

High-Performance, Reliable, Scalable Web Caching Solutions to Accelerate Today's High Traffic Web Sites

As web site traffic grows exponentially, web sites struggle to maintain optimal service and response times—especially during peak traffic periods. These problems are further complicated by inadequate server and network infrastructure, which lead to customer dissatisfaction and, ultimately, lost revenue.

The Network Appliance™ NetCache solution accelerates and scales web server and network infrastructures to cost-effectively accommodate growing web traffic.

Problem Overview

To succeed on the web, your business must deliver increasingly complicated content to a growing number of users at faster rates. Often, a site's infrastructure isn't prepared for high volume business. Most web sites perform poorly because:

- ◆ Web server software runs on general-purpose hardware and operating systems that have not been optimized to deliver web content
- ◆ Web servers must generate dynamic content in addition to serving static content
- ◆ Firewalls create a bottleneck at the web site's point of contact with the internet

To overcome these problems, you can add more web servers and bandwidth to improve response time. But these expensive upgrades can't easily keep up with growing traffic demands or protect your site from the unpredictable bursts in traffic that promotions and breaking news stories bring. The complexity of this solution also requires significant network administration resources to manage new hardware and software. Finally, because web servers are often placed behind firewalls, traffic through the firewall to your web server will continue to confront this bottleneck.



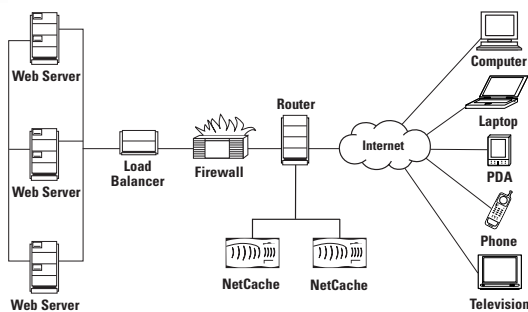
NetCache Solution

Network Appliance NetCache is a high performance web caching solution that addresses the soaring traffic demands of popular web sites. By using reverse proxy capabilities, NetCache scales your web infrastructure for increased capacity while significantly decreasing your response times. Greater capacity and lower response times help increase your market reach and customer satisfaction.

The majority of web site content is composed of graphic images and static information. Delivery of this content can be easily offloaded to a web cache accelerator. This allows your web server to focus on dynamically generated, personalized, or encrypted content. This increases customer satisfaction by improving the responsiveness of your web site. NetCache can be deployed near the origin web server to accelerate content and easily scale your architecture. Or, you can place NetCache in remote locations to eliminate network congestion problems, thereby improving content delivery. What's more, because NetCache serves cache-friendly content, sites benefit from thousands of caches deployed worldwide on the Internet, further scaling your web site, free of cost.

NetCache was built from the ground up as an appliance uniquely dedicated to serving content fast. Because it's tailored to the performance needs of the web, it will always outperform general-purpose web servers. The comprehensive NetCache feature set ensures that the content it serves is consistent and up-to-date with the content on the origin web servers. The NetCache appliance architecture requires virtually no maintenance for the cache's optimal performance, so even high traffic peaks are handled seamlessly. And with enhanced security, NetCache can be deployed outside the firewall, offloading firewall infrastructure as well.

Finally, the NetCache solution is cost effective. Because NetCache eliminates the need for additional web servers, firewall, or bandwidth to scale your site for increased traffic, you'll see a rapid return on your investment.



Scaling and Accelerating Web Sites with NetCache

Key Benefits:

- ◆ Accelerates web site response times through web-optimized appliance architecture and content distribution capabilities
- ◆ Seamlessly serves traffic spikes through thousands of simultaneous connections
- ◆ Eliminates the need to install additional web servers or WAN connections
- ◆ Ensures consistent and up to date web content by monitoring content changes on origin web servers
- ◆ Addresses network attacks with user authentication and an enhanced TCP stack

- ◆ Offers easy installation and administration to control costs due to appliance architecture
- ◆ Delivers reliability with embedded appliance OS/file system and RAID support network administration requirements
- ◆ Maintains web site traffic statistics
- ◆ Provides remote administration and manageability for deployment in distributed locations
- ◆ Offers unique extensible platform (ICAP) for value-added services to enhance content delivery

Put a NetCache Appliance to Work for Your Enterprise

NetCache provides the highest performance and most comprehensive caching solution available to accelerate your web site. The NetCache appliance delivers the features and tools to ensure delivery of accurate, up-to-date content. The NetCache solution can be deployed with no downtime. As traffic to your web site continues to grow, NetCache cost effectively ensures that your web site maintains optimal service and accelerated response times even during high traffic peaks.

No other web caching solution comes close to NetCache appliances for performance, reliability, protocol support, and value-added services. Keep your web site moving at top speed—contact Network Appliance today.

For more information, visit www.netapp.com