

**IN BRIEF**

**Industry**

» Media

**Challenges**

- » Employees experiencing delays when attempting to access files and data over the WAN
- » Increasing bandwidth proved to be an expensive and disruptive solution that would take too long to implement and would not overcome latency

**Solution**

- » Riverbed Steelhead appliances

**Benefits**

- » 30 times increase in bandwidth capacity
- » 5 times improvement in file download speeds
- » 97 percent data reduction across WAN
- » Increased employee productivity
- » Expensive bandwidth upgrade avoided




# Khaleej Times

**Riverbed Technology helps newspaper improve application performance speeds, increase employee productivity, and make significant cost savings**

**Background**

The Khaleej Times ([www.khaleejtimes.com](http://www.khaleejtimes.com)) is currently the highest-circulated English-language newspaper in the Arabia Gulf, with a multinational readership of 450,000. It has six offices, with its headquarters in Dubai. The Khaleej Times is available both in print format and online.

**Challenge: Increase employee productivity by enabling fast access to centralized applications**

For any newspaper, time is of the essence, and it's vital that employees can access business critical applications and information as quickly as possible. When Khaleej Times discovered that staff at its Abu Dhabi office were experiencing delays in accessing documents and files over the wide area network (WAN), it knew that it had to find a solution. "Our business leadership is defined by timeliness and quality of content," explains Mohan Kumar Shetty, systems manager at Khaleej Times, "and this was being seriously hampered by the poor performance of applications across our WAN."

**"Our business leadership ... was being seriously hampered by the poor performance of applications across our WAN."**

The Khaleej Times data center, based in Dubai, hosts a number of business-critical applications including, digital publishing applications like DTI Advertising and DTI ContentPublisher, for managing news feeds, editorials and other content. The data center and Abu Dhabi office are connected via a 4Mbps ADSL link. "We had considered upgrading to an MPLS [Multiprotocol Label Switching] circuit to improve application speed over the WAN, but our ISP told us that it would take a minimum of six months to install," says Shetty. Such a move would also be expensive, highly disruptive to the newspaper's IT infrastructure, and would not address the issue of latency, caused by the long distance between the branch office and data center. "This option was unacceptable to us, and so we looked for an alternative way of boosting application performance," adds Shetty

**Solution: Riverbed technology offers fast deployment and 3 times increase in application load-up times**

Khaleej Times IT partner proposed a solution from Riverbed Technology as a cost-effective alternative to increasing bandwidth. Khaleej Times tested the Riverbed® Steelhead® appliances at its data center and Abu Dhabi office "We were delighted to learn that the Riverbed solution could be implemented in a matter of minutes without causing disruption to our IT systems, and when we tested the appliances, we saw an immediate improvement in download speeds," says Shetty. Before deploying Riverbed, it took employees 27-35 seconds to load up an application onto a PC screen, 25-50 seconds to retrieve a report, and more than 15 seconds to update a single record. Deploying Riverbed resulted in applications loading up in 8-11 seconds; reports retrieved in 5-16 seconds, and record updates taking just 2-4 seconds. "These impressive results convinced us that Riverbed was the solution for us," says Shetty.

**"We were delighted to learn that the Riverbed solution could be implemented in a matter of minutes without causing disruption to our IT systems."**

**Benefits: 5 times improvement in file download speeds, 30 times increase in bandwidth capacity, 97% data reduction across WAN, increased employee productivity and significant cost savings**

Steelhead appliances were deployed at the Khaleej Times data center and Abu Dhabi office, and their impact was immediate. "We've experienced an average 5 times improvement in file download speeds, and files that were taking up to 50 seconds to download can now be accessed in less than ten seconds," explains Shetty. Khaleej Times has also experienced a 30 times increase in bandwidth capacity and a 97 percent reduction in data traffic across its WAN. "For any newspaper, time is

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money, and we cannot afford to have our staff wasting valuable time waiting for files to download," says Shetty, "as a result of using Riverbed, employee collaboration and productivity has increased, and we've also saved a significant amount by not having to upgrade our bandwidth."

Deploying Riverbed has helped Khaleej Times maintain its competitive edge in the fast-moving world of newspaper reporting, says Shetty, "Riverbed has enabled us to keep our leadership position. It's an essential part of our IT infrastructure and it's helping us to achieve our business goals."

**About Riverbed**

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. By giving enterprises the platform they need to understand, optimize and consolidate their IT, Riverbed helps enterprises to build a fast, fluid and dynamic IT architecture that aligns with the business needs of the organization. Additional information about Riverbed (NASDAQ: RVBD) is available at [www.riverbed.com](http://www.riverbed.com).



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**SUMMARY**

Employees at the Khaleej Times Abu Dhabi office were experiencing difficulties in accessing key business applications and information held at the newspaper's data center in Dubai. Increasing application speeds across the WAN by upgrading the bandwidth would be expensive, take a long time to implement, and would not solve the issue of latency. After successfully testing the Riverbed WAN optimization solution, Khaleej Times deployed Steelhead appliances at its data center and Abu Dhabi office. This resulted in a 5 times improvement in file download speeds, 30 times increase in bandwidth capacity, increased employee productivity, and significant cost savings.