INTEGRATED TRAFFIC MANAGEMENT

POWERED BY RIVERBED TECHNOLOGY

THERE IS NO ESCAPE FROM CHANGE

Airlines, aerospace organizations and outstations are all experiencing greater demands on their data network due to the increasing usage of IP based applications and changing IT architectures arising from initiatives such as data centre consolidation, server and storage centralization, and virtualization. These all tend to place increasing demands on the network, causing congestion and increasing application response times which, in turn, impacts the end user's experience and operational effectiveness.

The implementation of collaborative tools such as instant messaging, the roll out of software and patch updates, or the migration to a new email client are just a few of the IT-related traffic and productivity initiatives that could slow down applications and have a major impact on the user experience.

Simultaneously, the ongoing trend of consolidating data centres and the outsourcing of core business applications – such as revenue-generating booking reservation systems – to third-party data centres can result in substantial latency as the distance between users and servers increases.

WE MAKE YOU PERFORM EVEN BETTER

SITA Integrated Traffic Management (ITM) offers end-to-end WAN optimization service management in over 200 countries. In conjunction with our partner, Riverbed Technology, we can securely optimize your network and the performance of specific applications in a highly cost effective manner.

This is achieved by eliminating duplicate data and optimizing the communication protocols. As data and applications get accelerated, the impact of latency will be reduced. The ITM service is based on Riverbed Steelhead® appliances using Riverbed Optimization System (RiOS™) software.

Applications which are not suited to a remote data centre can also be hosted on a virtual partition of the Steelhead appliance. This partition will be geographically closer to your end users, improving the overall application performance and making content more accessible.

WE OFFER

Application acceleration
Application performance could be up to 20 times faster, depending on the application and the type of transaction. Your users will be able to retrieve data faster, increasing their productivity. New applications can be rolled out locally or globally, without impacting the performance of other applications on the network.

Bandwidth optimization
Based on SITA's findings and customer evaluations, application and protocol data traffic can be compressed up to 60% – even more in some cases. Additional bandwidth is made available to support the implementation of new products or the roll out of software and patch updates.

SITA

Create success. Together

"WE ARE PLEASED TO BE PARTNERS WITH SITA AND LOOK FORWARD TO CONTINUING TO COMBINE RIVERBED'S UNIQUE STRENGTHS AND CAPABILITIES WITH SITA'S UNPARALLELED KNOWLEDGE AND CAPABILITIES IN THE AIR TRANSPORT INDUSTRY."

Randy Schirman,
SVP, Worldwide Channels, Riverbed Technology

SITA is a Riverbed Authorized Support Partner. The Riverbed Authorized Support Partner program enables organizations to partner with Riverbed to jointly develop and deliver customer support solutions that drive customer loyalty and generate additional value for the customer.

The program recognizes SITA's successful track record in applying its extensive WAN Optimization experience and in providing a high standard of support and operational services. SITA is proud to have received from Riverbed the Asia, Pacific and Japan (APJ) Partner of Technical Excellence of the Year and Greater China Partner of the Year awards for 2011.

"THANKS TO OUR PARTNERSHIP WITH RIVERBED, WE ARE NOW ABLE TO OFFER OUR CUSTOMERS FULLY OPTIMIZED END-TO-END TRAFFIC MANAGEMENT. TOGETHER WE FOCUS ON INCREASING THE PERFORMANCE OF THE BUSINESS CRITICAL APPLICATIONS OPERATED BY THEIR END USERS".

Sébastien Fabre,
Head of Network and Mobility Solution Line, SITA

ABOUT RIVERBED TECHNOLOGY

Riverbed delivers performance for the globally connected enterprise. With Riverbed, enterprises can successfully and intelligently implement strategic initiatives such as virtualization, consolidation, cloud computing and disaster recovery, without fear of compromising performance. For more information please visit us on the web at: **www.riverbed.com**

ABOUT SITA

SITA is the world's leading specialist in air transport communications and IT solutions. SITA delivers and manages business solutions for airline, airport, GDS, government and other customers over the world's most extensive network, which forms the communications backbone of the global air transport industry. For more information please visit us on the web at: **www.sita.aero**