



## power in partnering: Ipanema

“Ipanema partners with Orange to improve application performance and deliver guaranteed quality of service for enterprises looking for cost effectiveness and reliability on a global basis.”

**David White**

Senior VP  
Global Business Development  
Ipanema Technologies

Many enterprises are operating with reduced budgets following the global recession. And delivering applications to users is becoming more complicated with the advent of new and advanced technologies, like cloud computing. However, performance and reliability remain absolute necessities for an efficient business.

As the core of application delivery, your WAN is a crucial business resource, so you need to understand your usage; control, optimize and align performance with your business; and control costs.

Orange Business Services teams with Ipanema Technologies to offer Network Boost, an international, cloud-ready network and application optimization solution that is fully integrated with the Orange IP VPN. Network Boost is used extensively by enterprises in over 220 countries to control and guarantee application performance anytime, anywhere.

# harness your data flows and speed up information exchange

Network Boost is a managed service from Orange Business Services based on Ipanema Technologies' Autonomic Networking System (ANS™). The system is self-learning, self-configuring and self-optimizing and automatically understands application traffic and performance. It efficiently controls each user's application flow according to need, optimizes response times and dynamically selects the best route for applications across hybrid networks.

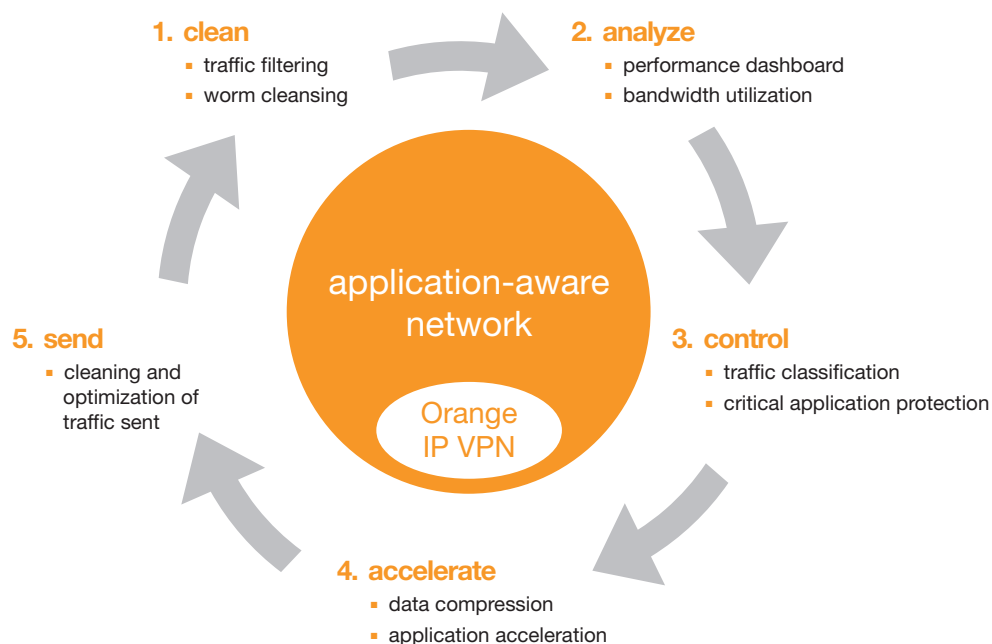
Using the Autonomic Networking System, Network Boost provides the ability to guarantee application performance and therefore deliver predictable and reliable business services. Combined with acceleration features to reduce application response and wait times, Network Boost also improves business productivity and efficiency.

With Network Boost, you can reduce the number of performance-related incidents that your service desk receives and lower problem resolution time from days and weeks to hours. With change being responsible for 50% of downtime, it is important to detect performance and availability changes as and when they occur, so that corrective actions can be taken. Network Boost proactive application monitoring is based on a set of thresholds that triggers an alarm only when all conditions are met, which in turn automatically creates an incident at the Orange Business Services service desk and an email to a nominated IT operations contact. In addition, you are proactively informed about potential performance degradation.

