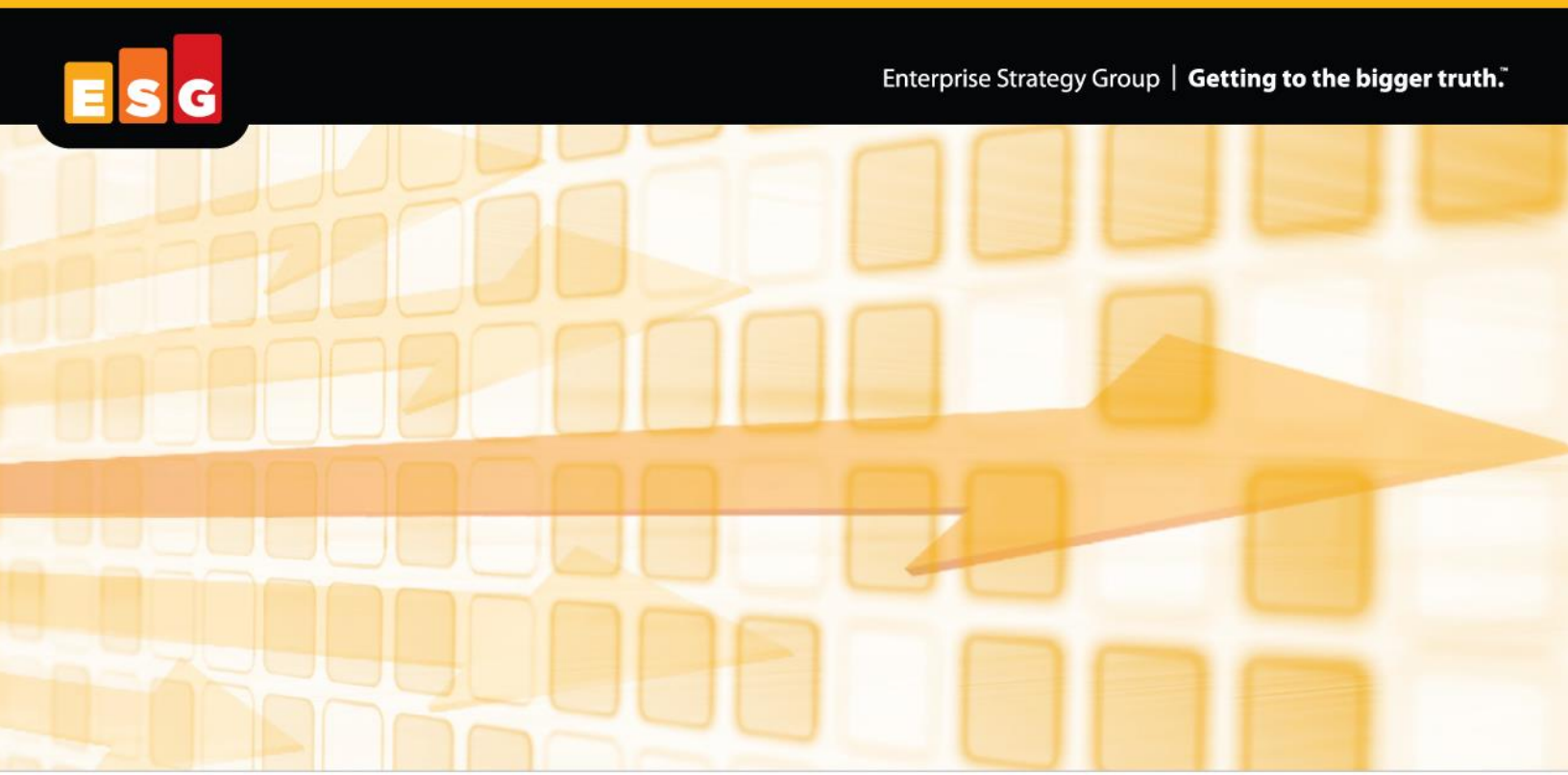

Economic Value Validation

Riverbed SteelCentral AppResponse

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Contents

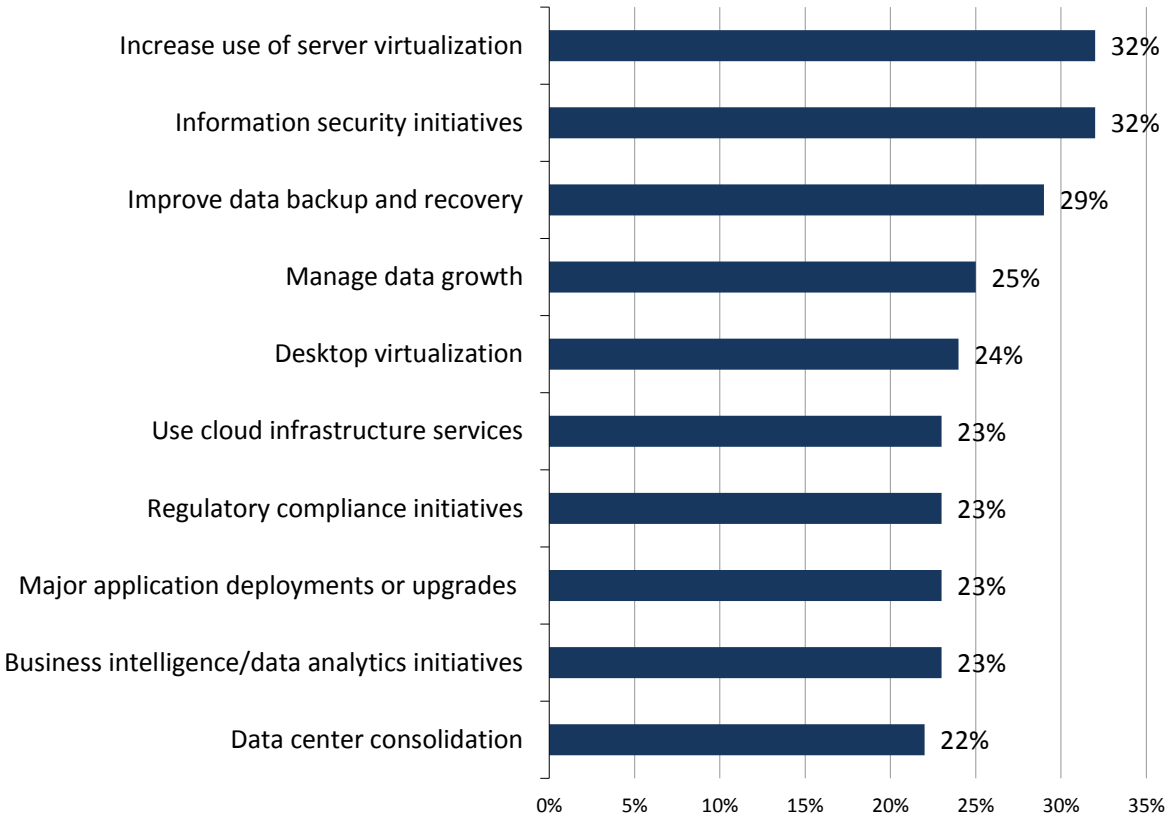
Market Overview

The requirements organizations have for their networks have been greatly transformed by waves of adoption in the areas of virtualization (fueling data center consolidation), mission-critical web applications, bandwidth-intensive apps (including video and other multimedia applications), and IT consumerization and enterprise mobility. These trends have the dual effect of adding to network complexity and performance requirements while also increasing organizations' reliance on their networks for business success.

While server virtualization has been a mainstream technology for several years now, ESG research data shows that it is still top of mind for many IT decision makers. As shown in Figure 1, increased use of server virtualization was one of the two most-cited important IT priorities for 2014 in a recent ESG survey with an incidence of 32%.[1] By collapsing many virtual servers onto a smaller number of more highly utilized physical servers, IT organizations are able to drastically lower costs. However, these initiatives can be risky if IT and network personnel do not have the tools to effectively map and visualize the increasing number of applications and utilities dependent on physical compute, storage, and network resources. Moreover, virtualization initiatives—by enabling the consolidation of hardware—empower organizations to collapse and centralize multiple, smaller data centers into larger, more complicated super data centers. This trend further accentuates the need for tools that can simplify network monitoring operations and issue resolution.

Figure 1. Top Ten Most Important IT Priorities for 2014

Top 10 most important IT priorities over the next 12 months. (Percent of respondents, N=562, ten responses accepted)



Source: Enterprise Strategy Group, 2014.

