



Accelerating customer applications and traffic

Application performance can be negatively affected by hybrid networks and cloud architectures, as well as the distance between data centers and users. SITA Integrated Traffic Management (ITM) is a managed service for optimizing application performance and Wide Area Network (WAN) bandwidth requirements.

BACKGROUND

Enabling the successful rollout and user adoption of new applications.

Reducing IT costs as part of planned initiatives. For example, decreasing IT footprint at outstations without affecting user experience.

Securing data center assets and encrypting application network traffic.

Optimizing slow performing applications that are impacting adoption, business productivity and revenues.

Accelerating DC-to-DC data replication or backups to meet RPO/RTOs.

Containing WAN bandwidth costs or recovering bandwidth for rolling out new applications or services (i.e. VoIP).

SOLUTION

SITA ITM harnesses SITA's proven managed service model. This means:

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

BENEFITS

- Facilitates the deployment of critical applications such as reservation and DCS systems
- Reduces customer waiting times and IT service windows with faster data replication. It also speeds up maintenance checks and improves staff productivity.
- Secures your data by consolidating branch services and centralizing data. These help to secure your assets and reduce IT footprint and maintenance costs at outstations.
- Helps contain network costs by controlling bandwidth usage per application and reducing traffic volumes by up to 75%
- Enables server consolidation, reducing IT footprint to ensure overall cost savings
- Offers proven value and know-how for ATI application optimization.

RESULTS

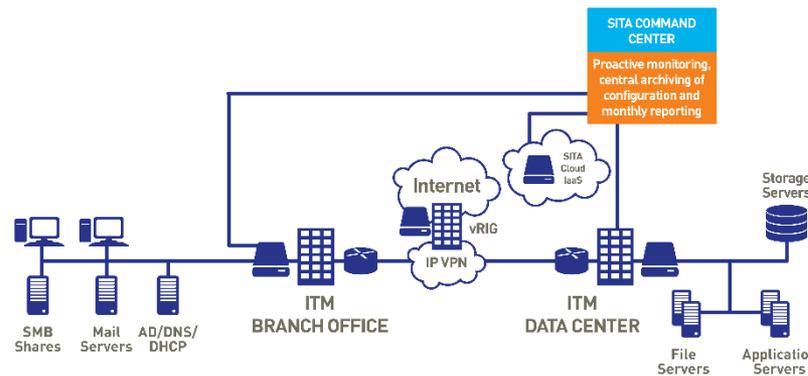
Up to
20x
improvement in
application performance

Up to
75%
reduction in traffic
volumes



How does it work?

- Various services can be integrated with SITA ITM
- Accelerates applications and traffic using SITA's proven managed service expertise



SOLUTION COMPONENTS

1. SITA 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 Software-as-a-Service (SaaS) applications such as Microsoft Office 365 via Steelhead Cloud Accelerator
- Virtual server platform within the same chassis to host third-party applications and antivirus or software patch updates
- Seamless integration with other SITA communications services (such as AirportHub™) 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, to validate the optimization features and quantify the performance gains
- Performance management for customer applications
- A single point of contact for service management and customer support

CASE STUDY

Our customer selected SITA ITM to optimize data traffic between their main data center and their remote offices. SITA also ensured that all of the key high-traffic applications benefited from increased performance. This included business-critical SaaS (Microsoft Office 365 and SharePoint). This was done 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 improved and transaction time was reduced
- Network traffic reduced by up to 53% depending on the location
- Optimization rules tailored to the customer's needs and targeted applications
- SITA's monthly reports to identify proactive recommendations and remedy issues before they occur
- 24/7 support and proactive monitoring, including SITA's ownership for performance issues over the whole WAN environment (overall SLA framework)