



Who Are Exinda?

Exinda delivers WAN Optimization & Network Control solutions to global Fortune 1000 & mid-sized enterprises & organisations around the world. Thousands of customers rely on Exinda to meet their application service level agreements (SLAs) & control the way business WAN & Internet resources are consumed.

What Does Exinda Do?

Exinda is different; they take an intelligent approach to application SLA assurance & network control, which is critical in modern networks that span many devices, clouds & countries. What sets Exinda apart is their integrated, easy to use suite of technology. Exinda focuses on application & key services SLA assurance.

- 11,000 Enterprise branch offices collaborate using Exinda
- 6 million students worldwide rely on Exinda
- 8 of the top 10 hotels control guest internet access with Exinda
- Governments in 31 countries depend on Exinda
- Global Telco's & ISPs deliver managed services utilising Exinda.

Customer Drivers

The challenges for enterprises & organisations running large WANs & trying to control wide spread internet flows is that potential underfunded network budgets & increased complexity within their WAN & Internet applications ultimately ends up with poor user experience & productivity from employees.

Exinda's solution helps enterprises & organisations to connect branch office networks more efficiently, prioritize key services like video & voice, as well as enabling collaboration & web based applications, whilst controlling data & information to meet business policy, SLAs & compliance standards.

Key Projects Exinda Can Help Enable

- Branch Office IT Consolidation
 - Removal of branch office servers
 - Centralised back-up
 - Improved application performance
- Enhance enterprise wide virtualization performance
- Prioritise & control voice & video SLAs
- Internet, social media & guest access visibility & control
- Application usage & performance visibility by user
- Enhanced application deployment & acceleration
- Cloud application & data migration / performance

How Does Exinda Do It?

Simple Set-up

Install & configure your Exinda appliance in just minutes. Exinda's web-based wizard leads you through the installation process by asking you a series of questions about the network. Based on the answers, the Exinda appliance automatically creates a custom configuration & set of policies tailored to the needs of the business.

User-Level Network Visibility

Monitor the health of your network in real time across all six core network variables:

- Active Directory user information
- Bandwidth usage reporting
- Layer 7 application & Web visibility
- Network visibility
- Service-level agreements (SLAs) monitoring & alerting
- Traffic control by application, user & importance.

And because the network monitoring functions are tightly integrated with Exinda's policy engine, you can quickly identify issues & take action without toggling between multiple solutions.

Application Reduction & Acceleration

Exinda's WAN Optimization Suite uses two key technologies to intelligently optimize network performance to assure a predictable end user experience.

- **Data reduction** - Minimizes the amount of data crossing the WAN or that is downloaded from Internet sites by intelligently applying caching & compression technologies.
- **Application Acceleration** - Capabilities improve WAN communications & the performance of business critical applications across your WAN.

Actionable Reporting

Exinda WAN Optimization Suite includes 40 pragmatic management reports that provide actionable intelligence about your network. These business-centric reports are based on users, departments, times, locations, devices & applications; no endless log files & lists of IP addresses to find application usage by protocols & users.

Policy-Based Traffic Shaping

Exinda's policy-based traffic shaping identifies traffic at a granular level so you can easily set policies to define the maximum amount of bandwidth any particular Internet site, cloud application or user can consume. This level of control is vital to ensure your strategic applications always have the bandwidth they need for maximum performance & that real time traffic like video & voice are protected or contained based on priority.

Vertical Sector Example Requirements

Hospitality – Control & ensure a cost effective & good user experience for guest Internet access

Pharmaceutical – Enable centralised access to collaborative documents whilst prioritising Video & Voice Comms.

Financial Services – Connect branch offices; prioritise key services & applications to meet business policy & compliance.

Government – Connect branch office services to centralised systems & control mixed traffic flows from employees Vs the public networks.

Education – Enable web based learning applications, control Peer to Peer traffic & control internet applications / Social media traffic.

Energy & Utilities – Prioritise key applications to remote locations & enable a good user experience.

Media – Optimise & accelerate large media files whilst enabling branch office server consolidation.

Legal – Enable centralised access to collaborative documents whilst prioritising Video & Voice communications

Customer examples...




Cloud Distribution Ltd

Southern Office: Tel: 01635 800410 Email: south@cloud-distribution.com
Northern Office: Tel: 01635 800416 Email: north@cloud-distribution.com



How The Competition Stacks Up

Features	riverbed	 Silver Peak	BlueCoat [®]	ipanema Technologies	PROCERA EMPOWERING INTELLIGENCE	 CISCO [™]
User Level	No	No	Mach 5 Only	No	Yes	No
Visibility	Cascade Only	No	Packetshaper Only	Yes	Yes	Basic
Policy	Not Integrated	Not Integrated	Not Integrated	Not Integrated	Not Integrated	Not Integrated
NW Shaping	Not On Cascade	Basic	Yes	Yes	Yes	Basic
Acceleration	Steelhead Only	Yes	Mach 5 Only	Basic	Yes	Yes
Reporting	Steelhead Only	Yes	Yes	Yes	Yes	Yes
Internet	Yes	No	Mach 5 Only	No	Yes	Yes
WAN	Yes	Yes	Mach 5 Only	Yes	No	Yes
Integrated	3 Products	No	No	Yes	No	No

Exinda Value Proposition

User level, visibility-based policies

- That drive network shaping, acceleration & reporting
- For Internet and WAN assets

A simple, integrated, single box solution.

Exinda Strengths

- Simple:** To configure & manage
- Integrated:** Manage NW assets via one console
- Single Box:** For shaping, acceleration & reporting
- User ID:** Set policy at user, group & app levels
- Price:** Priced at an advantage versus competitors