



BrightCloud
Network Optimisation

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For the hosting of your applications to be a success the user must be happy with the response and availability; their experience. At BrightCloud we have over 10 years experience working with customers that range from major international organisations to SME's with small VPN networks. We use this experience combined with an advanced set of tools and our network support skills to manage the delivery of applications to your users. Even if you are not in the Application Hosting Platform we can still optimise your network.

Delivering a Quality of Service (QoS) across your Wide Area Network brings your organisation some strategic business advantages including; improved productivity, reduced bandwidth cost, reportable service levels and successful application deployment.

How do we do it?

Initially we investigate the way that your business uses your Wide Area Network (WAN), the applications, data, users and particularly the mission critical traffic. This provides a far better view of what applications are generating what type of traffic making configuring prioritisation far more effective. BrightCloud experts use some of the industry's leading technology to produce a detailed application traffic report across your WAN (LES, MPLS, Leased Line, Frame etc). Using this report we work with you to define the challenges and requirements for optimising your network to your applications, what mission critical traffic needs to achieve and what non-business traffic should be downgraded or removed.

Traffic shaping and acceleration appliances provide granular control to ensure that your applications have the bandwidth they require, and also are compressed and accelerated where appropriate to ensure that you see a truly optimised performance from your WAN investment.

Reporting

You receive regular performance reports (see our network management information) allowing you to plan new application deployments, increase or reduce capacity and ensure that this service truly provides you with the optimisation your business expects.

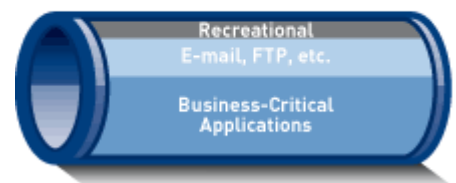
Reliable

Proactive monitoring of all appliances allows us to manage any problem. In the unlikely event that any optimisation appliance fails no network traffic is impeded, replacement units are shipped immediately and all configuration files are restored from the back up; very little disruption to any service is experienced. The service is secure, resilient and reliable bringing you the peace of mind to relax and enjoy the reports proving you have a well managed solution.

Without Shaping



With Shaping



Why Optimise the Wide Area Network?

In a recent survey of our database we discovered some interesting facts about the Wide Area Networks deployed and their anticipated growth. The main findings show that easily the majority of companies are developing their WAN and that this is a main focus; 75% will deploy a new application this year.

We also discovered that most IT managers consider reducing costs and improving quality of service to be their two top strategic directives, but that actually 46% percent are considering increasing their bandwidth this year.

Of the companies that we were able to gather statistics from it seems that bandwidth management would help with both of their strategic goals. There is little priority given to critical traffic, and it looks as if approximately 40% of bandwidth is spent on non critical and even non business traffic.

Optimisation is an essential aspect of hosting and deploying applications successfully, we employ these technologies when hosting applications for you.



BrightCloud is the new brand identity for Services for Business.

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