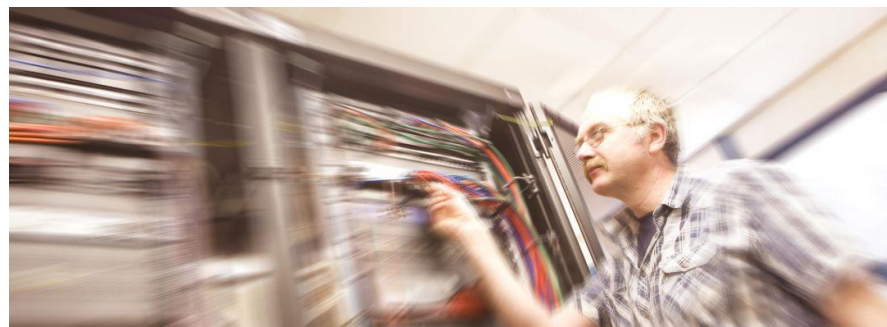# Hoe krijgt u grip op de prestaties van uw cloud-applicaties?

Heynen en Allot Communications

Lennart Heijnen en Richard Edmonds

Agenda

- About Heynen and Allot

- Cloud transition comes with pain

- Manage SLA's and enforce KPI's

- Essential! Multi tenancy

- Question

| Founded in 1951 | Privately owned | Offices in NL, BE and LU | Staff of 55 |

| Founded in 1996 | Traded on NASDAQ since 2006 – Symbol "ALLT" | 4500+ enterprise and cloud customers | 500+ fixed & mobile provider customers | Extensive partner ecosystem |

About Heynen

About Allot Communications

Network monitoring, troubleshooting and security

Support through Heynen ServiceDesk and TAC

Allot Partner for 5 years

Challenging, persistent, innovative and loyal

Heynen works for innovators

4500+ Cloud Providers & Enterprise Customers

Managed Hosting	Financials & Retail	Industry & Energy	Education
DELL	BBVA	ArcelorMittal	NYC Department of Education
triara	AXA	SAMSUNG	TOKYO MEDICAL UNIVERSITY
	BANCO DE MÉXICO	DAIMLER	UNIVERSITY OF SAN FRANCISCO
Atos	BANCO POPULAR	ALSTOM	
		Barilla	University at Buffalo
indra	ZARA ZARAHOME Bershka oysho Pull and Bear Massimo Dutti Kiddys UTERQÜE	RENAULT NISSAN	PRINCETON UNIVERSITY
		L'ORÉAL	
Telefónica	El Corte Inglés	ThyssenKrupp	POLITECHNIC UNIVERSITY
		gasNatural fenosa	

| As a Service | As a Product |

What is the Premise Office Service Bottleneck?

The Weakest Link

Computing Fabric

- Infinite scalability
- Computing predictability
  – applications and department isolation

