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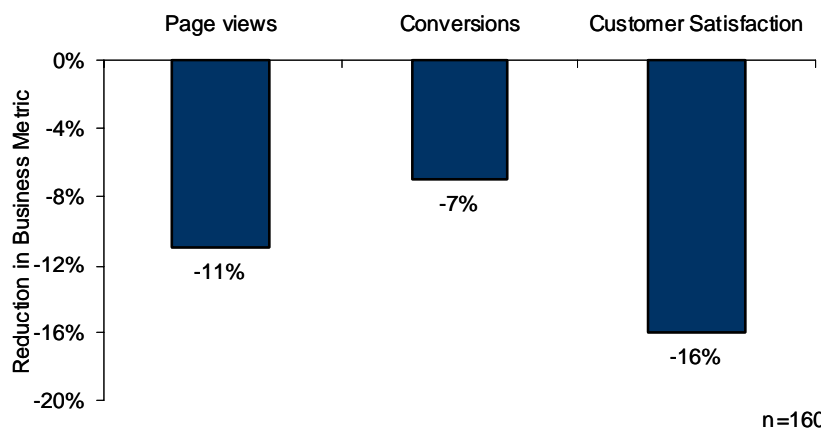
Crescendo Networks Addresses Top Business Goals with an Integrated Suite of Application Delivery Capabilities

On May 4th Crescendo Networks announced availability of the Maestro CN-7000 platform series for the AppBeat DC application delivery controller. These platforms include a set of capabilities that allow enterprises, service providers, and web properties to improve application performance, optimize server and network resources, and reduce infrastructure cost. The platforms also include capabilities that enable organizations to solve emerging problems for application delivery, including virtualization and managing application performance in the Cloud. This Analyst Insight examines opportunities for customers and prospects of Crescendo Networks to address the top pressures for application delivery.

Opportunity in the Market

Aberdeen's March 2009 Benchmark report, *Application Performance Management: Getting IT on the C-Level's Agenda*, revealed that infrastructure cost reduction is a top business driver for investment in application performance management. Additionally, Aberdeen's November 2008 report, *The Performance of Web Applications: Customers are Won or Lost in One Second*, showed that the business performance of web applications begins to suffer after a response time delay of 5.1 seconds. Figure 1 shows that waiting one additional second from four to five seconds significantly impairs top business goals such as customer satisfaction and visitor conversions.

Figure 1: One Second Dramatically Reduces Key Business Metrics



Source: Aberdeen Group, November 2008

These business results reflect the following trends:

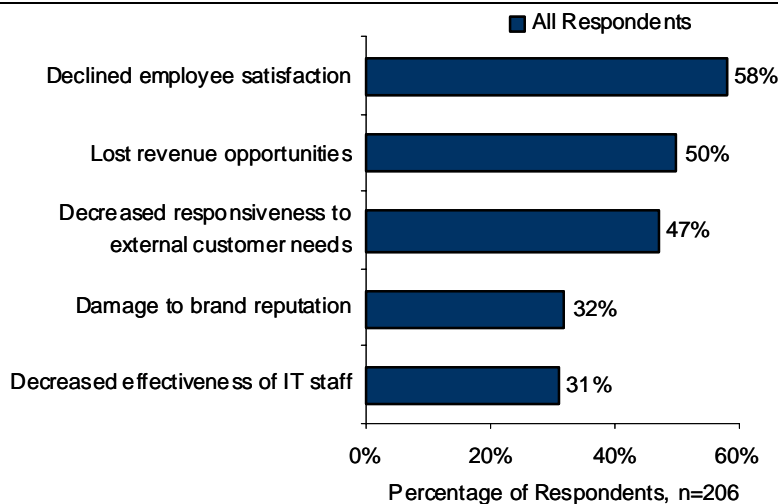
Analyst Insight

Aberdeen's Insights provide the analyst perspective of the research as drawn from an aggregated view of the research surveys, interviews, and data analysis.

