

Performance conditions on the WAN and Internet are more complex than ever. More demand for bandwidth is coming from a wider variety of applications and content – not only traditional ERP, business systems and web browsing, but dramatically growing volumes of video, cloud and traffic from mobile devices.

Blue Coat has identified the Top Five hidden causes of disruptive traffic that plagues WAN and Internet links today. To see what's causing capacity and performance issues on your network and learn how to regain control, contact Blue Coat.

## 1 Backhaul Internet Architecture

Video and other bandwidth intensive applications cause performance and capacity issues because they run in the same WAN pipe as your internal ERP, CRM, storage, backup, email and other critical applications. Data center consolidation further exacerbates the problem as many businesses continue to backhaul traffic over WAN or IPSec VPN links through centralized data centers.

## 2 Video – Live and On-Demand

YouTube, Hulu, NetFlix, BBC, [other regional MM sites and channels] haven't driven to make video the #1 pain point for WAN and Internet performance. Video streaming has grown more than 10 fold in the last 5 years. YouTube alone hosts over 2 billion videos corresponding to 197 million hours of content. While frequency of use has increased, so has quality, with per stream bandwidth increasing from 200kbps to 1.5Mbps – a 7.5x increase in just a few years.

## 3 Social Networking

The potential network impact is stunning. Consider that over 3000 pictures are uploaded to Facebook every second, consuming over 5-8Gbps – that doesn't count video uploads. How much of that is on your network? Video access, picture access, news readers, games like Words With Friends...it's only going to grow.

## 4 BYOD

With the growing popularity and proliferation of smart phones and tablets, Apple and Android devices are quickly growing into the most disruptive influence to corporate networks. Each employee now has an additional one or two devices, purpose built to capture and deliver content – including streaming video. Movies, TV shows, music, apps, mobile gaming and other content mix with OS updates to consume massive downstream bandwidth. Content uploads have compounded the impact, as picture and video postings to Facebook and other social media sites combine with cloud-based backup services like iCloud, SkyDrive and Google.

## 5 Guest Wireless

New parallel networks have grown as a way to accommodate not only outside guests, vendors and contractors, but also to provide access to the rapidly growing BYOD device population. Creating a guest wireless network allows you to force these users through your external security, creating a layer of protection and removing them from the inside. They often share the same Internet link as the site that hosts them and/or have many competing content and traffic types, creating poor guest user experiences.

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