Core Network
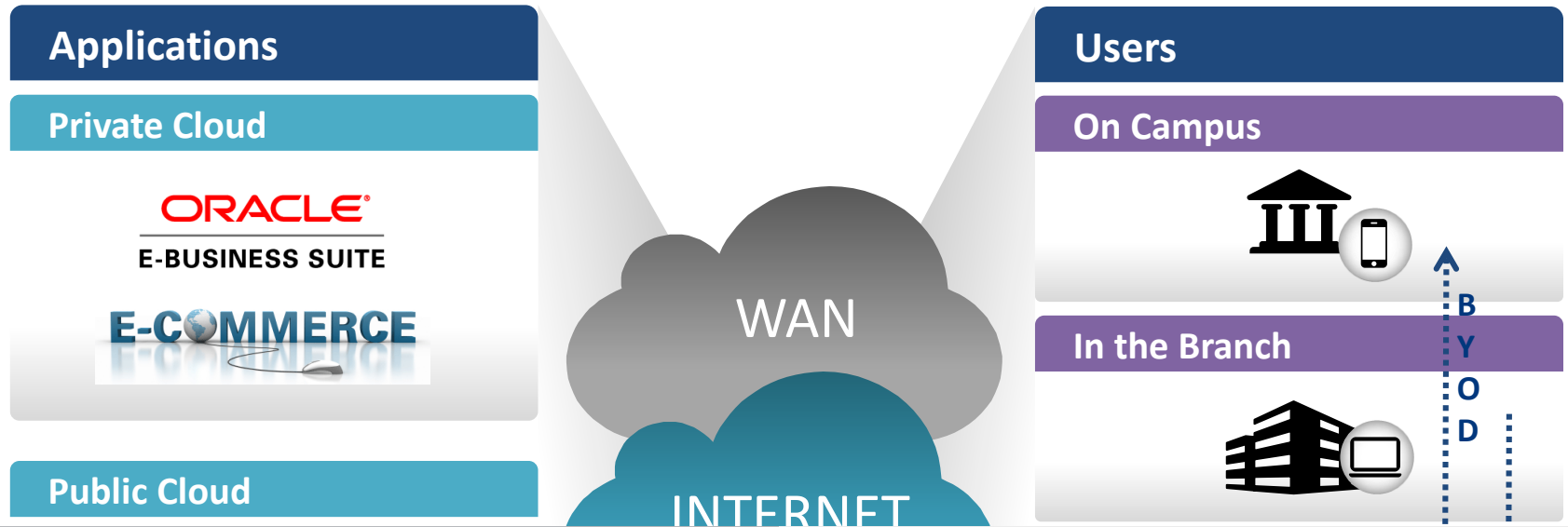
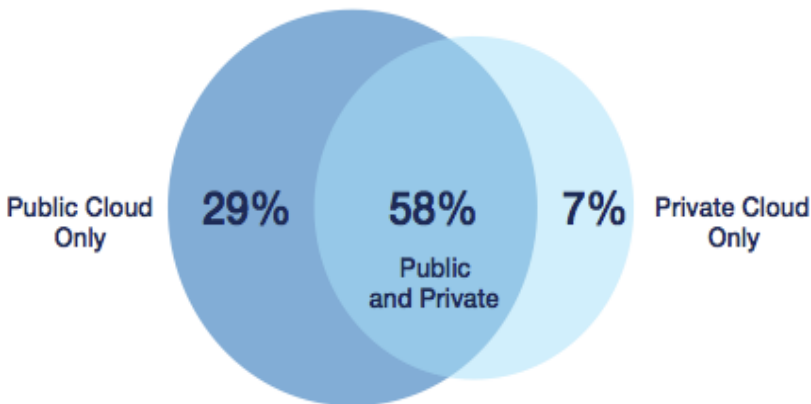- Infinite scalability
- Just plumbing, No intelligence

WAN & Internet Access

- resource
- expensive recurring cost

VMware View

Ouch!
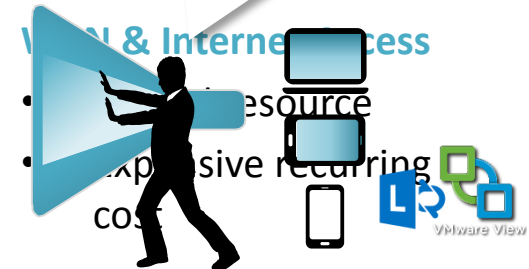
Mostly Impacted Users -> Remote Users

Enterprises migrated to Hybrid Cloud

Applications

Private Cloud

ORACLE®
E-BUSINESS SUITE

E-COMMERCE

Public Cloud

WAN

INTERNET

Users

On Campus

In the Branch

B Y O D

94% of Respondents are Using Cloud

Public Cloud Only **29%**

58% Public and Private

7% Private Cloud Only

Source: RightScale 2014 State of the Cloud Report

Cloud Maturity Model by Company Size

Enterprises 1000+ employees

16%	35%	31%	18%

SMB <1000 employees

20%	29%	25%	26%

■ Cloud Watchers ■ Cloud Beginners ■ Cloud Explorers ■ Cloud Focused
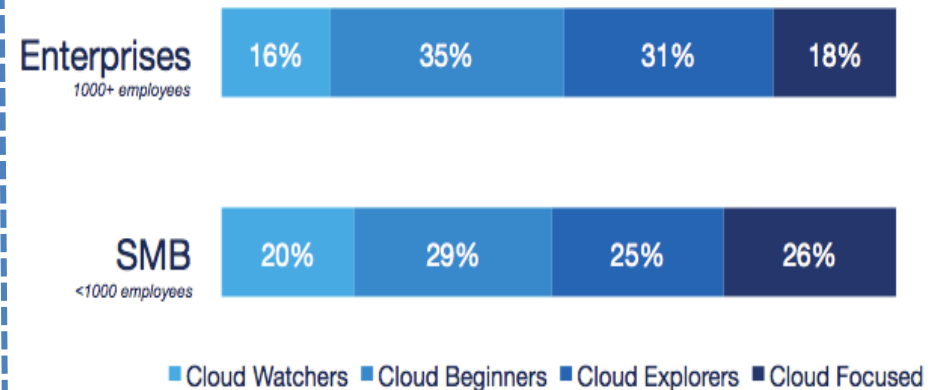
Source: RightScale 2014 State of the Cloud Report