- Business users and external customers are expecting higher levels of performance and availability for business-critical applications.
- Executives are increasingly aware of the impact that application performance failures can have on business goals such as revenue growth, customer satisfaction, and brand recognition.
- Web 2.0 applications and the adoption of dynamic content (as shown on Figure 2) create an environment which is increasingly difficult to predict usage patterns for Web applications. These challenges result in unpredicted server loads and issues with application performance.

Figure 2 shows how application performance issues significantly impact top business goals. Half of the organizations surveyed reported that problems with application availability and delays in response times could cause lost revenue opportunities.

Figure 2: Business Impact of Issues with Application Performance



Source: Aberdeen Group, June 2008

The benchmark report [Application Performance Management: Getting IT on the C-Level's Agenda](#) shows a 16% increase in the number of organizations satisfied with the performance of applications since March 2008. However, there is a significant disparity among respondents. Ninety-three percent (93%) of Best-in-Class organizations are satisfied with their application performance and only 48% of Industry Average and Laggard organizations show the same level of satisfaction. As organizations increasingly realize that application performance has a significant impact on revenue growth and customer service, application performance optimization has become increasingly strategic to the enterprise.

However, nearly half of the organizations surveyed are unsatisfied with the performance experienced by their business users. This realization represents an opportunity for these organizations to strengthen business performance by improving the speed and availability of critical applications.

"Before, when we were still working with our existing load balancers, we would have had to continue adding hardware to our infrastructure to support growing traffic. With Crescendo Networks' solution the need for us to purchase new front-line equipment has been cut in half. Each Web server can handle 1.5-times the volume it could before. Furthermore, prior to deployment, guaranteeing site uptime during scheduled maintenance was a logistical nightmare requiring far greater amounts of time, personnel, and precision. Now we can perform maintenance on our servers without interruption."

~ Tony Casson, Director of Operations, Pronto.com

Crescendo Networks Brief

Crescendo Networks' CN-7000 platforms enable organizations to optimize the infrastructure cost by:

- Accelerating application performance,
- Increasing server efficiency
- Improving application security and availability

Aberdeen's May 2009 benchmark report, [Optimizing Application Delivery over the WAN](#), demonstrated that the transition from general management of transactional and packet flow data to application specific optimization reflected a Best-in-Class approach to application delivery. Sixty-three percent (63%) of Best-in-Class companies had tools for accelerating and improving specific applications, compared to only 29% of Laggard firms.

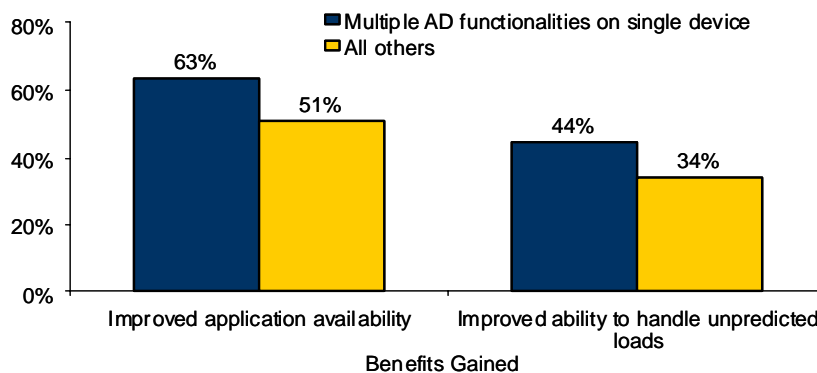
In addition, the platforms' purpose-built architecture delivers multiple application delivery functionalities (such as traffic compression, server load balancing, and TCP acceleration) in parallel through a single device, which provides a variety of centralized and dynamic management capabilities to adjust the performance of enterprise infrastructure. The importance of this aggregated suite of functionalities is demonstrated in Aberdeen's May 2009 benchmark report, [Optimizing Application Delivery over the WAN](#), which shows that Best-in-Class organizations are twice-as-likely to possess multiple Application Delivery (AD) functionalities on a single device than Laggard organizations. Additionally, these organizations are 24% more likely to improve their application availability and 29% more likely than other companies to improve their response to unpredicted loads (Figure 3).

