

# AlertBoot

## EXECUTIVE SUMMARY

Pulse Secure transforms data center networking with open, virtual, and automated solutions that empower organizations to maximize their investments for the New IP

### Challenges

- Multiple websites to manage and maintain
- Unoptimized third-party web content slowed page loading times
- Some users are located in areas not served by CDN
- Hardware load balancers didn't support virtualized environment running in the public cloud

### Solution

- Pulse Secure Virtual Traffic Manager with web content optimization (WCO)
- Runs on common off the shell servers based on Intel's x86 architectures

### Benefits

- Consistent, high-quality website experience even with dynamic content and third party integration
- 50 to 55-percent reduction in page load times
- 50-percent less data sent over the network
- Users and partners are impressed with the site, and the company

## AlertBoot Ensures a Great User Experience for Dynamic Web Content, Improving Performance in Areas That Even CDNs Can't Reach

AlertBoot offers a cloud-based data and mobile device security service for companies of any size who want a scalable and easy-to-deploy solution. Centrally managed through a web based console, AlertBoot offers mobile device management, mobile antivirus, remote wipe & lock, device auditing, USB drive and hard disk encryption managed services.

### Challenge: Third-party web content, users in remote locations, public cloud infrastructure

AlertBoot conducts its entire business online. Potential customers learn about the company and its products using the main corporate website while existing customers manage their encryption and security policies via a separate web portal. With potential customers, customers, and partners all judging AlertBoot to some extent on the company's website performance, CEO Tim Maliyil puts a great deal of effort into making sure pages download quickly. The company has been using load balancers for nearly a decade, taking advantage of their compression functionality to streamline the delivery of web content.

As new performance hurdles have arisen over the years, Maliyil has found ways to overcome them. For instance, the company moved to an entirely virtualized IT environment running in the public cloud. The hardware load balancers the company was using at the time wouldn't work in that situation, so Maliyil deployed the Pulse Secure Virtual Traffic Manager.

Pulse Secure Virtual Traffic Manager with web content optimization (WCO), Maliyil realized that it could help him address some of the other performance hurdles he was facing, such as slow product downloads in areas not served by the company's content delivery network (CDN) provider, and unoptimized third-party content on the websites.

## Why Pulse Secure

*“The decision to implement Pulse Secure vADC was critical in our migration to a virtual infrastructure, because its solution is completely software-based and has maximum portability,” Maliyil explains. “This gives us the flexibility to jump between cloud providers as we need to.”*

— Tim Maliyil, CEO, AlertBoot

“Our websites were optimized already to be a minimal load across the wire, but with a lot of our applications, especially the paid application and the blog site, we’re using third-party products to fulfill a lot of needs,” Maliyil notes. “They didn’t do the painstaking work we did to optimize those products, and that is something out of our control. I was looking at Pulse Secure vADC to help improve the delivery of those products.”

### **Solution: Software-based ADC with built-in web content optimization**

Pulse Secure Virtual Traffic Manager is a software and virtual appliance solution with legacy application delivery controllers (ADCs), WAN optimization solutions, or CDN solutions. Pulse Secure Web Accelerator dynamically groups activities for fewer long-distance round trips, compresses images to maximize available bandwidth, increases caching for faster repeat visits, and prioritizes actions to provide the best possible response time for loading web pages on any browser.

Deploying the new functionality was “just like setting up Pulse Secure Virtual Traffic Manager,” Maliyil says. “That took only a couple of hours and it was much easier than setting up a hardware solution. Setting up the Web Accelerator functionality was also really simple, just a matter of some minor configuration settings and it was turned on.”

### **Benefits: 50 to 55-percent faster load times, similar reductions in page sizes**

Pulse Secure vADC is significantly improving the user experience at both AlertBoot websites. The customer portal, which is was the one Maliyil was most concerned about, is seeing a 50-percent reduction in both page load times and the amount of data that is sent over the Internet. “That application has a lot of HTML 5 dynamic graphs that load up and treat the back-end data, and that is where we were most prone to having problems,” he explains. “With Pulse Secure Web Accelerator doing a lot of optimization of the HTML content and layout of the page, there are no more problems there. Instead of loading slowly, everything loads much faster on the page regardless of the device that’s being used to access the site.” This way, AlertBoot customers get a consistently good experience, even though there is third party content involved.

AlertBoot’s main website is seeing similar performance gains. “We saw a significant improvement in website performance and end-user experience on that site as well. It’s about a 55-percent reduction in load times and page sizes,” Maliyil notes.

AlertBoot hasn’t yet taken advantage of Pulse Secure Web Accelerator software as a way to improve the user experience in places where CDN isn’t effective. But Maliyil foresees this being a solution to the problem the company has experienced with customers in

South Africa. “Akamai has no presence in South Africa,” Maliyil explains. “The closest point of presence was Italy, so we actually had those customers connect to our servers in our Virginia data center,” explains Maliyil. “Having Pulse Secure Web Accelerator would be beneficial in that situation. It would decrease the strain on our part, just knowing content was getting optimized and improving those users’ experience.”

Maliyil says AlertBoot will also apply Pulse Secure vADC to the company’s backend CRM system, which is used by the company’s partner network and internal sales team. “We know the Pulse Secure Web Accelerator performance gains will be similar to what we’re seeing with our web management console. This is important because it gives our partners, who we treat like customers, a good feeling about our infrastructure and about selling our product,” he adds.

In Maliyil’s opinion, Pulse Secure vADC is not just good software: “It actually exceeded my expectations,” he says. “The benefit adding Pulse Secure Web Accelerator is that we can do a lot of optimization to our site without getting engineers involved. With Pulse Secure Web Accelerator, we almost instantaneously get the results of an optimized web site.”

#### **Corporate and Sales Headquarters**

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#### **Summary**

Web site performance is critical to this managed security service provider that conducts all of its business from the public cloud. Challenges to consistently good performance included dynamic web content with a lot of third-party integration as well as users located in areas not served by the company’s CDN provider.

Pulse Secure Virtual Traffic Manager, combined with Pulse Secure Web Accelerator, is significantly improving the user experience at both AlertBoot’s customer portal and its main web site. The customer portal is seeing a 50-percent reduction in both page load times and the amount of data sent over the Internet. AlertBoot customers get a consistently good experience, even though there is third-party content involved. The main web site is seeing similar performance gains: specifically a 55-percent reduction in load times and page sizes. This solution exceeded AlertBoot’s expectations.

For more information, visit [www.pulsesecure.net](http://www.pulsesecure.net).

#### **WHY Pulse Secure**

*“With Pulse Secure vADC, we almost instantaneously get the results of an optimized web site.”*

— Tim Maliyil, CEO, AlertBoot