Lowering Latency

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Aryaka

CLOUD COMPUTING WEST 2013

Revolutionizing Entertainment & Media
The Impact of Mobile Cloud Computing & Big Data

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Light "only" travels at 186,282 miles/second

**As the distance between systems increases,
so does latency**

Latency and Network Application Performance

Latency: a measure of the time delay experienced by a system

It is

latency caused by distance (speed of light limitation) ***plus***

**latency** *and* **packet loss caused by network congestion**

that are the biggest factors in poor IP application performance

on Wide Area Networks (WANs).

Latency and loss are even bigger issues for mobile (wireless) users than wired

Addressing latency and loss for IP applications is what our business is all about

Any Application, Any Location – One Network
Multi-tenant optimization software at globally distributed POPs connected by a private network
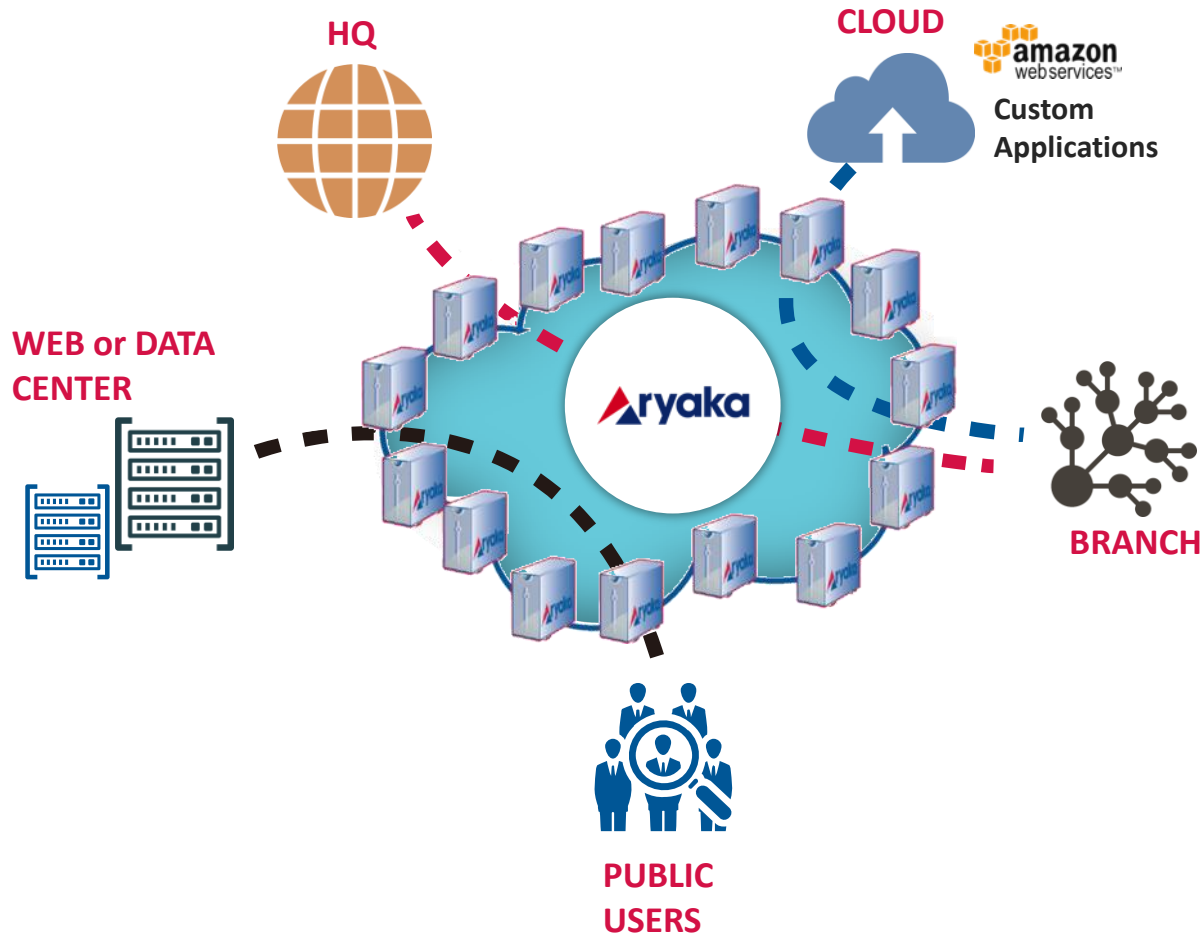
Global Private Network

