



Slow Application Performance on Your Network?

Don't throw money at it – manage it!

Your applications are expected to deliver consistently excellent service levels, despite today's increasing traffic loads, rapid change, and complex deployment infrastructures. Our traffic management solutions provide complete control over user traffic, allowing administrators to accelerate, optimize, secure, and control key business applications. Now these services can be delivered more quickly and ensure the best possible performance across any deployment platform.

Deliver fast, secure, and available applications

Application delivery controllers (ADCs) are a key component of business-critical applications because they accelerate transactions, maximize availability, manage security policies, and provide a point of control to monitor and manage application traffic. Our Traffic Manager is a software-based ADC that provides unprecedented scale and flexibility to deliver applications across the widest range of environments, from physical and virtual data centers to public and hybrid clouds.

The benefits are clear:

Speed: Accelerate services, increase capacity, and reduce costs by offloading performance-draining tasks such as SSL and compression onto our optimized implementations. Administrators can also cache commonly requested content and optimize traffic delivery to your applications so they'll run as fast as they would in a perfect benchmark environment.

Reliability: Improve application availability by intelligently distributing traffic, avoiding failed or degraded servers, monitoring performance problems, and shaping traffic spikes.

Improved security: The Traffic Manager operates as a deny-all gateway, only admitting traffic types it has been configured to admit. This gives full control over how traffic is internally routed. High-performance inspection can interrogate any part of a request or response to apply global filtering or scrubbing policies. The Application Firewall option also protects against a broad range of application attacks.



“With Traffic Manager, we’re able to handle the same – if not greater loads – and we have never had a single glitch. We’re now completely convinced there’s no need to stick with expensive hardware solutions.”

Tim Maliyil, CEO, AlertBoot

Ease of management: Traffic Manager makes it easy to manage how users interact with the applications and the infrastructure those applications depend on. Administrators can also use it to shape, prioritize, and route traffic, to drain infrastructure resources prior to maintenance and to upgrade user sessions across application instances, all while preserving the user experience that business demands.

How Traffic Manager works

Traffic Manager manages a wide range of network-delivered applications. Core load balancing, session persistence, and SSL decryption technology enable administrators to rapidly scale applications for improved capacity and availability. Advanced traffic optimization technology further improves performance and the end-user experience. All of the capabilities may be controlled by the TrafficScript language, which enables the application delivery that is in compliance with business and regulatory policies. TrafficScript also

addresses a wide range of application performance, security, and functionality concerns.

The highest possible performance

Traffic Manager runs on a wide range of hardware and virtual platforms, scaling to use all the available compute resources, and to deliver services with the highest possible performance. Horizontally scalable both within and across data centers, a Traffic Manager cluster can deliver applications on a global scale to a global audience.



Deployment options:

Traffic Manager can be deployed:

- As software on the hardware or hypervisor
- As a virtual appliance on VMware, Xen, and OracleVM
- In any supported cloud infrastructure such as Amazon EC2, Joyent, and Rackspace

Deliver the best possible service levels

Your network traffic is rarely constant, it has peaks and valleys that can make it difficult to plan for future business growth. Traffic Manager gives a unique, high-performance software solution that's mobile, flexible, and scalable, thereby allowing cost-effectively scale capacity and move between hardware and deployment platforms as required.

Traffic Manager reduces the strain placed on your application infrastructure with network-level buffering, protocol optimizations, and application-specific measures such as dynamic compression and caching. The result is reduced latency, increased capacity, improved availability, and optimized service levels for each end user.

Deliver better ROI through consolidation and virtualization projects

Consolidation and virtualization projects aim to reduce costs and to improve flexibility and responsiveness, but when services depend on sophisticated components that are not deployed within the virtual platform, virtualization's benefits will never be completely realized.

The virtual ADC can be run natively within the virtual infrastructure for greater choice and flexibility when deploying application resources. It also provides improved performance and reduced latency compared to external ADC devices. It also leverages public and private compute cloud technologies to extend to hybrid cloud architectures as required.

TrafficScript

Our TrafficScript language enables application teams and operational staff to quickly deploy policies that inspect, transform, prioritize, and route traffic to address application delivery challenges and meet business goals. For example, when a traffic spike begins to degrade service levels, it can selectively employ prioritization to ensure that high-value transactions aren't impeded.



“With excellent initial test results, we progressed and easily deployed Traffic Manager in less than five hours. It was quickly apparent that our problems were solved.”

Dino Zuin, CIO, Meridiana fly

Get Started Today

At Tier3 Technologies, we save companies money on IT, period. Let us show you how to quickly implement this technology. The sooner we start, the sooner you can see application performance improvement – without throwing money at more bandwidth or expensive hardware.