

INTEGRATED TRAFFIC MANAGEMENT

ACCELERATING APPLICATIONS & DATA FOR OPTIMAL PERFORMANCE

The dynamic nature of hybrid network and cloud architectures can slow the performance of applications due to the distance between data centers and end-users. SITA's Integrated Traffic Management (ITM) managed service optimizes the performance of customers' business applications and manages bandwidth requirements of the wide area network.

ISSUES

- Successful rollout and user adoption of new applications such as a new departure control services (DCS) system with no bandwidth upgrades in high-cost countries
- IT cost cutting initiatives such as reducing IT footprints at outstations without affecting user-experience
- Securing assets in the datacenter and encrypting applications network traffic
- Slow performance of applications impacting application adoption, business productivity and revenues
- Accelerating DC to DC data replication or backups to meet RPO/RTOs.

SOLUTION

ITM harnesses Riverbed's optimization technology and SITA's proven managed service model so that:

- Critical applications such as DCS and reservation protocols, as well as traffic, are optimized in a way which ensures that bandwidth capacity is always available
- Mission critical business SaaS applications such as Microsoft Office (MS) 365 are optimized to ensure wait times are kept to a minimum
- A managed virtual server platform as part of ITM facilitates server consolidation through local hosting of applications in the customer's outstations
- Detailed monthly reports pro-actively identify issues before they escalate.

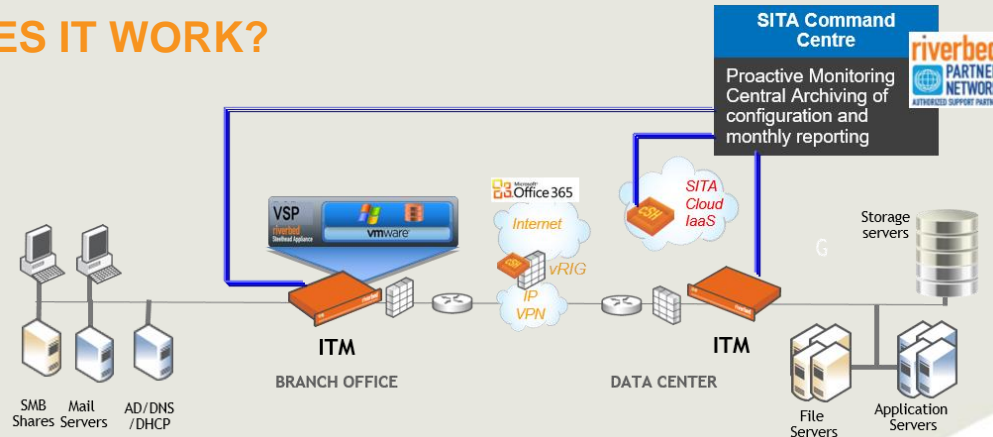
BENEFITS

- **Facilitates deployment of critical applications:** Such as reservation and DCS systems
- **Speeds applications by up to 20x:** Reduce customer queuing times, speeds maintenance checks, improves staff productivity, and reduces IT service windows with faster data replication
- **Secure data:** Enable branch services consolidation and data centralisation to secure assets and reduce IT footprint and maintenance costs at outstations
- **Contain network costs:** Control bandwidth usage per application & reduce traffic volumes by up to 75%
- **Enables server consolidation:** Reduction of IT footprint ensures overall cost savings
- **Proven value and know-how for ATI application optimization**

Up to 20x
Improvement in
application performance

Up to 75%
Reduction in traffic
volumes

HOW DOES IT WORK?



- Various services can be integrated with ITM.
- SITA's market-leading partner capabilities, coupled with our proven managed service, accelerate customers' applications and traffic.

SOLUTION COMPONENTS

1. Integrated Traffic Management (Riverbed)

- Assessment and design services to determine optimization potential
- Latest Riverbed Steelhead hardware selection
- Application protocol acceleration, content caching and pre-population to optimize network traffic
- Optimization of SaaS applications such as Office 365 via Steelhead Cloud Accelerator
- Virtual server platform within the same chassis to host third-party applications and anti-virus or software patch updates
- Seamless integration with other SITA communications services (such as Airport Hub) for end-to-end accountability
- Can be deployed on any network, at APH, VRIG and ATI Cloud locations - with special validation for airport offices.

2. All services within the portfolio include:

- Optional proof of concept, in order to validate the optimization features and quantify the performance gains
- Performance service level management for customer applications
- SITA as single point of contact for service management & customer support.

CASE STUDY

Our customer selected ITM in order to optimize data traffic between their main data center and their remote offices. SITA also ensured that all of the key high traffic applications benefitted from increased performance, including mission critical SaaS such as MS Office 365 and SharePoint. This was achieved via data, transport and application streamlining to achieve KPI targets of traffic reduction on the customers' WAN.

Customer advantages:

- End-to-end solution, ranging from design and deployment to support
- Throughput on the main link was improved and transaction time reduced
- Network traffic reduced by up to 53% depending on the location
- Optimization rules tailored to the customer's needs and targeted applications
- Latest Riverbed Steelhead technology including Cloud Accelerator (SCA)
- SITA monthly reports to identify pro-active recommendations and remedy issues before they occur
- 24/7/365 support and proactive monitoring, including SITA's ownership for performance issues over the whole WAN environment (overall SLA framework).

For more information please contact us at
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