Minimizes global latency; minimizes middle-mile network congestion
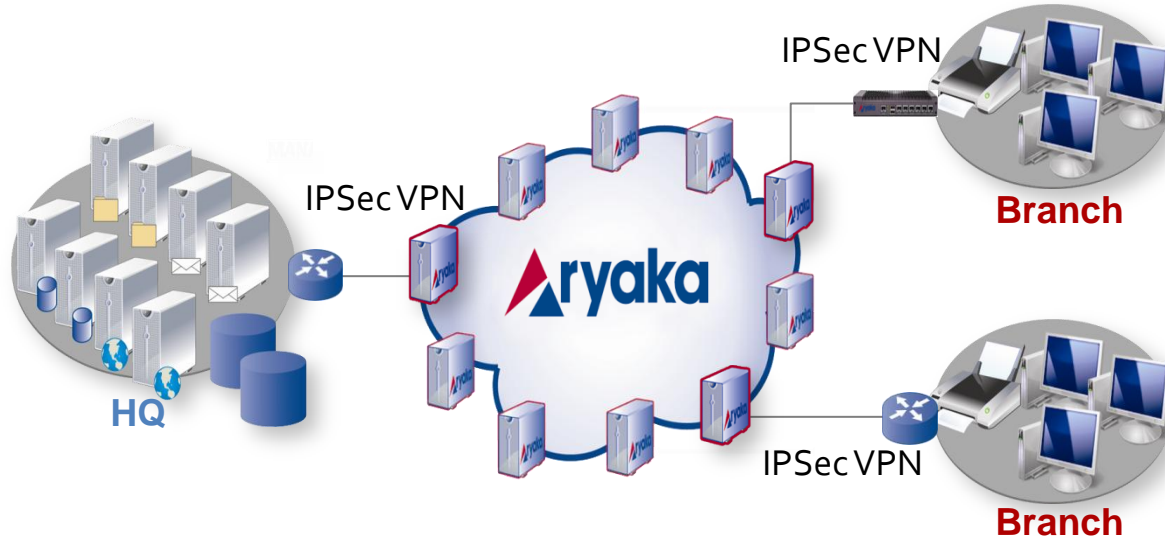

Dedicated, closed, secure, reliable & available

Routed around the world

Multiple levels of Link & provider redundancy across each link

Multi-segment Optimization

Minimizes network congestion; addresses effects quickly

IPSec VPN

IPSec VPN

Branch

Branch

IPSec VPN

HQ

| HQ to POP	POP to POP	POP to BR
• TCP Optimization • Internet/L2 link (IPSec)	• Application Acceleration Proxies • Data deduplication • Compression • TCP Optimization • Security (IPSec) • QoS • Optimized transport	• Data deduplication • Compression • TCP Optimization • Optional ANAP • Internet/L2 link (IPSec)

