

Competitive example: Exinda & market leader Packeteer

Packeteer vs Exinda

The essential Exinda differentiators :

- Application Specific Analysis Modules (ASAM)
- WAN Memory (Don't send all the data again, send only the changes!)
- World's best practice monitoring and reporting, Far superior results, and immediate.
- Exinda provides a solution which is richer in features and easier to use.
- Exinda platforms available for all sized businesses, from sub-\$1000/2Mbit through to Gbit systems
- Same performance & features models from Exinda cost 1/3 to 1/2 less than Packeteer
- Organizations realize the benefits much faster with Exinda.
- Exinda can provide network management/WAN optimization and application acceleration on one appliance.
- Packeteer requires two (or three) different units or modules installed at each site to present the same functionality as a standard Exinda.
- Exinda provides compression and reporting as part of the base product. With Packeteer these need to be additionally purchased.

Additional key differentiators are:

Network Management:

Award winning Network and URL Visibility:

http://www.exinda.com/public/products/technology/traffic_monitoring.htm

Technology	What it does	Benefit
Application Layer 7 Monitoring	Signature based classification identifies applications such as Peer-to-Peer and those that use common protocols such as HTTP.	Application level visibility to all traffic. Understand the actual applications that are using network resources. Not just a traffic dump of IP based flows.
Traffic Monitoring	Wirespeed monitoring of all traffic flows across the network. Realtime classification out of the box.	Track usage and network utilisation by application, hosts or conversations. View application flows in realtime and drill down to specific branch offices, users or applications.
Historical monitoring	Drill down monitoring of all network conversations. Extensive reporting via automated PDF and CSV exports and SQL connector.	Enable accountability within the business with extensive reporting mechanisms. Use the data to plan network capacity growth.
Hardware (ASIC) based Classification	High speed ASIC based classification enables L7 inspection in networks with a high number of connections.	Classify and monitor L7 applications in busy enterprise and ISP networks .

Application Specific Analysis Modules (ASAM)

Citrix specific applications:

http://www.exinda.com/public/products/technology/citrix_analysis.htm

Overview:

Exinda can classify Citrix Independent Computing Architecture (ICA) traffic and perform subport classification of Citrix traffic based on Citrix published applications. Exinda can monitor Citrix ICA client requests for a published application destined to a Citrix ICA Master browser. After the client requests the published application, the Citrix ICA Master browser directs the client to the server with the most available memory. The Citrix ICA client then connects to this Citrix ICA server for the application.

Exinda statefully tracks Citrix ICA server client messages and classifies requests for given Citrix application names and traffic. A Citrix application is named when published on a Citrix ICA server.

SIP specific applications: (VoIP)

http://www.exinda.com/public/products/technology/voip_analysis.htm

Overview:

Exinda can classify Session Initiation Protocol (SIP) Voice over IP (VoIP) calls and perform call based classification based on IP phone extensions within the corporate network. Exinda can monitor SIP VoIP calls being made from and/or to the office location. VoIP calls within a corporate setup are initiated by the SIP protocol followed by Real-time Transport Protocol (RTP) to carry the voice data.

Exinda statefully tracks the SIP call setup process and classifies call requests from the details available. Classification during initiation includes details in the form of Private Branch eXchange (PBX) extensions of caller and receiver, CODEC to be used for RTP voice data during conversation and network level data e.g., bytes transferred and data rates of voice data transmission.

WAN Performance and Application Acceleration

Application Acceleration: Exinda has *application independent* caching (not just http and a few others)

WAN Memory

http://www.exinda.com/public/products/technology/wan_memory.htm

Technology	What it does	Benefit
WAN Memory	Identifies and memorises repetitive network data patterns on each Exinda device. Only changes to data are sent across the WAN greatly enhancing application response times and eliminating transmission of repetitive data patterns. WAN memory operates on network streams and is application independent	Reduce the amount and increase throughput of data. Significantly reduce latency on multiple gets or repetitive data

Monitoring and Reporting superiority:

Exinda beats competition (including Packeteer):

http://www.exinda.com/public/news/news_20050726.html

TCP Acceleration

http://www.exinda.com/public/products/technology/tcp_acceleration.htm

Technology	What it does	Benefit
Link Utilization	increase throughput of TCP traffic over high bandwidth and/or high latency links by putting more data on the wire. Link Utilisation used TCP window scaling to manipulate window sizes to allow better utilization of links	Increase throughput of data transfers over high bandwidth and/or high latency links.
Packet Aggregation	send many small packets as one large packet to reduce header overhead. The small packets resulting from compression and caching, are aggregated to further enhance the overall application performance.	Improve the performance of chatty applications
Flow Optimization	improve TCP transmission efficiency for high latency networks and eliminate retransmission of repeated data segments. Flow Optimization helps TCP recover quickly after packet loss.	Achieve highest link utilization in lossy and congested links.
Application Pipeline	performs latency and response time optimization through smart round trip elimination. Application Pipeline also enables accelerated connection establishment reducing the time before application data can be sent	Improve application response times and reduce unnecessary overhead
Compression	performs cross-stream data compression reducing packet size. The reduced packet sizes are then aggregated before transmission	Reduce data over the WAN and increase throughput by sending less data.

Aspects:

- Exinda has replaced many Packeteer based solutions, one being in Australian Government for 38 units.
- The complete solution from Exinda costs less than the base Packeteer system
- Brilliant User Interface, worlds best practice monitoring & reporting, incl. PDF reports
- Packeteer is limited in addressing larger, broader networks, Exinda can address any size network
- Exinda will allow you to work with the telco, VoIP and ADSL providers to address the many smaller businesses

Exinda is true UPM: Unified Performance Management

Exinda delivers true convergence of voice and data IP traffic optimization, acceleration, monitoring, reporting, management & policy enforcement.

One system, one appliance, one platform, many models: Exinda Networks.

Exinda optimizes, Exinda accelerates, Exinda Excites!