Jeffrey Zwall  (CCIE# 17017)
Caribbean & Bermuda Territory Manager
Extreme Networks
jzwall@extremenetworks.com
Welcome to the New Digital Economy

User experience is shaped by technology trends
Digital economy is defined by mobile, social, cloud, big data and apps
The network is a strategic business asset
Apps

70B mobile app downloads per year by 2014
84% mobile traffic is related to apps
0% of businesses know what apps are running everywhere

Right app, right person, right time
Requirements Today

64% improve user experience

70% prioritize business apps

71% improve troubleshooting

52% make unknown become known

Based on Extreme Networks Survey of IT Professionals – November 2013
Millions of Dollars Allocated in Infrastructure

How do you measure success?
How does your business effectively

- Analyze application investments and Return on Investment?
- Analyze network and application usage and their trends?
- Turn network knowledge into revenue or competitive advantages?
- Plan capacity and budgets?
- Reduce unnecessary application churn?
- Monitor application use to determine best practice?
“Each and every time our fans head to a game we want to deliver the most immersive and connected experience for them. Purview from Extreme Networks will play an integral role in enhancing the fan experience through its advanced analytics capabilities,” said Michelle McKenna-Doyle, CIO of the National Football League. In delivering insight on user application preference and usage, we’re able to best use the Wi-Fi technology that’s so crucial in enabling an exceptional game day experience.”
Why? “Because of our unique need to provide access for 70,000 users, we needed a very stable, scalable network that could be easily and centrally managed by our existing IT staff” said Fred Kirsch, Patriots VP of interactive media.

“The Extreme Networks solution gives us an end-to-end network solution including all the hardware, software, and wiring needed to provide ubiquitous and reliable Wi-Fi access.”

Customer & Solution Profile

Who: 68,000 fans
What: WiFi connectivity to deliver real-time video, game stats and access to social networks
When: All Patriots home games including UMass Football, New England Revolution Soccer and concert events
Where: Gillette Stadium, 68,000 fan capacity, over 4,000 wifi clients per acre
How: Indoor/outdoor APs, omni/directional antennas, full Enterasys backhaul LAN, unified management
Apps Everywhere
The solution

Full Network Visibility

Extreme Networks WiFi Visibility

- Application Profile
- # of Clients per App
- Bandwidth per App
- App Response Time
- Network Response Time
Analytics Delivers

- Simply Networking
  - Executives, Managers, HR, All

- Automated Reporting
  - Bring visibility to IT
  - Change behaviors

- Open & customizable application fingerprints
  - Over 13,000 fingerprints for over 7,000 applications out of the box
  - Ability to fingerprint custom applications

- Detailed application usage and performance information
  - Per application, user, device type, location, etc.
Top Applications by Flows and Bandwidth
Start Troubleshooting in the Right Place
Application Visibility & Control at Layer 7

- Contextual information beyond the application
  - user, role, location, time, device & more
- Application and network performance tracking
- Open & customizable fingerprints
  - Over 13,000 fingerprints for over 7,000 applications
- Pervasive across the entire network infrastructure
- Tbit/s speeds with no switch performance impact with scalability to millions of flows
Your Most Strategic Business Asset is The Network

Strategic CIOs leverage the network to fuel business growth
Scalable, adaptive, and resilient architecture
Balance of performance, intelligence, and simplicity
Come to the Traeger Brothers Booth

Check out the “NEW” Extreme Networks

WWW.EXTREMENETWORKS.COM