
IPANEMA LAUNCHES [HYBRID NETWORK UNIFICATION SOLUTION](#)

Dynamic, application-aware WAN optimization solution integrates [MPLS and Internet] to maximize IT performance, continuity and savings

Key Facts:

- Solution maximizes performance of all application flows over the unified network
 - Combined private data center, public cloud and Internet flows are fully controlled
 - Branch availability increases up to 99.99%
 - Enables 50-80% decrease in costs per transferred Gbyte
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April 19, 2010 – PARIS, France – [Ipanema Technologies](#), the industry leader in integrated solutions for enterprise WAN management, today launched its [Hybrid Network Unification solution](#). This automated solution uses “sense and respond” intelligence to monitor, control, accelerate and select the best path among MPLS and Internet networks for each individual user’s traffic – all in real-time.

Hybrid networking is the simultaneous usage of different networks— MPLS and Internet VPN—to interconnect an enterprise’s headquarters, data centers and remote sites. [Ipanema’s solution for Hybrid Network Unification](#) automatically combines the performance and quality of business grade MPLS, the high capacity and lower-cost of Internet VPN, and fully integrated QoS and WAN optimization approaches. This dynamic mix enables enterprises to get the best of both worlds in a unified network: significantly greater scalability and speed with 99.99% reliability.

“Enterprises need perfect application performance and nonstop business continuity, and they need to lower their IT costs at the same time. In the past, there were constant – and painful – choices among performance, continuity and cost,” [said Reza Mahdavi, President of Ipanema Technologies](#). “With our technology, there is no longer an ‘either/or’ tradeoff. Ipanema allows enterprises to incorporate any VPN, any operator, any access and any delivery model. Now, companies can run any-to-any networks that operate as one.”

“Sense and respond,” application-aware intelligence unifies traffic management automatically

Hybrid networking is not a new concept, but has been complex and difficult to implement so far. Until now, performance and continuity have been less than optimal, mitigating the expected business benefits.

“IT organizations will not be able to maximize the value that they receive for the money they spend on their WAN if they implement a WAN based on static policies,” said Dr. Jim Metzler, Associate of Ashton, Metzler & Associates. “This next generation approach to networking is based on the deployment of a hybrid WAN that dynamically and intelligently combines MPLS and Internet services and which assigns traffic to each based on which network is the more appropriate fit for the traffic.”

Ipanema unifies hybrid network performance and optimizes application delivery through automated, second-by-second decision making, using distributed components that can exchange information quickly and accurately. This “sense and respond” intelligence dynamically monitors end-to-end network performance and load, while

recognizing each application's business criticality, performance objective and information sensitivity – and shifts and optimizes traffic accordingly, all in real time.

The only “all in one” integrated network management solution

[Ipanema's Hybrid Network Unification](#) is the newest offering in its “All in One” system, the market's only solution to encompass Application Visibility, Quality of Service (QoS) and Control, WAN Optimization, and now, [Dynamic WAN Selection](#). Based on Ipanema's patented [Autonomic Networking](#), technology, the result is adaptive, globally coordinated, automated processing of all application flows on the network.

Companies using Ipanema's all in one solution can:

- **Guarantee unified application performance across [MPLS + Internet] networks:** Enterprises can now consolidate data centers and adopt new computing platforms faster, with complete visibility and seamless management of external or private cloud networks.
- **Improve business communication continuity:** Combining business-grade MPLS with standard Internet access provides 99.99% availability.
- **Exploit larger network capacity with lower IT costs:** Customers using Ipanema's solution have shown a 50-80% decrease in costs per transferred Gbyte for a hybrid [MPLS + Internet] unified network compared to full MPLS.
- **Benefit from Internet immediacy and ubiquity:** For enterprises that need to quickly deploy or modify their infrastructure, Ipanema enables everywhere and anytime access to the Internet, even where MPLS networks are out of reach.
- **Turn back-up lines into business lines:** Enterprises can actually utilize the costly resources that otherwise remain unused 99.9% of the time.

“With [Ipanema's hybrid network unification solution](#), we can fully use the global capacity of both of our networks with a 100% availability and performance guarantee for our business applications, at any time,” said [Koen Tacq, Infrastructure Services Manager, Vandemoortele](#).

Ipanema's [Hybrid Network Unification solution](#) can manage up to three networks simultaneously.

Ipanema's solution is available through its worldwide network of [certified partners](#) and [managed service providers](#), including Belgacom, British Telecom, Cable & Wireless, Orange Business Services, Reliance, Swisscom, Telecom Italia and Tata Communications.

For More Information on Ipanema's Hybrid Network Unification solution:

[Link to Hybrid Network Unification FAQ](#)

[Link to Hybrid Network Unification White Paper](#)

[Link to Hybrid Network Unification website section](#)

[Link to Hybrid Network Unification video](#)

[Link to Reza's bio](#)

About Ipanema Technologies (www.ipanematech.com)

Ipanema develops next-generation solutions for enabling large enterprises to have full control over their global network. Ipanema's unique patented technology guarantees business application performance and continuity in a cloud computing world no matter where or when. With solutions used extensively by many of the world's largest telecom providers and enterprises across business and public sectors, Ipanema controls and optimizes close to 100,000 sites among 1,000 customers.

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