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Think fast.

Microsoft Azure Application Services

ADVANCED APPLICATION DELIVERY SERVICES FROM RIVERBED

Microsoft Azure provides cloud benefits

Riverbed SteelApp™ Traffic Manager from Riverbed Technology is a high performance software-based application delivery controller (ADC), designed to deliver faster and more reliable access to Microsoft Azure applications as well as private applications. As a software-based ADC, it provides unprecedented scale and flexibility to deliver advanced application services.

Riverbed benefits of a Cloud Solution:

- Advanced enterprise level services for Microsoft applications
- Software solutions for maximum agility
- Security and optimization for applications
- End user performance monitoring

Organizations are under pressure to do more with less. Seemingly unlimited demands on your organization's IT infrastructure, coupled with diminishing IT budgets and resources leaves many organizations in a vicious circle of IT inefficiency, unfulfilled demands and frustration. Harnessing the Cloud's Infrastructure as a Service (IaaS), outsourcing the costly maintenance and upgrading of IT infrastructure to the latest versions, allows your organization to expand their IT infrastructure on demand while leveraging an OPEX pay as your go model. IaaS provides the potential for organizations to break out of this cycle of diminishing resources and IT inefficiency to achieve more with less.

Riverbed is a performance platform committed to Microsoft Azure. Riverbed has announced a Microsoft Azure-certified version of Riverbed® SteelHead™ CX for IaaS clouds that can be deployed as an Azure virtual machine and managed by the Azure Management Portal. The combination of Riverbed SteelHead and Microsoft Azure allows customers to take advantage of the cost-savings and agility of the cloud, while optimizing and accelerating the delivery of applications from Azure to business locations up to 33x faster, while using up to 97% less bandwidth. Continuing our goal of offering Riverbed products in Azure, Riverbed is offering SteelApp Traffic manager family of products in Microsoft Azure. The SteelApp Traffic Manager of products offers the following services in Microsoft Azure:

Intelligent Application Load Balancing
- Global Load Balancing, SSL/TCP/XML offloading, HTTP connection multiplexing, service level monitoring, routing, prioritizing

Microsoft Applications
- Load balancing for Microsoft SharePoint , Exchange, and Lync

Web Application Firewall
- Application level security from known and unknown attacks

Web Content Optimization
- Speed up page loads and reduce data traffic by automatically optimizing HTTP requests

End User Performance Monitoring
- Understand how web page performance varies by browser, device, and platform from every user, anywhere, from a graphical interface

Advanced Load Balancing Solutions for SAP and Oracle Applications
- Riverbed is certified for load balancing SAP application with tested deployment guides.

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How SteelApp Benefits IT

Organizations interested in extending their datacenters to support workloads in the public cloud can now deploy these applications on the #1 IaaS cloud platform, Microsoft Azure. The simplest and most reliable way to control and load balance these applications is to use the #1 virtual ADC, Riverbed SteelApp, the leading solution for securing, optimizing and scaling the delivery of application workloads in the Microsoft Azure.

- **Simplified installation and configuration.** SteelApp Traffic Manager simplifies ADC deployment with the use of wizards to guide administrators through the installation and configuration of services. You can also programmatically install and configure SteelApp Traffic Manager and its layer 7 services via REST API.
- **Developers**. The SteelApp™ Developer Edition, a full featured product, can be used for development and test, and can be downloaded for free.
- **Open API support**. SteelApp delivers easy integration into third party orchestration tools or software defined environments which support life-cycle management for applications and data center resources.
- **Service provider enablement.** Support for SLAs/business continuity, hybrid cloud, reduction of on-prem infrastructure, increased resource efficiency, flexible deployment options, interoperability/integration via REST API, visibility into application health, performance and the end user experience.
- **End User Performance Monitoring.** With SteelCentral Web Analyzer installed, SteelApp Traffic Manager will inject JavaScript into HTML pages going to all users and those browsers will be reporting response time performance information to a central portal.

For Partners and Service Providers

SteelApp ADCs are software and virtual appliances (vADCs) that fit easily into public, private and hybrid cloud environments that require high-performance, deployment flexibility, and on-demand scalability.

With SteelApp Traffic Manager, cloud operators are able to generate additional revenue by offering premium, high performance application delivery services. SteelApp products are deployed in the world's largest clouds, and supporting organizations globally. Additionally, Riverbed APIs and templates ensure that cloud operators can get services up and running seamlessly to enable organizations to easily add new application delivery services.

SteelApp Traffic Manager frees applications from the constraints of traditional hardware-only ADC solutions, enabling applications to run in any physical, virtual or cloud environment, and to migrate and scale on-demand. Because it is a software based ADC, it integrates much more closely with applications in the cloud and provides the following advantages for cloud providers:

- Automated licensing designed for hands-off cloud deployment
- Scale-up ADC capability on-demand
- TrafficScript programming for solving any customer requirements
- Easy-to-use APIs allow greater control of software integration
- Powerful monitoring tools help reduce or eliminate customer support calls
- New revenue streams through licensing costs, customization, and professional services
- Add-on services like web content optimization (WCO) and web app firewall (WAF) give organizations everything they need
- Enable new revenue-generating cloud optimization services

Whether your Windows service requires additional resources from the public cloud during peak hours or adaptable resources around the cloud, Service Providers interested in deploying Windows services can leverage the Azure cloud platform, in conjunction with Riverbed SteelApp, as the underlying infrastructure for their new service rollout.

Windows workloads that require critical application delivery functionality such as: intelligent load balancing of application traffic for optimal workload distribution, ADC clustering across local or global datacenters for resiliency, web optimization to speed application response times and/or distributed web application firewall functions for protection against the latest in application level attacks, can quickly and easily enable them by incorporating SteelApp into their Microsoft Azure service deployment.

Additionally, Microsoft Azure and Riverbed SteelApp together can dramatically lower the cost of Windows service deployment, while speeding the rollout of new services and creating a path to new revenue streams.

End User Benefits

Software agility will benefit end users by allowing companies to get their applications provisioned on Microsoft Azure faster. The proven reputation of SteelApp Traffic Manager as the fastest and most reliable ADC on the market gives users unprecedented application performance and availability. Having an ADC that can monitor end user response times in real-time gives companies the ability to guarantee SLAs.

- **Enhanced end user experience**. Increased availability, application level security, faster applications, will give users an optimized experience and high customer satisfaction.
- **Streamline operations and lower overall operating expenses**. SteelApp offers lower TCO over hardware based solutions with no compromise on advanced features.
- **Location based computing.** SteelApp offers geo aware intelligent routing so users get to the closest application or the available application no matter where they are.
- **Fast Apps.** Fast page loads with dynamic web content optimization combined with content acceleration from SteelHead WAN optimization gives users the fastest experience possible.

Summary

As a select Microsoft partner, Riverbed is proud to be supporting the industry's #1 virtual ADC solution in the Microsoft Azure Cloud. Using the Riverbed SteelApp deployment guide(s) enterprises and service providers can now run the SteelApp Traffic Management product portfolio to secure, optimize and scale their cloud applications using the Microsoft Azure deployment platform and realize the many benefits of location independent computing.

About Riverbed

Riverbed Technology is the leader in Application Performance Infrastructure, delivering the most complete platform for location-independent computing. Location-independent computing turns location and distance into a competitive advantage by giving IT the flexibility to host applications and data in the most optimal locations while ensuring applications perform as expected, data is always available when needed, and performance issues are detected and fixed before end users notice. Riverbed's 24,000+ customers include 97% of the Fortune 100 and 95% of the Forbes Global 100. Learn more at www.riverbed.com.