Top 5 Strategies for Internet Traffic Management

BLUE COAT®

**Network
+ Security
+ Cloud**

Control Applications to Contain Costs and Boost Performance

The Internet link has become increasingly congested. Cloud/SaaS applications, VPN access, email, guest Wi-Fi and customer-critical access – all rely upon the Internet link. Yet that link also accommodates streaming video and audio, content and OS downloads, social media and gaming. With all that traffic competing for bandwidth, it's difficult to deliver what's important for the business. Capacity upgrades are often short-lived because they're quickly overwhelmed by ever-increasing bandwidth demand. There are effective ways to manage the increasing demands on your enterprise Internet link and boost its performance. Blue Coat has identified the Top 5 best strategies to manage the increasing demand on your enterprise Internet link and boost its performance.

❶ Gain Application-Level Visibility to Drive Budget and ROI

All traffic on the network should not be treated equally. How much should you spend to entertain employees with funny videos, social gaming and streaming audio? Those applications often consume 40 to 60 percent of bandwidth. That usage drives your organization to costly link upgrades that are often hard to justify. By showing capacity consumption at the application level, you can map budgets to business and non-business use of the network to justify upgrades or additional infrastructure.

❷ Assure Performance of SaaS/Cloud Apps, VPN and Revenue-Critical Applications with QoS

Cloud-based application services and customer applications are critical to your business; you need to make sure the applications are running at optimal performance. In addition, employee and partner access to key applications via VPN is key to operations. You can guarantee bandwidth to critical applications and business processes by setting partitions for SaaS, VPN and customer traffic to protect performance. With asymmetric inbound QoS, you can even throttle down Internet servers flooding the network with traffic.

❸ Reclaim Capacity from BYOD and Recreational Traffic, and Improve ROI

BYOD and recreational traffic in the workplace is a fact of life. But this type of traffic can have a serious performance impact on business-critical applications. A 980MB iOS update, a 6GB movie download or a 1.5Mbps

YouTube video streaming can quickly eat up your available bandwidth. You can control the impact of BYOD and recreational traffic by establishing a recreation partition with a lower bandwidth limit (20 percent, for example) and making it burstable at low priority when unused bandwidth becomes available. This can reclaim 20-40 percent of bandwidth costs while fixing performance issues. A perfect case for ROI.

❹ Re-Architect for Higher Internet Access Performance and Lower Operating Cost

It's been known that as much as 80 percent of enterprise network traffic is Internet-based. Yet enterprises continue to backhaul Internet traffic to remote sites over private WAN connections. This TRIPLES the costs of Internet traffic and degrades performance of both cloud and internal applications. By re-architecting your network and providing direct Internet access for your remote sites and branch offices, you can redirect your Internet traffic away from the WAN and reduce network cost by 66 percent – while improving application performance. Blue Coat cloud-based Web Security makes secure direct-to-Internet possible.

❺ Accelerate Internet, Cloud, Applications and Video

Information needs to flow at the speed of your business. You need a way to efficiently deliver cloud, web and application contents without an unlimited bandwidth budget. Asymmetric caching and stream-splitting technologies, strategically deployed, can increase your content delivery performance by as much as 25X, while reducing your bandwidth consumption by up to 50 percent.

Consult with your Blue Coat account executive or an authorized Blue Coat partner to see what we can do to help you address challenges. You can also learn more about Blue Coat's WAN optimization and traffic management solutions by visiting www.bluecoat.com/products/packetshaper.