Now, move your applications to the cloud
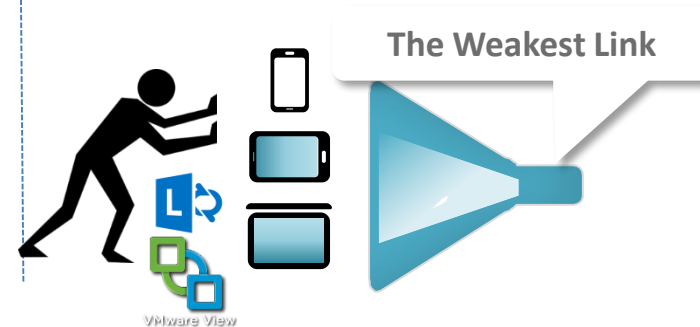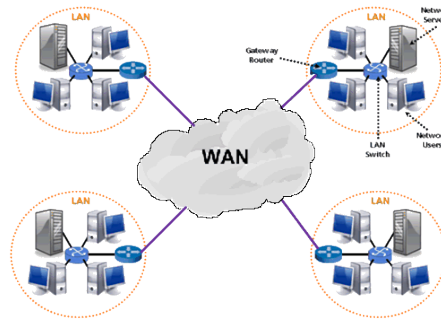

Campus
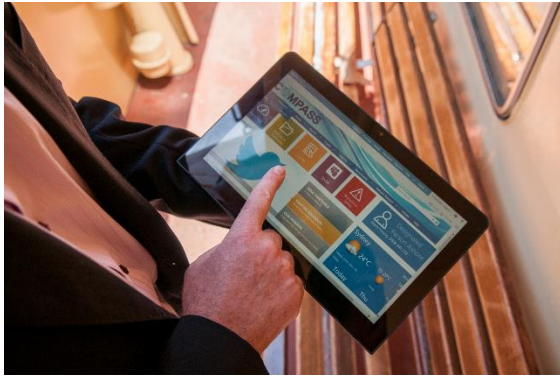
Branch office Users

Core Network

Internet Access

The Weakest Link

**Mostly Impacted Users – All have become Remote Users**

Do you really know, what is on your network?
Or perhaps you are just guessing?

- Is there an acceptable use policy? Is it respected? How do you know?

- An average user tries to connect to social media 6 times per day. 50% of that is Facebook.*

- Is there anonymized traffic on your network (VPNBook, HideMyAss)?

- Microsoft reports that with Office 365 network usage multiplies. E.g. Outlook can require up to 500% of traffic. #

Allot CloudTrends Report Q2/2015
Application-aware Acceptable Use Policy for Enterprise Security
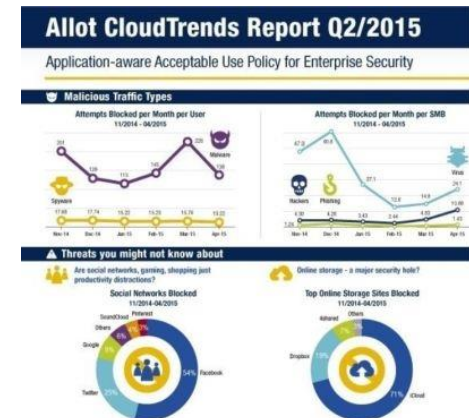
* Allot CloudTrends Report Q2/2015
# http://blogs.technet.com/b/uspartner_ts2team/archive/2011/01/10/bpos-or-office-365-bandwidth-needs-determination-arefresher.aspx

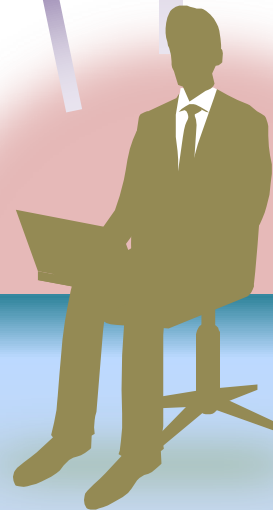# How far does your best effort experience reach?

Minimal network visibility

Network congestion and poor QoE

Bandwidth-hogging applications

Uncontrolled usage of non-business applications

Exposure to security threats

Enterprise pipes are never big enough!

