

RIVERBED AND ACCORDENT

Experience Rich Media with Accordent Technologies and Riverbed

Riverbed has teamed with Accordent, a leading provider of rich media communications and management solutions, to deliver a solution that combines automated streaming video content creation and management with the WAN Optimization and branch office server consolidation capabilities of the Riverbed® Steelhead® Product. The result is an enterprise-scale communications solution that offers a high degree of reliability, scalability and network efficiency.

The Accordent and Riverbed Solution:

The joint solution delivers an end-to-end content creation, management and tracking platform that fully supports and leverages the benefits of Riverbed's Steelhead products. The Accordent Media Management System has earned distinction as the only solution that provides content creation, management and tracking capabilities within a single, unified portal. The AMMS robust tracking and performance measurement capabilities allow end users to track viewing at the desktop and provide more than 40 reports to measure the effectiveness of their online communications programs – even test and certify online.

A Joint Solution by Riverbed and



BENEFITS

- Integrated solution enables organizations to publish Accordent rich media Presentations using Riverbed edge devices
- Supports live and on-demand distribution
- Uses significantly less bandwidth than traditional streaming infrastructures
- Provides comprehensive content management, tracking and reporting capabilities.



Accordent's end-to-end solution, alongside Steelhead products, provides the framework for creating, distributing, managing and measuring the effectiveness of multimedia presentation assets, while measurably reducing the bandwidth requirements over traditional streaming infrastructures.

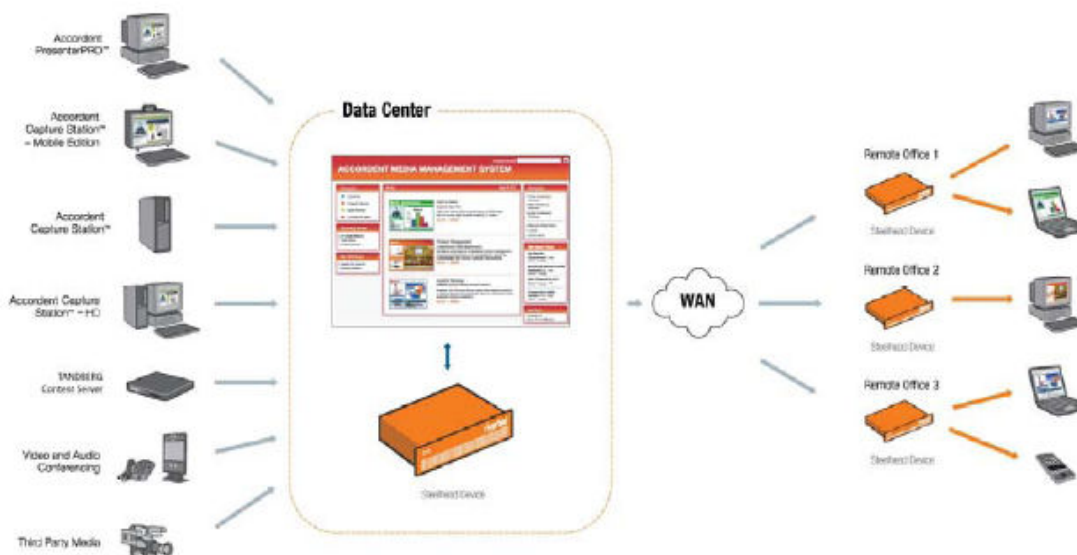
Accordent's solution suite also includes the award winning Accordent Capture Station and Accordent PresenterPRO, which enable organizations to create live and on-demand multimedia presentations that contain streaming video and audio synchronized with graphics. When integrated with the Accordent Media Management System (AMMS) you have the first platform for managing, securing and measuring the effectiveness of rich media communications on an organizational scale.

Riverbed WAN Optimization for Creating and Managing Online Rich Media

The deployment of applications and services on the Riverbed® Services Platform (RSP) on Steelhead products at regional offices eliminates the need for additional servers and server management by IT. RSP supports the ability to run streaming servers (e.g. Windows Media, Wowza, etc.) on remote Steelhead Products. For live streaming media, a stream splitting capability eliminates the need to send a duplicate copy of the live stream per user. In the case of video on demand, a remote user can store a previously downloaded video file at the remote site for other subsequent users to access, without burdening the WAN with additional downloads.

Additional WAN optimization occurs when a remote Steelhead product delivers the webcast platform data at the regional office allowing the users in that region to access webcast content from the local Steelhead product rather than retrieving that information from the data center. By eliminating traffic to the data center, peak WAN utilization will be reduced significantly.

Riverbed and Accordent Workflow:



About Accordent

Accordent Technologies provides enterprise-wide rich media communications solutions that enable world-class organizations to inform, train and engage their audiences online. More than 1500 customers worldwide, including Unisys, JPMorgan Chase, Ford, Harvard and National Institutes of Health, rely on Accordent solutions to create, manage, distribute and measure the effectiveness of their multimedia presentation assets. Accordent has earned distinction for its award-winning products and long-standing commitment to the success of its customers and partners. Learn more about Accordent’s exceptional solutions at www.accordent.com.

About Riverbed

Riverbed is the IT performance company. WAN optimization solutions from Riverbed liberate businesses from common IT constraints by increasing application performance, enabling consolidation, and providing enterprise-wide network and application visibility – all while eliminating the need to increase bandwidth, storage or servers.



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