Drastically Reduced Connection Setup Time
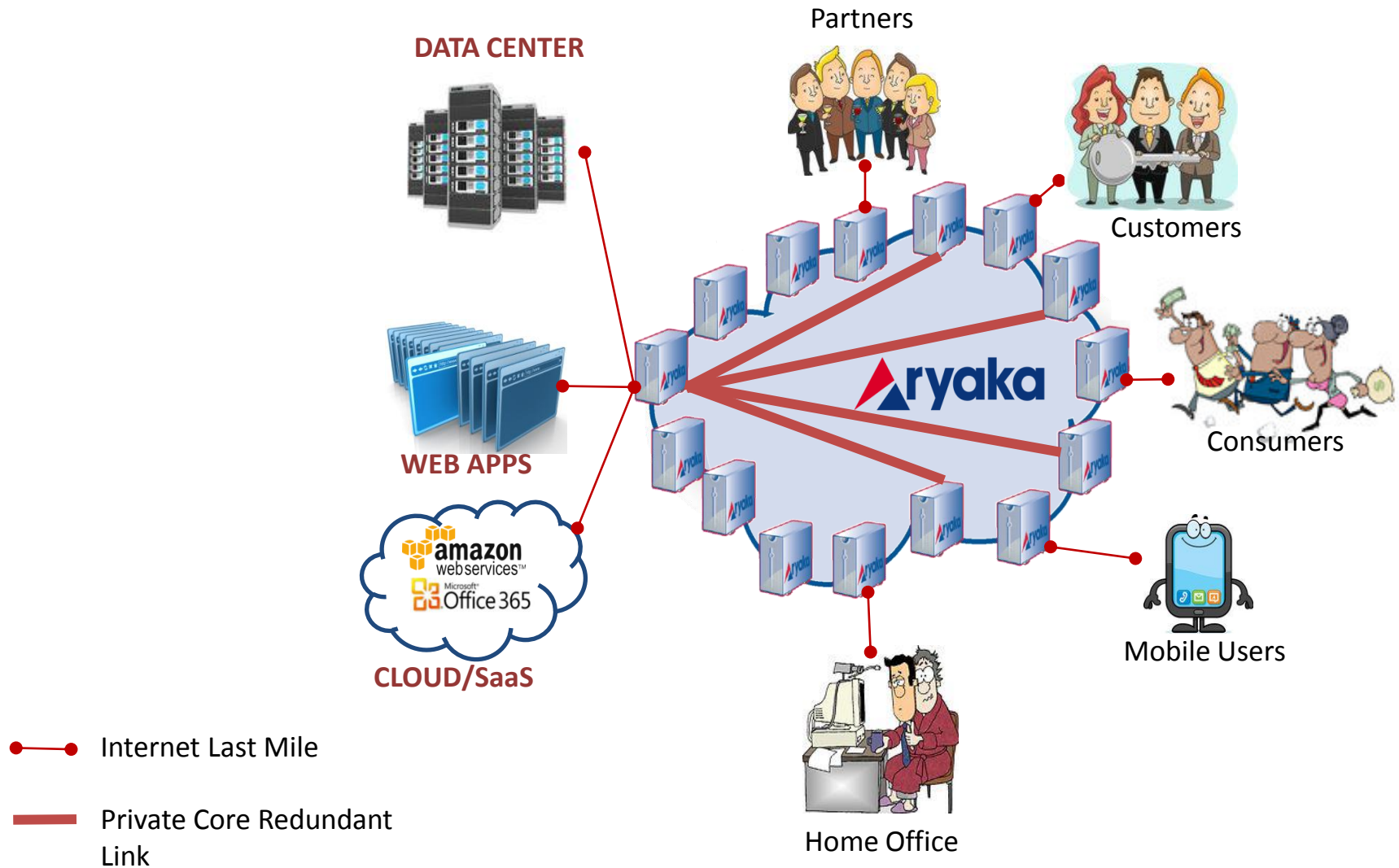