This layer of visibility and control in the WAN supersedes existing implementations of network-based quality of service (QoS) with application QoS compression and protocol optimization. Network Boost is based on an any-to-any technology that does not require installation of a controller at every site and can coordinate traffic optimization across multiple sites in the same MPLS VPN.

## service lifecycle

Network Boost is a fully integrated service available globally to all Business VPN customers with 24x7x365 operational support and guaranteed time to repair service level agreements (SLAs). So the same people, processes and technologies are deployed to manage the Ipanema-based service as the underlying network service, and it's all orchestrated to meet service level agreements based on network and application performance.



# benefits to your business

With Network Boost, based on the Ipanema platform, Orange delivers cloud-ready networks and network-based application SLAs. Regardless of your company's size or number of worldwide locations, you gain full control and optimization of your global network and private, public or hybrid cloud. Network Boost unifies performance across disparate networks, dynamically adapting to whatever is happening in those networks and guaranteeing constant control of critical applications.

## **With Network Boost, you:**

- gain complete visibility of both your application flows and usage on your private and/or public networks
- improve the performance of the applications on your private and/or public networks by defining priorities and accelerating application flows, resulting in better service for your users
- retain control over your information system, by means of real-time decision-making tools
- easily handle additional data exchanges and the deployment of new applications because your private and/or public networks can constantly adapt

## **partnering for success**

Cirque du Soleil, a major Québec-based organization providing high-quality artistic entertainment worldwide, was interested in streamlining its customer-facing applications for ticketing and concession sales and improving access and collaboration among its sites, while also reducing its overall infrastructure costs. A cost-effective network-based solution that understands and controls application performance over its wide area network seemed the way to go.

With Network Boost, Cirque du Soleil was able to optimize and accelerate its customer network applications. The service prioritizes the company's sales operations, making it easier for its customers to purchase tickets and merchandise. Network Boost also provides full visibility of how the network is being used by application, site and user group, including Cirque du Soleil's traveling and permanent shows, as well as its corporate offices. The guaranteed application performance also provides greater access and collaboration capabilities for its team members at all 25 of its sites worldwide.





“Through our long and close relationship with Ipanema, we are extremely pleased to now offer our customers an application-aware Business VPN solution that provides guaranteed performance for all their business applications. We look forward to continuing this partnership well into the future.”

**Andrew McFadzen**

Head of Global Marketing  
Network Solutions  
Orange Business Services

# Orange Business Services and Ipanema

Orange Business Services and Ipanema Technologies have built a privileged relationship to better serve our joint customers in terms of features that fulfill your high-end business needs. Together we offer you one efficient point of contact for both the technology and the service, as well as all aspects of operational support.

## Orange Business Services

Orange Business Services brings together your worlds of information and communications to keep your entire community connected. Orange owns and operates the world’s largest seamless voice and data network and is a recognized leader in global business communications.

- received world’s Best Global Operator four years in a row (2006-2009) and Best Mobile Service Provider three times (World Communication Awards)
- positioned in Leaders Quadrant in three Gartner Magic Quadrant reports (2010)
- ranked “World Class” with superior customer satisfaction as Global Data VPN and ICT Service Provider by Telemark (2010)

## Ipanema Technologies

The Ipanema System enables any large enterprise to have full control and optimization of its global network; private cloud, public cloud or both. It unifies performance across disparate networks. It dynamically adapts to whatever is happening in these networks and guarantees constant control of critical applications. It is the only system with a central management and reporting platform that scales to the levels required by telcos and large enterprises.

- received world’s Best Specialist Vendor award (2011 World Vendor Awards)
- positioned as a Visionary in the Gartner Magic Quadrant report for WOC Controllers (2010)
- awarded Best New Product or Service of the Year – Telecommunications (2010 International Business Awards)

**for more information, visit  
[www.mnc.orange-business.com](http://www.mnc.orange-business.com)  
and [www.ipanematech.com](http://www.ipanematech.com)**