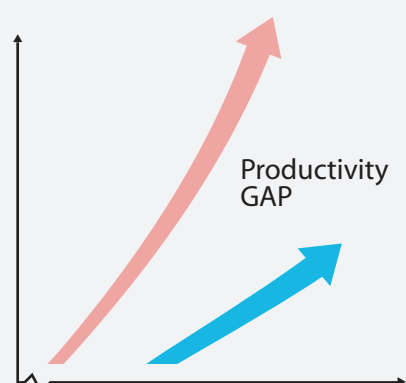
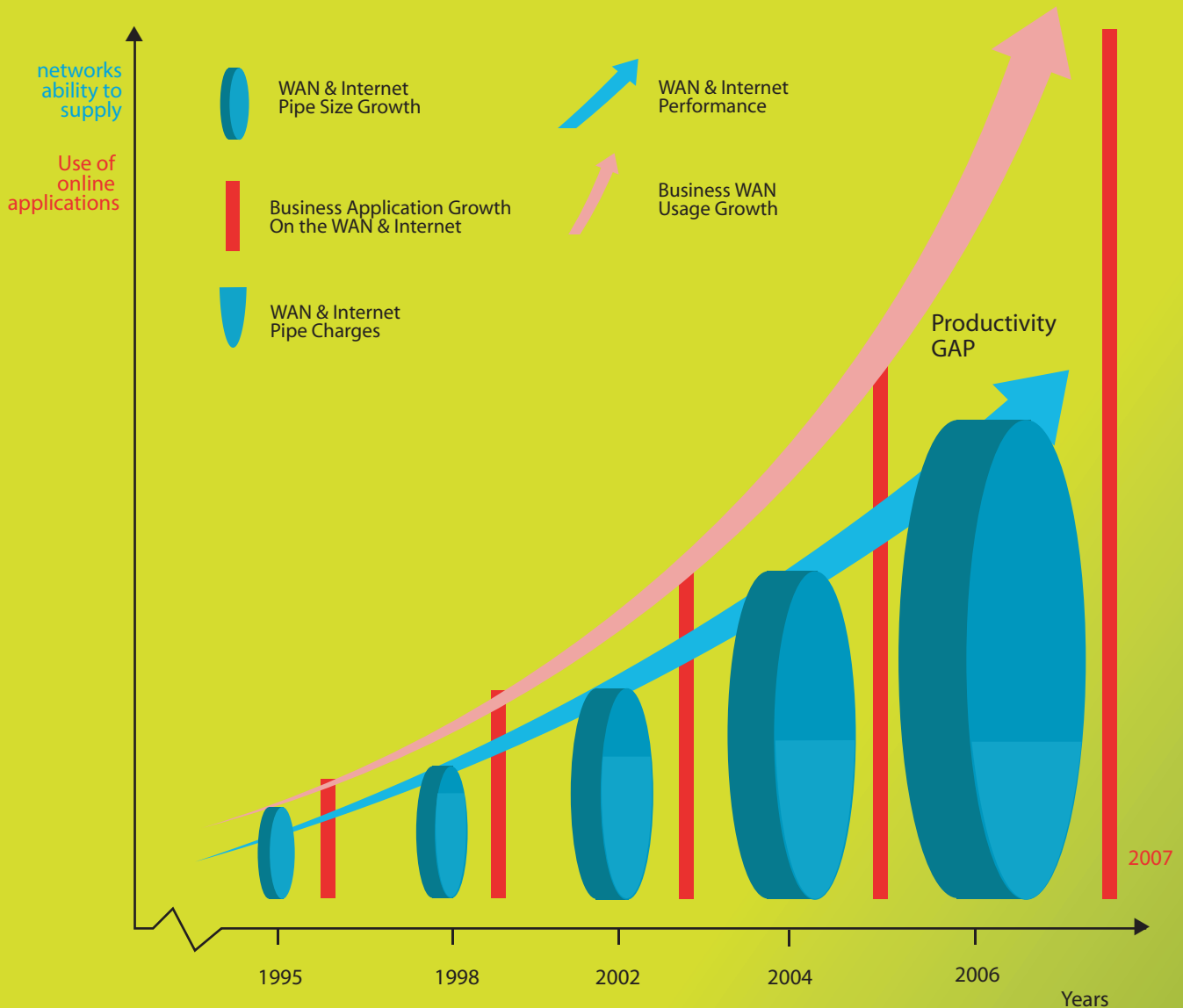


# The Productivity GAP

Current WAN Acceleration platforms are unable to keep up with the increasing demand of business usage.

Graph of Business Demand vs. The Networks Ability to Deliver

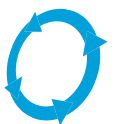


## The Productivity GAP

Falling bandwidth costs and communications technology advances have driven an exponential growth in the usage of Wide Area Networks (WANs), including the Internet as the world's greatest and most accessed WAN.

Growth in the available WAN & Internet pipes capacities and speeds though have not been able to keep up with business usage.

## The Solution is UPM



Neither MPLS, QoS, WAN Optimization nor Application Acceleration have been able to close this gap, as valuable as they are and as much improvement as they bring. Only fully integrated platforms incorporating all available aspects of WAN Optimization and Acceleration technologies, implemented on appliances suited to true broad market and branch office adoption as well as the mid-range and Gigabit data centre requirements, priced to enable the majority of the industry to acquire and implement solutions today, will close this GAP and deliver ubiquitous acceleration.

This has created a yawning Productivity GAP between business demand & the network's inability to supply. The costs of lost staff productivity, defined by Exinda as the "Time Waiting At Screen" factor or "TWAS factor", dwarf the savings generated by lower bandwidth costs today.

**Unified Performance Management (UPM) resolves the Productivity GAP**