



## Cisco WAAS Competitive Differentiators



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## The Cisco Difference

### Reliability and Interoperability

"Cisco WAAS accelerated Microsoft Dynamics CRM application better than our incumbent solution, while offering better performance and **interoperability** with VoIP infrastructure." **Dave Kizer, Director IT, Nanometrics**

**nanometrics**

### Secure WAN Acceleration

"Providing both **acceleration and stateful protection** are critical WAN optimization requirements for our loan and retail application data." **Barth Bailey, VP network infrastructure and security, Fulton Financial**



### Scalability and Performance

"WAAS offered us a **scalable** solution, accelerating all the applications including Exchange, SQL, file and printing services, SAP, and our freight-forwarding system accessed through Citrix," **Bill Fraser, VP of Operations for Panalpina**



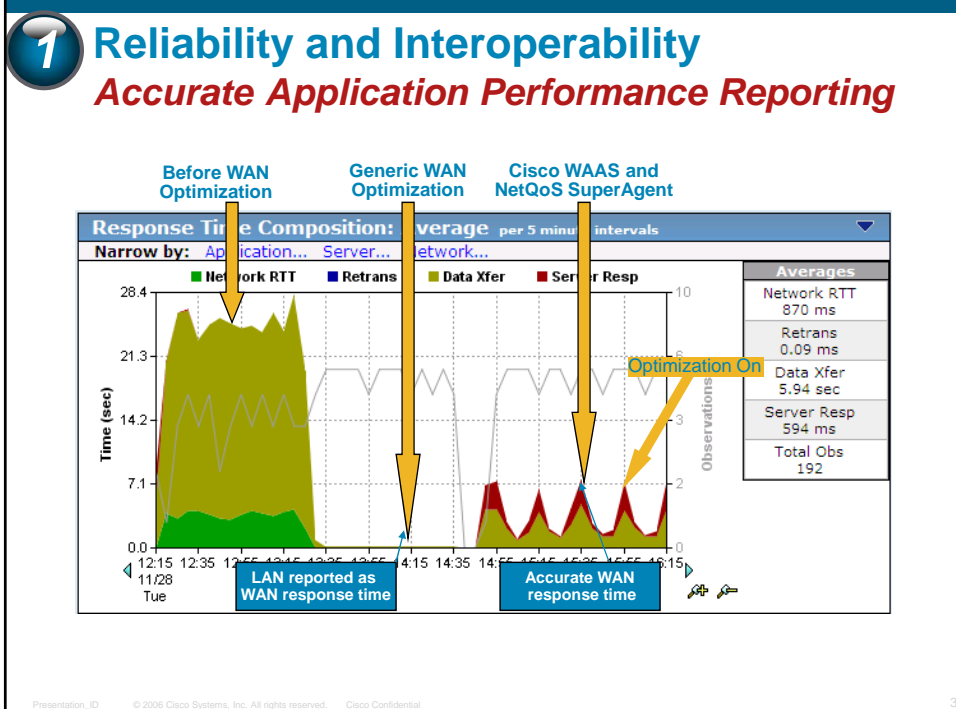
### Total Cost of Ownership

"Cisco WAAS has proven to be an essential component for the success of our server centralization initiative. **Our OpEx and data integrity have appreciably improved.**"

