

Pulse Secure vADC Improves Application Delivery and Performance

HIGHLIGHTS

- Reduce costs while increasing network performance
- Accelerate and enhance applications for improved customer satisfaction
- Minimize application latency and response time while reducing network bandwidth
- Increase responsiveness and ease of use to drive adoption of services and applications
- Prioritize high value transactions

SOLUTION

- Pulse Secure Services Director
- Pulse Secure Virtual Traffic Manager

Faster and More Reliable Applications Mean More Revenue and Lower Costs

Many enterprises have significant revenue streams generated through ecommerce and online applications, as well as cost-saving opportunities that occur when customers access services online rather than utilizing more costly call centers. At the same time, business critical applications such as CRM and ERP, as well as collaboration platforms such as Microsoft SharePoint and Lync, are vital to enterprise productivity. Whether an application is online and customer-facing, or supporting internal operations, there is a shared need that drives the user experience and related satisfaction with the experience – performance.

Web site performance, or response time for an enterprise application, significantly impacts the user experience, and in turn, can dramatically affect the business value of the application. In an online retail environment, poor performance discourages users, resulting in lost sales and a negative consumer experience. On the other hand, a faster, more reliable experience attracts more clicks and results in users staying longer, making more transactions, telling friends about a positive experience and returning more often. Application performance drives sales. Enterprise applications are also dramatically impacted as performance increases, directly affecting employee productivity and satisfaction.

Application response and reliability need to increase to meet escalating user expectations and business requirements. Improving performance not only maximizes the value of applications, it creates opportunities for enterprises to drive revenue and lower costs.

The Pulse Secure Solution

Pulse Secure application delivery solutions drive higher application performance and infrastructure savings. With features such as connection multiplexing, SSL offload and dynamic content caching, application performance and throughput can be dramatically enhanced. With the ability to offload SSL or compression, enterprises can reduce the number of servers or virtual

THE NEW IP, INNOVATING AND ACCELERATING THE SPEED OF SERVICE DELIVERY

With Pulse Secure, the New IP is:

- **Open with a purpose:** Accelerates the rate of business innovation by reducing vendor lock-in to enable choice that increases flexibility while reducing cost and complexity.
- **Innovation-centric and software-enabled:** Gives you programmatic control over complex tasks, tight integration with business support systems and high-value end user applications, and the freedom to develop strategic techniques for accelerating business growth.
- **Ecosystem-driven:** Taps into the vast pool of resources that you need to keep pace with innovation, to let you build the network and add the services you want, and move faster and more efficiently than your competitors.
- **Your-pace-your-way migration:** Lets you evolve based on your business priorities, so you take evolutionary steps, and achieve revolutionary results as you modernize your infrastructure, your IT organization, and your business.

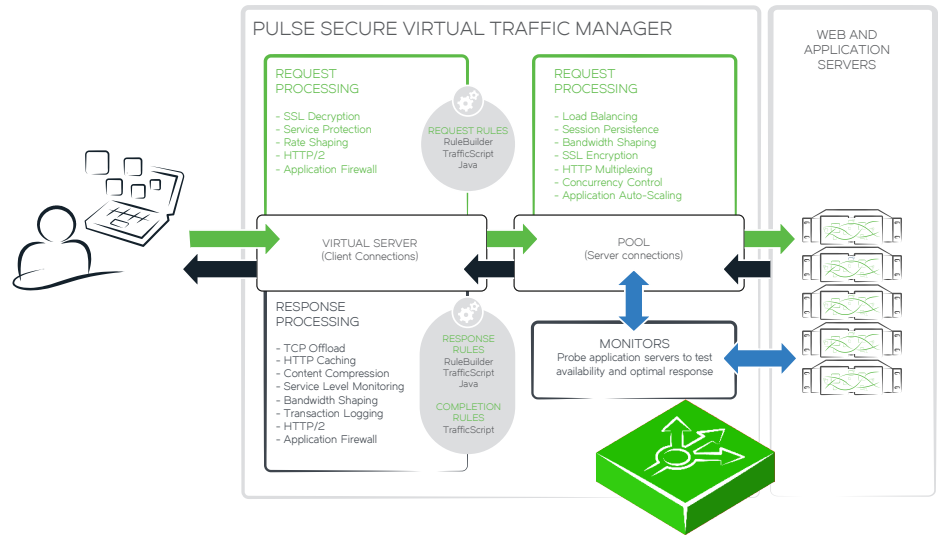


Figure 1: The advanced capabilities in Pulse Secure Virtual Traffic Manager can be enhanced with TrafficScript.

machines by half, and at the same time increase the number of concurrent application users with session management efficiencies. Dynamic content caching and lightweight process enable applications to respond faster, sometimes as much as four times as fast as before. A complete set of powerful and extensible tools mean Pulse Secure application delivery solutions easy to use, while making applications faster, more reliable and secure.

Prioritize High Value Online Customers

During times of peak demand, application resources are at a premium. Sporadic visitors and non-revenue traffic, such as web crawlers, screen scrapers and search engines, can tie up resources and dramatically affect application performance for all users, including the most valued customers. Pulse Secure gives you powerful tools to design business policies to identify regular customers, prioritize high value transactions and provide differentiated service levels to high value users.

With Pulse Secure application delivery, regular customers are identified

and ensured smooth access to services, as well as a fast track to complete transactions. The improved experience drives more click throughs, higher order values and more loyal, repeat customers. The ability to prioritize customers also enables the identification of less regular visitors who have the potential to become valued customers with invitations to register for loyalty programs. By restricting less important traffic or redirecting customers to the nearest data center to provide faster response times, Pulse Secure application delivery applies resources to the highest value customers and provides an optimized user experience.

Optimize Applications

Pulse Secure application delivery solutions provide complete control over web content presentation, improving page response time and maximizing online performance. Pulse Secure Virtual Traffic Manager includes comprehensive tools for application optimization, freeing developers from having to hand tune each and every web page for peak performance.

Control Service Reliability

Pulse Secure provides control over service reliability, including global failover and traffic distribution, to facilitate the rapid recovery of applications following service outages. The Enterprise Edition of Pulse Secure Virtual Traffic Manager includes global load balancing capabilities with the option to direct traffic to the closest geographic data center, even across different regions or zones. Global load balancing can be used in conjunction with service level monitoring and auto scaling to provide continuous service availability for all users where and when applications are accessed.

The Impact of Improved Performance

Faster, more reliable applications means more revenue and lower costs for online retailers, and reduced churn and attrition for enterprises. Pulse Secure Virtual application delivery accelerates and enhances applications, leading to improved customer satisfaction and higher productivity while dramatically reducing the number of servers or virtual machines and increasing the number of concurrent application users.

Learn More

Pulse Secure simplifies rapid service deployment and automated application delivery. To find out more about Pulse Secure Application Delivery solutions, or to arrange a demonstration or product evaluation, please visit www.pulsesecure.net/vadc.

Corporate and Sales Headquarters

Pulse Secure LLC
2700 Zanker Rd. Suite 200
San Jose, CA 95134
www.pulsesecure.net