INTEGRATED TRAFFIC MANAGEMENT (ITM)

ACCELERATING APPLICATIONS AND DATA TO ENSURE OPTIMAL END-USER PERFORMANCE

End-users of next generation applications require these apps to be fast and offer a reliable performance. These applications are often mission critical in the B2E (business to employees) and the B2B (business to business) spaces. They enable the streamlining of business processes, which in turn improves productivity and increases collaboration.

ISSUES

Deployment of critical applications, such as reservation, departure control systems (DCS), while ensuring that optimal end-user performance and required bandwidth are available
Mission-critical applications that affect business operations require reliable and fast performance levels, but the total cost of deployment must not be excessive.

Consolidation of servers and minimization of IT infrastructure at remote outstations
How can you drive IT cost-saving initiatives and simplify IT infrastructure management without compromising end-user performance and operational efficiency at outstations?

SOLUTION

Integrated Traffic Management (ITM) harnesses Riverbed’s optimization technology and SITA’s proven managed service model so that:
• Critical applications such as departure control services (DCS) and reservation protocols, as well as traffic, are optimized in a way which ensures that bandwidth capacity is always available.
• Enterprise applications which are latency and bandwidth sensitive are optimized to ensure that end-user performance is acceptable, regardless of whether they are sourced in house, from SaaS providers or from within the SITA Cloud.
• A managed virtual server platform as part of ITM facilitates server consolidation through local hosting of applications in the customer’s outstations.

BENEFITS

• Optimal end-user performance when applications are rolled out, in order to encourage rapid adoption of usage.
• Facilitates deployment of critical applications, such as reservation systems, which remain within bandwidth capacity.
• Facilitates consolidation of servers and reduction of IT footprint, thus ensuring overall cost savings.

2-4 times acceleration on end-user performance on SharePoint and Exchange 200X
up to 80% bandwidth savings on e-mail and Windows applications
HOW DOES IT WORK?

Various services can be integrated with ITM.
SITA’s market-leading partner capabilities, coupled with our proven managed service, accelerate customers’ applications and traffic.

SOLUTION COMPONENTS

1. Integrated Traffic Management (Riverbed)
   - Assessment and design services to determine optimization potential
   - Optimization of Exchange and SharePoint traffic
   - Optimization of critical business applications, such as reservations
   - Virtual server platform within the same chassis to host third party applications and anti-virus or software patch updates
   - Seamless integration with:
     - Regional Internet Gateways (RIG) in order to further improve SaaS application access
     - AirportHub (APH) to provide optimization for offices in airports

2. All services within the portfolio include:
   - Proof of concept, in order to validate the optimization features and quantify the performance gains
   - Service level agreements
   - SITA as single point of contact for service management and customer support

CASE STUDY

Our customer selected ITM in order to simplify the IT architecture in its outstations by eliminating most of its server infrastructure. SITA also ensured that all of the applications, including new feature-rich applications such as Amadeus ARD, perform optimally across the customer’s global network.

Customer advantages:
- End-to-end solution, ranging from design and deployment to support
- Deployment of over 200 devices across 43 countries in just six months
- Network traffic reduced by 55 percent
- e-mail and file server consolidation, with no impact on application performance
- Software and anti-virus updates centralized for more efficiency
- Scalability for application growth
- 24/7/365 support and proactive monitoring, including SITA’s ownership for performance issues over the whole WAN environment (overall SLA framework)

For more information please contact us at info@sita.aero