**Bill Waszak, CIO, Scotts Miracle-Gro Company**



**Source: Cisco 1,500 Customer Survey: September 2006 – July 2007**



## 1 Reliability and Interoperability

### Better VoIP Quality

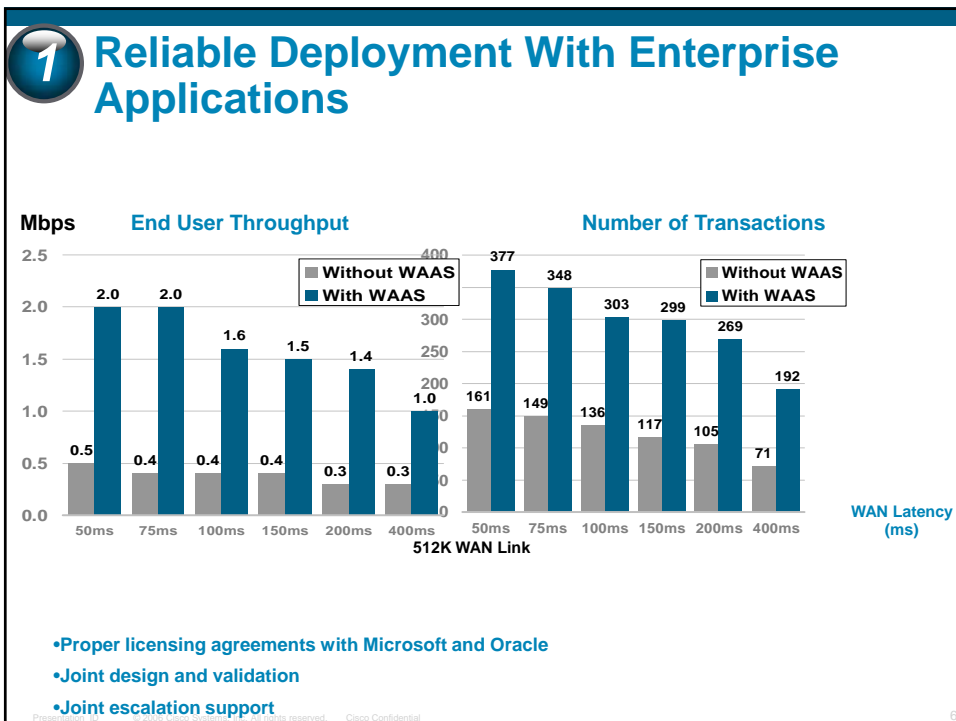
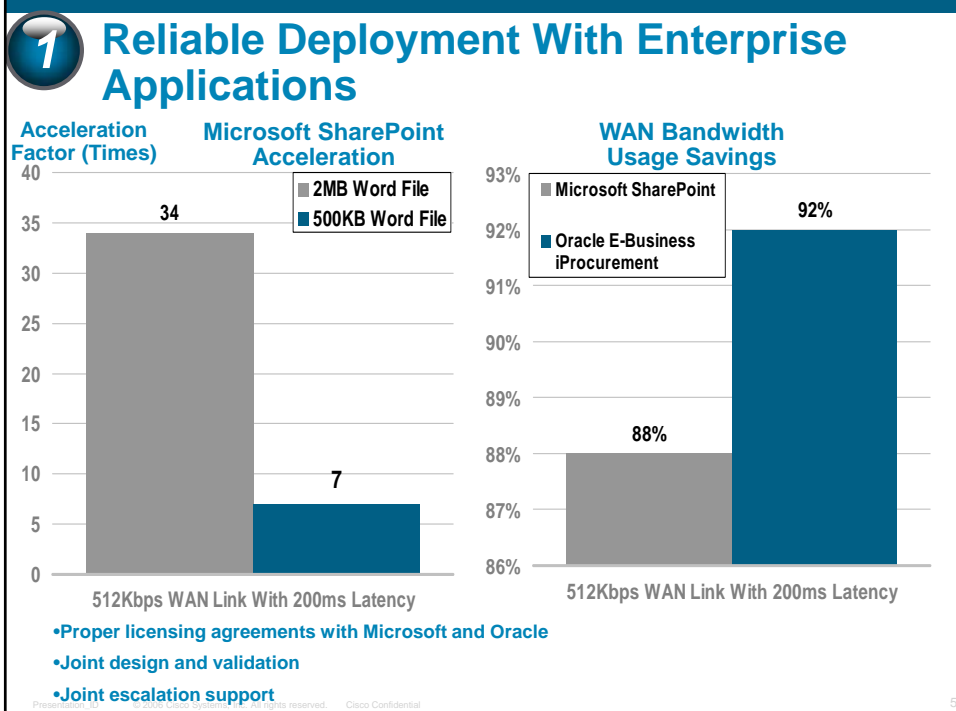
<b>Before</b>	<ul style="list-style-type: none"> <li>A global manufacturing company (NASDAQ: NANO)</li> <li>Saves \$632,000 OpEx per year</li> <li>Centralized branch IT (applications, servers, storage, compliance)</li> </ul>		
<b>After</b>	<b>Server centralization:</b> <ul style="list-style-type: none"> <li>\$120K OpEx saving/yr</li> <li>Standardized servers</li> <li>Economies of scale</li> </ul>	<b>Storage centralization:</b> <ul style="list-style-type: none"> <li>\$260K OpEx saving/yr</li> <li>Centralized backup</li> <li>Sarbanes Oxley</li> </ul>	<b>Application acceleration:</b> <ul style="list-style-type: none"> <li>\$252K/yr bandwidth saving</li> <li>Microsoft Dynamics CRM</li> <li>Microsoft Exchange</li> <li>Microsoft SQL, file and print</li> <li>SolidWorks CAD</li> </ul>

