

Protecting critical application performance

Managing Microsoft Exchange Server is a balancing act. Organizations depend on Exchange for fast e-mail, scheduling, information sharing and access to public folders. To provide this speed, Exchange places a high demand on wide-area bandwidth. Normal transfers of information — plus regular and frequent updates between the Exchange servers — mean that Exchange can quickly consume more than its share of bandwidth. When that happens, other mission-critical applications can flounder.

Exchange challenges

- > Mission-critical application performance suffers dramatically during heavy Exchange usage
- > Urgent Exchange traffic is delayed by less important traffic — such as Web browsing and even other Exchange traffic such as e-mails with large attachments
- > Administrators configure infrequent data updates to decrease Exchange's bandwidth demands, which defeats Exchange's value and purpose



PacketShaper is part of the Compaq Business Solutions for Exchange program. As the first to offer tested, complete solutions on the Compaq and Microsoft Exchange Server messaging platform, this program helps you enhance efficiency, improve workflow and realize greater productivity from your Exchange investments.

The solution: Packeteer's PacketShaper® available from Compaq

PacketShaper is an application-based bandwidth management system that lets you discover and classify applications, analyze application performance, enforce policy-based bandwidth allocation and generate reports on the results.

Based on PacketShaper, Compaq offers Microsoft Exchange Server Performance Enhancement service so you can control Exchange and ensure that your mission-critical applications have the bandwidth you need for predictable performance across the WAN. Urgent traffic — such as critical applications and critical parts of Exchange — is kept moving at an appropriate pace through the bandwidth bottleneck. Less urgent traffic still moves, but uses a smaller slice of available bandwidth. No single type of traffic monopolizes the link.

Increased productivity

Using PacketShaper, you can realize the productivity gains you had originally expected from Microsoft Exchange Server in two key ways:

Policies to control and protect Exchange —

Network managers can set priority policies to give Exchange higher priority than file transfers or Web browsing, but lower priority than business-critical applications such as SAP or Oracle. They can also establish per-flow caps to prevent a single Exchange session from wiping out other Exchange users or business-critical applications.

Reducing "burstiness" —

PacketShaper's proactive approach to managing bandwidth prevents congestion by controlling the rate at which end systems transmit data, thus reducing the impact that "bursty" Exchange traffic has on WAN bandwidth.

Where does PacketShaper fit in the network?

As you can see from the illustration on the next page, PacketShaper sits next to your router and manages your WAN link.

Alternatives to PacketShaper

PacketShaper vs. more bandwidth — Adding bandwidth, often a company's first choice, does not alleviate the challenges associated with Microsoft

Exchange Server. Upgrading a 128k link to 256k simply gives more room for a single Exchange transaction to burst. The only way to manage Exchange for optimal bandwidth efficiency and optimal application performance is to establish policies around how much bandwidth is given to Exchange and other applications. PacketShaper is the only solution that gives network managers the ability to enforce policies that proactively protect and tune bandwidth for Exchange sessions.

PacketShaper vs. underutilization of Exchange —

A common response to Exchange's high bandwidth consumption, especially during server synchronization and folder replication sessions, is to decide to do updates during off hours. This off-hour scheduling defeats the purpose of having timely access to shared corporate information — a key advantage of the Exchange messaging system. In addition, for companies with global operations, there are no off hours.

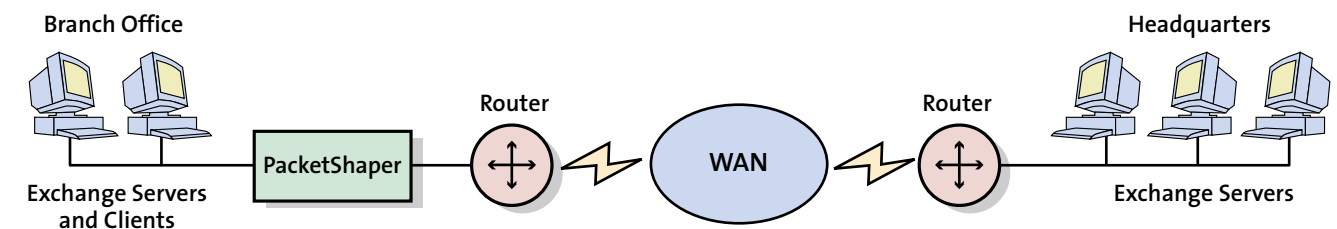
About Packeteer

Headquartered in Cupertino, California, Packeteer (NASDAQ: PKTR) is a leading provider of application performance infrastructure systems that give enterprises and service providers a new layer of control for applications delivered across intranets, extranets and the Internet. Packeteer's products, powered by PacketWise™ software, ensure end-to-end quality of service for networked applications and managed services, enhancing users' quality of experience through comprehensive bandwidth, traffic, content, service-level and policy management. Packeteer's products are deployed by Global 2000 corporations and service providers, and are sold through more than 100 resellers, distributors and system integrators in more than 50 countries.

Learn more

For more information about Packetshaper, visit www.packeteer.com, contact Packeteer at 408-873-4400, fax 408-873-4410 or e-mail info@packeteer.com

To learn more about Compaq Business Solutions for Microsoft Exchange, visit www.compaq.com/messaging



Four steps to application performance in an Exchange environment
Critical application performance

Step 1: Classify — PacketShaper automatically discovers and classifies more than 300 different traffic types

Step 2: Analyze — PacketShaper provides detailed information about how applications are performing, including response-time data

Step 3: Control — PacketShaper enables network managers to fix performance problems

Step 4: Report — PacketShaper provides real-time and historical reporting

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