Best-in-Class for Application Delivery

The top 20% of respondents for [Optimizing Application Delivery over the WAN](#) achieved the following benefits:

- ✓ 38% average improvement in network throughput
- ✓ 87% average improvement in application response times
- ✓ 99.2% average application availability

Figure 3: The Value of Multiple AD Functionalities



Source: Aberdeen Group, May 2009

By having multiple application delivery functionalities on a single device, organizations can both improve speed and availability of business-critical applications and ensure that this level of performance can be achieved at optimal cost.

[Application Performance Management: Getting IT on the C-Level's Agenda](#) revealed significant discrepancies between goals of IT and business executives for application performance management. In this Aberdeen survey, respondents from the IT side of the business were 65% more likely

to report that performance issues significantly impact employee productivity. In contrast, the business side was 93% more likely to report an impact on revenues and 30% are more likely to report an impact on operational and infrastructure cost.

By optimizing application performance while improving utilization of existing enterprise infrastructure and optimizing cost, Crescendo's new platforms include capabilities that allow organizations to improve application performance in a way that would ensure that both goals of business and IT executives are met. Additionally, the platform provides application visibility capabilities which allow organizations to make educated decisions about defining and enforcing policies for managing Web traffic.

Case in Point - Aéropostale

Aéropostale is a specialty retailer of casual apparel and accessories which operates 828 stores throughout the United States and Canada. To support its business needs, Aéropostale maintains a web portal that provides its 22,000 employees with access to the corporate data center in Wayne, NJ. This allows employees to access a group of applications on a corporate intranet called AeroNet that provide sales reporting, employee management, point management, shipping and receiving, human capital management, store performance, policies and procedures, and sales projections.

As Aéropostale added stores and applications to its corporate footprint, application response times on AeroNet deteriorated. As these wait times increased, store managers and employees steadily lost productivity in waiting for web pages to load. The top challenges faced included wait times and latency associated with database growth, a growing number of users on a set infrastructure, and the network stress related to the seasonal peak shopping seasons.

Jim Feeney, the Vice President of Information Technology, Store Systems at Aéropostale, recognized that these issues represented a significant threat to business operations and sought a solution to accelerate application delivery to employees. To solve this problem, the Store Systems Group enacted a project to find a way to optimize AeroNet content delivery to stores and end-users. Through their research process, Feeney and his project team implemented Crescendo Networks' AppBeat DC.

After installing AppBeat DC, AeroNet's bandwidth utilization decreased by over 50%. This utilization reduction represented a bandwidth reduction of between 50% and 80% in page load times as well as compression gains of 50%.

As a result, employees saw tangible benefits. Reflecting on the gains of the organization, Feeney noted, "After installing AppBeat DC, our intranet users experienced improvements in response time ranging from 45% to 100%."

By implementing an integrated suite of application delivery capabilities, Aéropostale was able to optimize bandwidth infrastructure investments, improve server utilization, and decrease latency and wait-times. As a result, the Store Systems Group was able to dramatically improve employee

productivity and improve the end-user experience with corporate network services and applications.

Key Takeaways

Due to the current economic climate, organizations are cautious when investing in technology solutions and seek to understand how these solutions can help them to address strategic business pressures before making purchasing decisions. To make optimal decisions in choosing an application performance management solution that provides core business value, Aberdeen makes the following suggestions:

- Align application performance and availability with business impact and enterprise performance metrics. The top three application-related business impacts identified by Aberdeen respondents were declining employee satisfaction, lost revenue opportunities, and decreased responsiveness to external customers. These internal and external business roles go beyond the technical language of application delivery to a strategic role that is easily understood by business managers.
- Seek multiple application delivery and performance capabilities to optimally manage the network. This converged management approach improves the enterprise's ability to improve application availability and to handle unpredicted application loads.

For more information on this or other research topics, please visit www.aberdeen.com.

Related Research

<i><u>The Performance of Web Applications: Customers are Won or Lost in One Second</u></i> ; November 2008	<i><u>Application Performance Management: Getting IT on the C-Level's Agenda</u></i> ; March 2009
<i><u>Application Delivery over the WAN: Acceleration Alone is Not Enough</u></i> ; May 2009	<i><u>Virtual Vigilance: Managing Application Performance in Virtual Environments</u></i> ; December 2008
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