"We replaced Riverbed with Cisco WAAS for 3 reasons:

- Preserving and optimizing our VoIP quality
- Better application acceleration performance
- Lower TCO through router integration"

— Dave Kizer, Director of Global IT Operations: <http://www.nxtbook.com/nxtbooks/rms/netf-1-21482621/>

**nano**metrics



## 2 Secure WAN Acceleration

### Protecting Data In Transit

**Cisco**

Stateful Protection of Each Accelerated Stream

**Tunnel Solutions**

No Stateful Protection of Each Accelerated Stream

Cisco WAAS is the most transparent and easiest solution to implement and integrate as it does not require us to overhaul our security infrastructure.”

—Mark Drake, Network Engineer, Health Management Associates, Inc.

HEALTH MANAGEMENT ASSOCIATES, INC.

## 2 Secure WAN Acceleration

### Protecting Data At Rest

<div style="border: 2px solid black; border-radius: 50%; width: 40px; height: 40px; margin: 0 auto; display: flex; align-items: center; justify-content: center;">2</div> <p><b>Before</b></p>	<ul style="list-style-type: none"> <li>▪ A \$14.7 billion financial services company</li> <li>▪ Retail banking and loan applications in branch offices</li> <li>▪ Up to 1 hour printing application documents using Citrix</li> </ul>		
<div style="border: 2px solid black; border-radius: 50%; width: 40px; height: 40px; margin: 0 auto; display: flex; align-items: center; justify-content: center;">2</div> <p><b>After</b></p>	<b>Application Acceleration:</b> ▪ 80% faster Citrix printing	<b>Bandwidth Optimization:</b> ▪ 70% usage cut	<b>Secure WAN Acceleration:</b> ▪ Strong disk encryption ▪ Stateful protection ▪ PCI 1.1 compliance

"The latest version of Cisco's WAAS product line includes security features of special interest to us, including disk encryption and support for stateful firewall protection."

**Barth Bailey, VP network infrastructure and security, Fulton Financial**

"Providing both acceleration and protection are critical WAN optimization requirements for our loan and retail application data."

## Industry-leading Scalability

- A large retail bank consolidating 10,000 branches
- At least 1 server at each branch
- 81% data has not been accessed in over 3 months
- CIO targeted with \$100M cost reduction in 2006

Projected OpEx savings:	CapEx savings:
•\$4.3M	•\$16.3M
•Tapeless	•Avoids Vormetric encryption
•Server maintenance savings	•Avoids Decru encryption

## Cisco Won On Scalability And Performance

Scalability	Cisco WAAS
Single device	50,000 optimized sessions
With native clustering	<ul style="list-style-type: none"> <li>1.6 million optimized sessions</li> <li>32Gbps optimized throughput</li> </ul>
With external load balancing	With Cisco ACE: <ul style="list-style-type: none"> <li>16 million optimized sessions</li> <li>64Gbps optimized throughput</li> </ul>

## Superior Acceleration Performance

“Cisco's Wide Area Engine (WAE) appliances were by far the most effective at compression, using nearly 28 times less bandwidth than was used in our baseline, no-device test. In contrast, the bandwidth savings for other devices seeing data for the first time was usually less than a two-time reduction in bandwidth, according to measurements taken by a ClearSight Networks Network Analyzer.”

—David Newman, *Clear Choice Tests*, *Network World*, August 13, 2007

“Cisco WAAS accelerated our Web application by 60 times.”

—Paul Babcock, Manager of Network and Computer Operations,  
Bissell Homecare, Inc.

“The Cisco WAAS and data domain pre-integrated solution showed 282 times faster data replication over T1.”

—A Fortune 500 retail company

