

Selling Crescendo Networks Application Acceleration Appliance

Who needs one?

Any organization using or planning to use web based applications, hosted on a server cluster or farm. Small, medium and large companies (with multi-megabit, up to hundreds of megabits) benefit from Maestro's application acceleration. The busier the Web site, the more benefit.

What is does it do?

Accelerates application, dramatically improving the quality of the end user experience, (pages load up to 5 times faster) allowing more customers to access the site more efficiently. This allows more customers to visit the site more consistently. Maestro also eliminates flash crowd events avoiding application down time during peak times, which can represent the times you could lose the most revenue if an application fails.

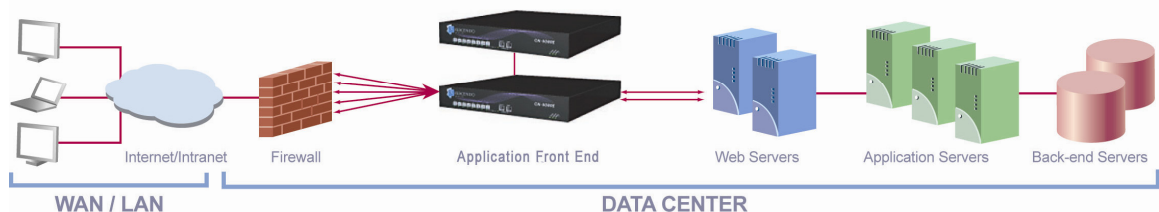
Who benefits?

The company makes more money.

- **Customers** get to their web site 3 to 10 times faster so they can purchase more products.
- **Vendors/Suppliers** get to the web site 3 to 10 times faster and are more productive
- **Employees** are much more productive because they get to the company application 3 to 10 times faster.

How does the Maestro application acceleration appliance it work?

- Maestro needs only a single switch port to connect to the network
- Maestro serves as an intermediary (a proxy) sitting logically between the client and the server/application resources
- Maestro can handle up to 1 million user requests, intelligently opening limited and controlled connections to internal server resources within the data center
- Maestro consolidates multiple internetworking functions that have typically been spread throughout the network, including, TCP offload and acceleration, SSL acceleration, compression. and load balancing



Maestor represents the Next Generation of Legacy Load Balancing Equipment:

Load Balancers became popular in the late 90s. Like Maestro they sat between the customer and the servers and delivered high availability and fault tolerance by intelligently load balancing requests to the internal server resources best able to handle the user request. Load balancers basically evolved from smart routers and were generally based upon generic PC and operating system models.

Maestro represents the next generation of load balancing and is much more intelligent and diversified than the legacy load balancers. In addition to standard load balancing Maestro performs:

- TCP Offload and acceleration
- SSL Acceleration
- Compression

In addition since it is a purpose built hardware platform with dedicated CPU and memory for each resource it can perform all of these functions concurrently at multi-gigabit scale.

Why are you better than the competition?

Crescendo is the only purpose built application acceleration appliance with dedicated CPU and memory resources for each feature. All the competition is based upon a PC – shared resource (CPU and memory) model. The competition products evolved from the original load balancing model.

For proof, read the Network World head to head test results where Crescendo crushed Citrix NetScaler, F5 and Juniper in the only head to head performance test ever completed, see link:

www.crescendonetworks.com/engsite/html/newsItem.asp?itemID=1&Pid=47&Sid=9