Cloud Access Optimization
One solution for Visibility, Control and Security needs

Application, User, Location, Endpoint, Network Awareness

Plan Capacities
Identify Degradation
Comply with Regulations

VISIBILITY

Multi-dimension QoS Multi-tenant SLA User QoE

Maintain Predictable Experience

CONTROL

DDoS Protection Endpoint Safe Browsing & Anti-Malware

Protect your Infrastructure and Users

SECURITY

Cloud Access Optimization delivers:

Plan ahead

- Instant actionable info. prior to migration and during operation

Ensure Predictable Service

- Predicable application experience
- Controlling each application experience according to application needs and business & user priority
- Identify network service degradation & cut resolution time
- Protect infrastructure from DDoS attack

Secure Your Networks & Endpoints

- Audit every application transaction couple with wired-data Analytics
- Protect Endpoints from being compromised
- Protect your users from accessing malicious Web sites that might compromise your Endpoint security or expose Users credentials

Cut Costs

- Schedule upgrade exactly when needed
- Visibility and control made simple
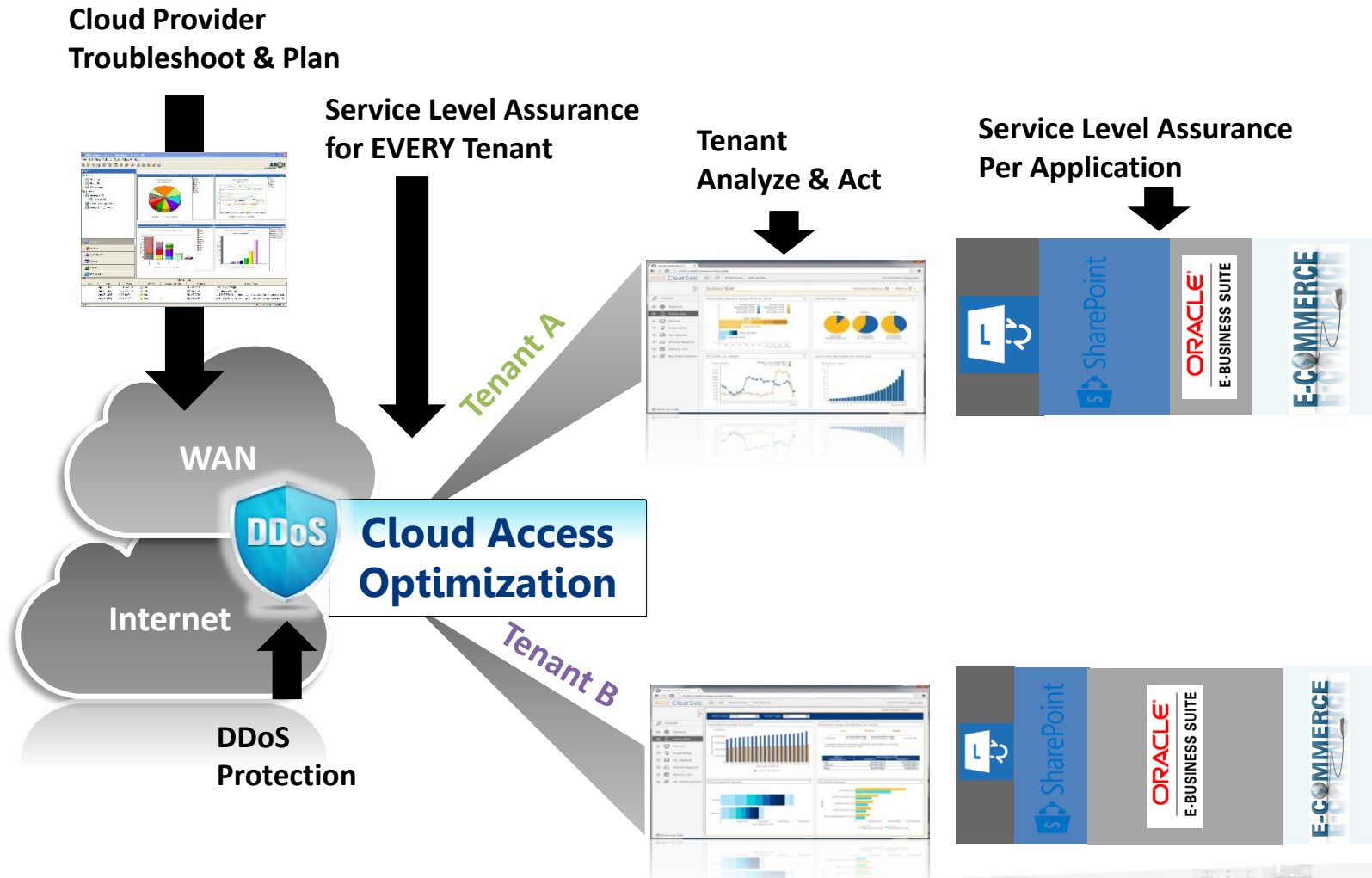
The result: you decide who gets to ride first

Multi-Tenant Services for Cloud Datacenters

Traffic Management Solutions provide a unified way to monitor and manage network utilization in real time, and to ensure quality of service for multiple branch offices or individual users across diverse and numerous access points.