Over **33X** latency reduction in TCP connection setup
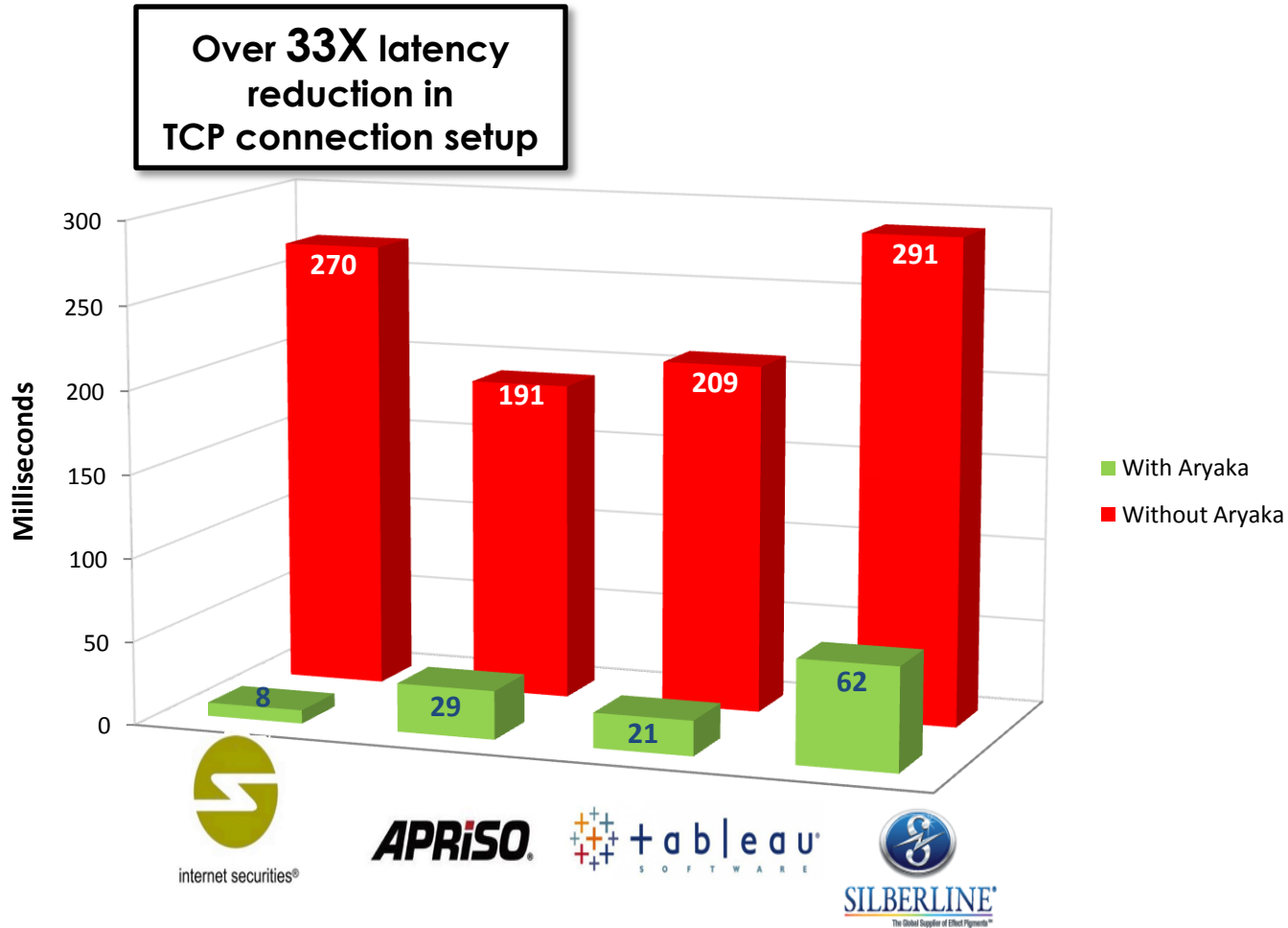
Delivering Web and IP Applications Globally

Lowers latency; minimizes congestion; addresses effects quickly

Partners

DATA CENTER

Customers

WEB APPS

aryaka

Consumers

amazon
web services™

Microsoft®
Office 365

CLOUD/SaaS

Mobile Users

Internet Last Mile

Private Core Redundant
Link

Home Office

Application Delivery as-a-Service Features

Lower latency

Address congestion

Application acceleration for dynamic content

Guaranteed Routing: Private core network

Edge caching of static content – HTTP/HTTPS

DNS mapping

Multi-segment TCP Optimization

Compression

Persistent connections

Case Study INMOBI

Inmobi is the leading provider in technology support for advertising on mobile networks. Aryaka accelerates traffic for DC to DC transfers, providing a global accelerated network enhancing Inmobi's business.

- *Business problem:* Large volume data replication
- *Aryaka provides:*
  - Full mesh of Amazon, HQ - BR - DC
  - Multi-POP sites enable 200Mbps+
  - End-to-end visibility
  - 10.5 GB+ data uploaded to hub location in 9 minutes
  - **90X** increase in throughput

Compression (ARR) Saving - All Applications

Thank You