Right now, your company is spending a huge portion of its IT budget on expensive, business-critical applications, only to find them struggling to function efficiently over the Internet and wide-area networks.

What's going wrong? Far too often, these critical applications are fighting with less important traffic for a limited amount of available bandwidth. This veritable free-for-all not only delays critical information, it wreaks havoc on deadlines and company-wide performance.

Most networks don’t actually need additional bandwidth, but rather a means to manage their existing bandwidth efficiently. Packeteer’s PacketShaper offers that solution. By managing and optimizing existing bandwidth, PacketShaper breaks the never-ending cycle of buying more to improve application performance.

PacketShaper is the bandwidth-management solution that provides an “Internet Application Infrastructure” for your existing network. Just as a network infrastructure enables efficient data transfer, an application infrastructure enables efficient application performance. Among other responsibilities, it allocates resources, including bandwidth, according to the needs of the applications and company objectives. It does this by looking at the “application-level DNA” of an organization’s traffic and providing the toolset to meet critical service-level agreements for an organization's top applications.

PacketShaper’s ongoing management cycle ensures that less urgent traffic, such as file transfers or casual web browsing, is kept in check, while business-critical applications have the bandwidth they require. With the PacketShaper application infrastructure in place, your network is strategically directed, maximizing the power of your business applications.

THE DNA OF YOUR NETWORK

To manage performance effectively, two requirements rise above all others: accurate application classification and flexible bandwidth controls. PacketShaper peers deep into traffic, as deep as layer seven of the OSI model, exposing its DNA to precisely identify the associated applications. Then precise and powerful bandwidth policies go beyond simple priority schemes to deliver the right performance to the right applications.

ALIGNING YOUR BANDWIDTH WITH YOUR BUSINESS GOALS

Before PacketShaper, file transfers and casual web browsing can easily dominate wide-area network links, frequently monopolizing their entire capacity. The net result? Mission-critical applications—such as Oracle and SAP—languishing without the bandwidth necessary for acceptable response times.

After PacketShaper, business-critical applications enjoy performance that is not only prompt but also consistent. Less urgent traffic—such as email and web browsing—still gets through, but at a more reasonable pace. No single application monopolizes the link.
Some of the companies now using PacketShaper:

Sony
NeC
Ministry of Defense, United Kingdom
Fujitsu
Shell
Banner Health
Sharp
Northwestern Mutual Life
AT&T
Borden Chemical
Standard & Poor’s
Lucent Technologies
ABM Industries
U.S. South Pole Station
NTT
Transamerica
Unilever
Hewlett Packard
British Telecom
Hoechst Marion Roussel
J. Walter Thompson
Charter Communications

PacketShaper Success Stories

"PacketShaper lets us target the traffic that is really critical to us and then do something about it.”
Troy Taylor, Autodesk

"PacketShaper was the perfect solution to protect our mission-critical traffic while eliminating the need for costly network upgrades."
Hee-Kwon Lee
Korean Exchange Bank Credit Service Company

"By taking control of our network we have increased the efficiency of our online business and improved the performance of our internal applications. By doing so, we keep both staff and customers happy."
John Riley
TNT
FOUR STEPS TO MAXIMIZED APPLICATION POWER

PacketShaper integrates smoothly with existing networks and requires no new protocols, router reconfiguration, topology changes, or desktop changes. Installation is quick and easy—just plug in two cables and fill out a web-based information form. Immediately, PacketShaper lets you detect traffic types and set policies for traffic based on application type, application content, user, subnet, URL, protocol, and IP precedence bits.

All PacketShaper models stem from the same core technology but are tailored for varying environments—everything from data centers to branch offices. Each platform is available in a number of link-speed options in order to fit perfectly into any environment.

CLASSIFY INTERNET TRAFFIC

Identifying the traffic competing for bandwidth is the first step towards improving application performance. After all, you can’t control what you can’t see. PacketShaper discovers and classifies hundreds of types of traffic, often exposing applications that administrators didn’t even realize were sneaking onto their network. PacketShaper differentiates applications based on information from layer seven of the OSI networking model—the most precise identification criteria.

REPORT ON SERVICE LEVELS

Administrators need continuous feedback. PacketShaper tracks and reports the ongoing results of the Control step, including: application response times, divided into time spent in transit and time spent on the server; comparisons between actual performance and service-level goals; clients and servers with the worst performance records; and over 30 other per-application statistics and corresponding graphs.

MONITOR ON APPLICATION PERFORMANCE

While other steps highlight problems, Control provides the opportunity to fix them. Flexible policies can speed time-critical applications as well as pace non-urgent or bandwidth-intensive traffic. Policies can allocate bandwidth minimums and maximums to individual sessions or to applications as a whole, both inbound and outbound. PacketShaper incorporates Packeteer’s patented TCP Rate Control technology, which explicitly manages bandwidth and smooths bursty IP traffic. In contrast to router-based solutions, PacketShaper proactively shapes bi-directional traffic without resorting to queues that induce unnecessary packet loss and retransmissions. The result is consistent, prompt, controlled performance for each application.

PacketShaper 1500 Series
Designed for branch offices and remote sites, supports capacities of up to 2Mbps.

PacketShaper 2500 Series
Designed for large branch offices or small corporate data centers, supports capacities of up to 10Mbps.

PacketShaper 4500 Series
Designed for large data centers, supports capacities of up to 100Mbps.

PacketShaper 8500 Series
High-capacity platform designed for the largest data centers, supports capacities of up to 200Mbps.

PacketShaper PolicyConsole
PacketShaper’s web-based user interface, the PolicyConsole, gives managers access from anywhere with a password and a standard web browser.

PacketShaper Line

PacketShaper 1500 Series
Designed for branch offices and remote sites, supports capacities of up to 2Mbps.

PacketShaper 2500 Series
Designed for large branch offices or small corporate data centers, supports capacities of up to 10Mbps.

PacketShaper 4500 Series
Designed for mid-sized data centers, supports capacities of up to 45Mbps.

PacketShaper 6500 Series
Designed for large data centers, supports capacities of up to 100Mbps.

PacketShaper 8500 Series
High-capacity platform designed for the largest data centers, supports capacities of up to 200Mbps.