IPANEWS
Ipanema Technologies Newsletter

HYBRID NETWORK UNIFICATION

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EDITORIAL

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Yes you can have it all!

In today's challenging environment, enterprises need guaranteed application performance and nonstop business continuity – and, they need to save on their IT costs.

To support this strategic need, Ipanema today launched its ***Hybrid Network Unification*** solution. It extends the concepts of WAN Governance in order to automatically monitor, control, accelerate and select the best paths for business applications (and others) across two or more networks.

Get the best of both worlds - For the first time enterprises don't have to make a choice between quality of business-grade MPLS service and lower cost but less reliable Internet bandwidth. In addition, they fully control Cloud computing (like access to SaaS applications) as well as Internet Web browsing flows.

And it works also for dual-MPLS networks, like Koen Tacq, Infrastructure Services Manager at Vandemoortele, explains in this newsletter.

To know more about Hybrid Network Unification, visit our website: www.ipanematech.com and :

- *Read the FAQ*
- *Download the White Paper*
- *Watch the video*

Enjoy reading!

Béatrice

SUCCESS STORY

Koen Tacq
Infrastructure Services Manager at Vandemoortele

Vandemoortele unifies its network management, guarantees its critical application performance and saves on IT costs

Béatrice Piquer-Durand for Ipanews: Koen Tacq, could you describe the Vandemoortele Group in a few words?

Koen Tacq: Vandemoortele Group is the European market leader in frozen bakery products, margarines and fats, focusing on the B2B sector. Active in more than 50 locations in Europe, we have 38 production facilities spread out over 12 European countries.

BPD: What is specific to your network infrastructure?

Koen Tacq: Our network connects 54 sites to 2 redundant MPLS networks provided by 2 different telcos: T-Systems and Interoute.

BPD: What issue(s) did you face?

KT: Centralization and consolidation of the datacenter had a big impact on our network traffic. We needed to find a way to ensure business continuity for our business applications, mainly SAP. Some factories produce up to 24,000 loaves of bread each hour. Can you imagine a 30 minute SAP outage impact to a production line?

BPD: What criteria led you to choose the Ipanema solution?

KT: We used Riverbed devices to avoid bandwidth upgrades, but finally we found that acceleration techniques alone were not appropriate to dynamically guarantee the application performance. Furthermore, as we pay for two networks, we would like to use them in the best possible way: exactly what Ipanema's hybrid network unification is about.

Furthermore, Ipanema focuses on service performance and business priorities, which is an approach that perfectly fits with our philosophy. It's an all-in-one solution which dynamically aligns WAN performance with business objectives, delivers high-level application performance reports and is adapted to a managed service model.

BPD: Do you mean that you don't manage the solution by yourself?

KT: Correct - The solution is delivered "as a service" by T-Systems. All we care about is the performance of our applications. We let T-Systems engineers take care of all technical matters and operations, while we concentrate on our WAN governance.

BPD: What are the main benefits you get from Hybrid Network Unification?

KT: With Ipanema Hybrid Network Unification we now get what we pay for: we pay for 2x2Mb and have a full 4Mb – anytime!

We fully use the global capacity of our 2 networks, have a 100% availability and performance guarantee for our business applications, anytime. Bandwidth upgrades are postponed and there is no more performance brownout: mission accomplished!

NEWS

04/10/2010 - Ipanema launches Hybrid Network Unification Solution
Dynamic, application-aware WAN optimization solution integrates [MPLS and Internet] to maximize IT performance, continuity and savings.

05/12/2010 - Ipanema Highly Commended Best Specialist Vendor of the Year at the World Vendor Awards
Ipanema was highly commended for its leadership in providing innovative technology and a finely-tuned, engagement model that are helping operators around the world quickly deploy differentiated, Application-Centric VPN services.

To learn more :
http://www.ipanematech.com/en/press-releases

WHITE PAPERS

The business case for Hybrid Network Unification

Ipanema's Hybrid Network Unification extends the concepts of WAN Governance to automatically monitor, control, accelerate and select the best paths for business applications across two or more networks.

To download :
http://www.ipanematech.com/information-center

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www.wan-governance.com

http://www.linkedin.com/groupRegistration?gid=1769548

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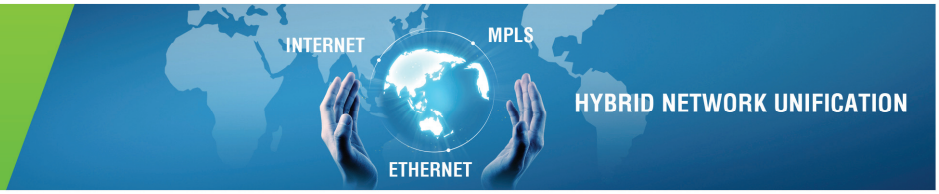
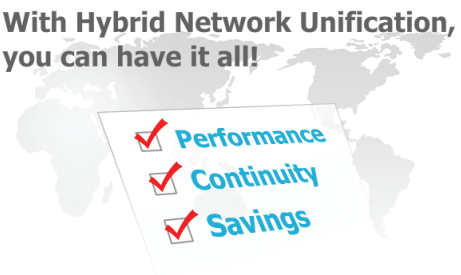


SOLUTIONS & SERVICES

Thierry Grenot
CTO Ipanema Technologies



[MPLS + Internet] Unification: Maximizing performance, continuity & savings

Béatrice for Ipanews: What are hybrid networks?

