and have to meet strict Service-Level Agreements (SLAs) and contractual terms. As we enter the AI era, the demands on these networks are going increase dramatically. The amount of data generated and moved will grow tremendously over the past ten years and will grow even faster over the next ten due to AI. The network operation demands are many and they include:

- Managing and maintaining an extremely complex network topology with highly diverse customers,
- Optimizing each type of traffic, both north-south and east-west, and balancing across the entire network,
- Identifying large bandwidth, throughput and volume swings and anomalies and managing those to meet SLAs
- Creating, operating, and monitoring personalized service plans, quotas and SLAs, and
- Gaining visibility into network performance to rapidly troubleshoot and resolve problems

APPLOGIC NETWORKS' ENTERPRISE SOLUTION

The AppLogic Networks Enterprise Solution provides the three key components required for success IoT network operation – network observability, network optimization, and network security – all in a single, integrated solution. This integrated solution ensures the network operates smoothly, efficiently and securely at all times.

The underpinnings of the solution are driven by AppLogic Networks industry-leading application identification and classification, AppQoE network data and real-time policy management technologies that have helped provide visibility into and optimize some of the largest networks in the world.

Figure 1

Enterprise Insights Network Overview

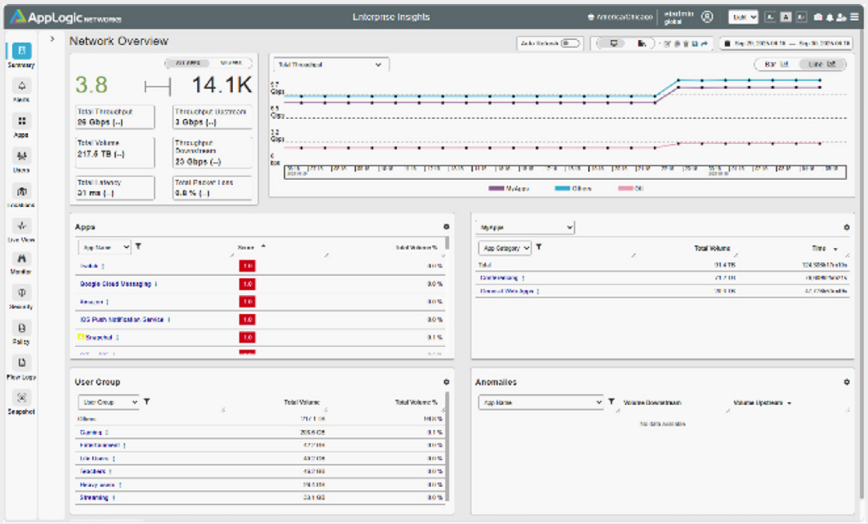
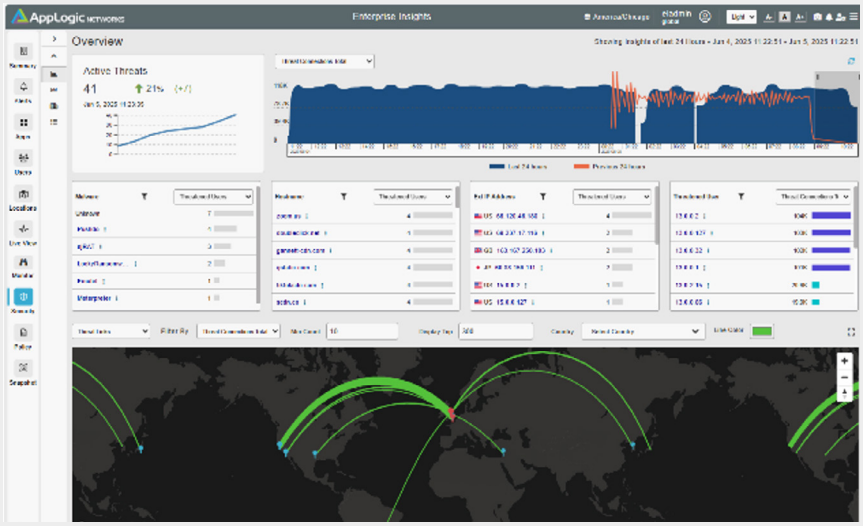


Figure 2

Enterprise Insights Network Security Overview



UNIQUE VALUE FOR CLOUD AND DATA CENTER SERVICE PROVIDERS

DYNAMIC TRAFFIC MANAGEMENT

- Manage very high-volume ingress and egress traffic effectively,
- Manage spiky and heavy AI and AI training flows,
- Shape low priority system and software update traffic,
- Prioritize low-latency inference and agentic communication,
- Isolate inter–data center replication from client traffic to protect performance,
- Dynamically activate traffic management during congestion or for heavy usage clients

360° OBSERVABILITY

- Highly actionable insights, anomaly detection and alarm to monitor network performance,
- AI-powered network traffic and performance data exploration and insights to speed troubleshooting,
- Real-time insights into bandwidth, latency and 16 other critical metrics on the network,
- Highly contextual insights across apps, content, clients/users, and locations to to identify what is being affected and troubleshoot problems

NETWORK SECURITY

- Identifies and eliminates network threats that slip past firewalls (often in encrypted traffic) before they breach critical systems,
- The detection of network traffic anomalies and policy violations and blocking of suspected traffic,
- Unique identification of network traffic threats such as flow masquerading, DDoS attacks, address and port scanning, and flow and SYN flooding,
- Highly descriptive and deep metadata around threats to report and track threats that can be integrated into existing SIEMs

PERSONALIZATION

- Easy definition of highly personalized event network plans managed through a dedicated UI and workflow,
- Define policy templates that encompass the bandwidth and resource allocation per tenant workloads,
- Rapidly apply policies for users, applications, and workloads to onboard new tenants,
- Monitoring and analytics on customer usage within plans to ensure SLAs are met and identify potential upsell opportunities

SCALABLE NAT GATEWAY

- Contextually aware, highly scalable, and cost-effective solution for managing IPv4 exhaustion.
- Saves providers from deploying yet another gateway platform and handling asymmetric traffic by ensuring synchronization across AppLogic nodes at terabit scale including bursty short lived traffic flows.

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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