Cloud Access Optimization for Multi-tenant Cloud Datacenters

FHI ⏻ IT ROOM INFRA

**Cloud Provider
Troubleshoot & Plan**

**Service Level Assurance
for EVERY Tenant**

**Tenant
Analyze & Act**

**Service Level Assurance
Per Application**

WAN

DDoS

**Cloud Access
Optimization**

Internet

Tenant A

Tenant B

**DDoS
Protection**

Align Application Performance with Business Needs

Multi-Tenant Service in Action

Key Benefits

- Support numerous customers with one common platform
- Reduce and protect your service delivery costs
- Develop new revenue streams for cloud providers

| Define traffic management policy once and propagate across different customers | Allow your customers to monitor the performance of their applications | Centrally troubleshoot and act upon alerts as they occur | Adjust policy and immediately evaluate the results With your customers |

Key Take Aways

The WAN and internet access in the weakest link in the premise office infrastructure

Remote users are most impacted by this

When moving application to the cloud, all users become remote users

With Cloud Access Optimization, you can assure a predictable service, per location, per application and per user

Cloud Access Optimization allows you to plan ahead, ensure predictable service, secure your networks & endpoints and cut costs

Cloud Access Optimization supports multi-tenant Clouds

INFRA

Contactgegevens

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- E-mailadres: lennart.heijnen@heynen.nl

- Standnummer: 29

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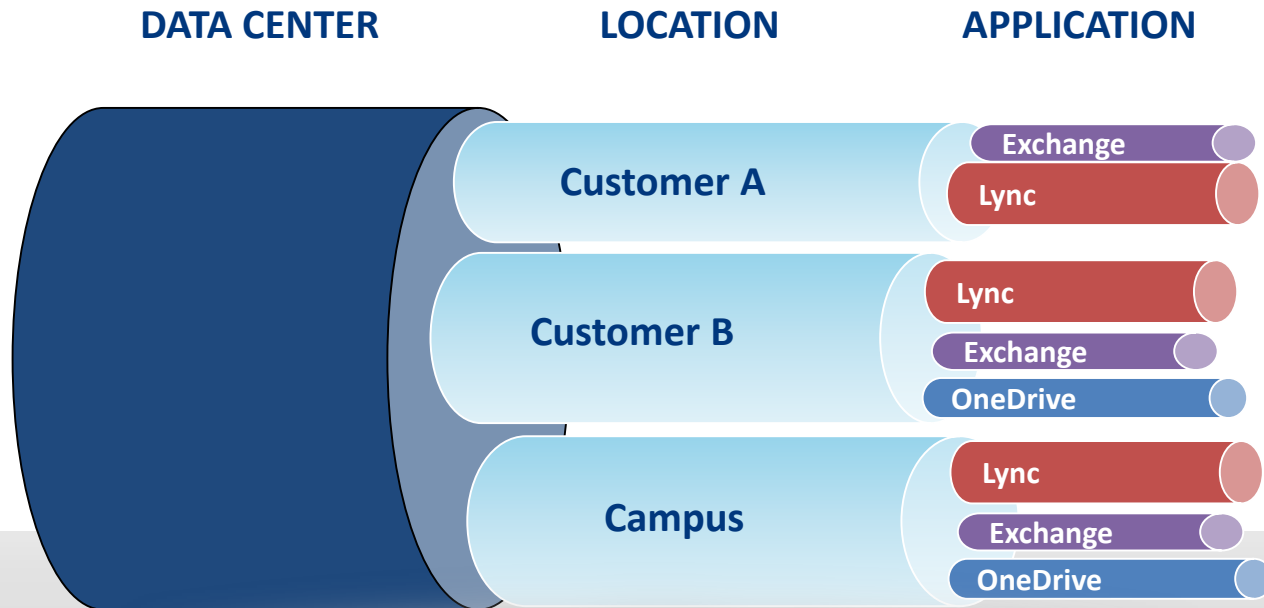
Find out how Allot can help
YOUR business to become
a leading Digital Lifestyle Provider

Email info@allot.com
www.allot.com

Allot
communications

Ensure Predictable Service

Application performance Included Encrypted Applications

DATA CENTER | LOCATION | APPLICATION

Customer A — Exchange, Lync

Customer B — Lync, Exchange, OneDrive

Campus — Lync, Exchange, OneDrive