Thierry Grenot: Hybrid networking refers to the simultaneous usage of different networks – most of the time MPLS combined with Internet VPN – to interconnect an enterprise's headquarters, data centers and remote sites. Effective network management ultimately extends the hybrid to multiple elements to also encompass the following in a true "any-to-any" model:

- Different telecom operators in an (MPLS + MPLS) model
- Different transport technologies: MPLS and carrier Ethernet services
- Different application delivery models: private data center and public cloud

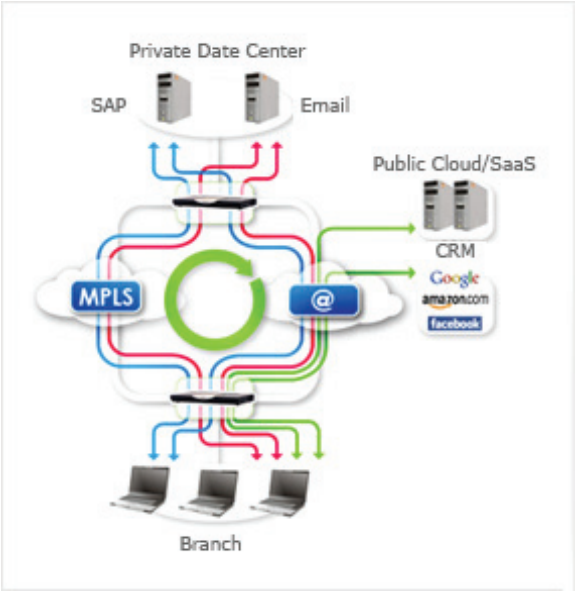
BPD: What's driving the need for hybrid networks?

TG: Hybrid networking is not a new concept and enterprise have been considered it for many reasons: better performance for bandwidth hungry applications, improved network availability with dual access to branches, lower cost, network access in locations where MPLS is unavailable, etc.

BPD: What are the limitations of existing solutions?

TG: So far, enterprise has to choose between inefficiency and complexity. Performance and continuity have been less than optimal, mitigating the expected benefits. Traditional hybrid network configurations include:

- **Hot/standby** – only one network is used at a time, regardless of the capacity and performance of the other. While this configuration addresses business continuity (blackout), it neither maximizes the delivered application performance (brownout) nor takes advantage of available capacity. **Enterprises pay for a back-up line that remains unused 99.9% of the time.**
- **Static load sharing** (frequently based on router-based Policy Based Routing - PBR) – For example, static policies make the ERP application to use the MPLS access while email is directed to the Internet VPN. Actually, this is far from optimal: what would happen in case of performance degradation of the MPLS (or the Internet)? What occurs if one of the links is saturated or when the two networks are equivalent in term of performance or capacity? **Application traffic is dynamic and performance of networks changes constantly: it is crystal-clear that any static traffic management will be ineffective.**



BPD: What is the Ipanema's approach to Hybrid Network Unification?

TG: The idea is to consider the two (or more) networks like ONE and to bring to this unified network the required dynamicity. Actually, this is pretty similar to hybrid cars: when you have a combined [combustion engine + electric propulsion] system, you expect the embedded computer to be intelligent enough to select the best source of power in any situations. Hybrid Network Unification enables enterprises to get the best of both worlds.

BPD: How does it work?

TG: In a nutshell, the best network selection is performed automatically, using three fundamental criteria: **1-** The end-to-end performance of each available network; **2-** The available bandwidth of each network; **3-** The performance objectives attached to each application. An assessment of each available network is performed and compared to performance objectives – either at session set-up or continuously according to applications – and the flow is then directed to the fittest network.

BPD: What are the bottom-line benefits?

TG: Hybrid Network Unification offers the best of both worlds. Companies eliminate trade-offs between performance and quality of MPLS and lower-cost Internet VPN:

- Fast MPLS + Large Internet = Fast & XXL hybrid
- 99.9% reliable MPLS + 99% reliable Internet = 99.99% reliable hybrid
- Value priced MPLS + cheap Internet = Affordable hybrid

All of this in tight integration with the other Ipanema features, like Application Visibility, QoS and control as well as WAN optimization.