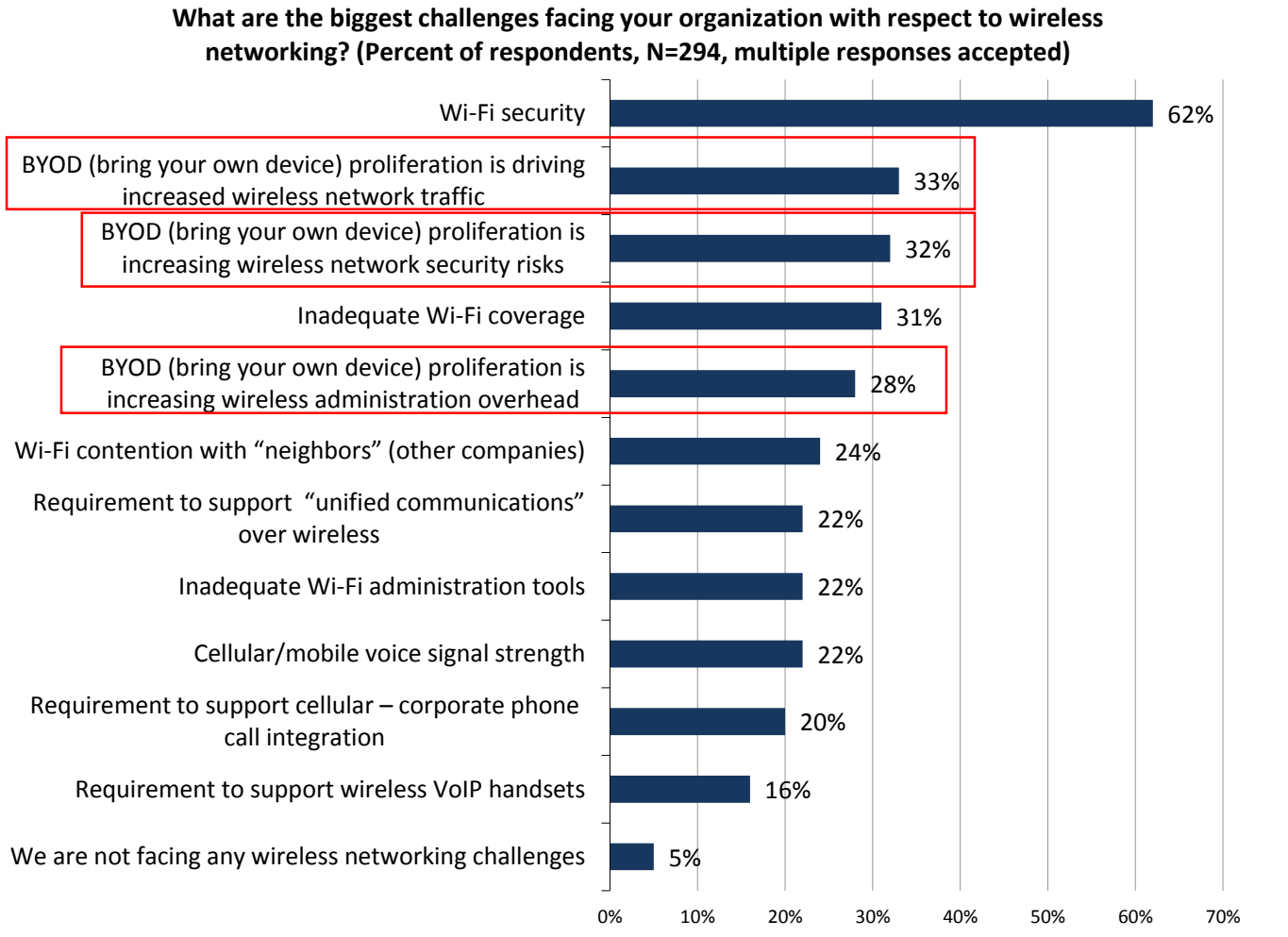
[1] Source: ESG Research Report, *2014 IT Spending Intentions Survey*, February 2014.

Furthermore, in today's hyper-connected web-centric world, the most important way an organization can present itself to outsiders is through its website and the services and applications offered on that website. Downtime and poor performance can lead to negative brand associations, poor customer experience, and lost current and future revenue. The abilities to monitor the end-user experience, remediate issues, and proactively diagnose problems before they exist are critical to ensuring that an organization's web audience has a positive experience.

Additionally, increases in bandwidth requirements are driving significant investments in network scale. In a separate ESG survey, nearly four-fifths (79%) of network operations personnel surveyed reported they have moved to, or plan to move to, 10 GbE campus networks.[2] Clearly, increasing network traffic should come with a commensurate increase in monitoring, visibility, and analytics tools for network operations personnel. Without this increase in management capability, zeroing in on the root cause of a network issue—which could be as miniscule as a single database error—can quickly go from difficult to impossible.

Finally, IT consumerization, bring-your-own-device (BYOD) initiatives, and the proliferation of increasingly robust mobile devices are driving more data, applications, and network traffic onto organizations' wireless networks. As knowledge workers increasingly expect the ability to be productive on their mobile devices, it becomes more critical for IT organizations to deliver a satisfactory user experience over the WLAN. However, based on previously mentioned ESG research data, IT organizations are currently struggling with the downstream impacts of BYOD trends. As shown in Figure 2, three out of five of the most-cited challenges organizations are facing today with respect to their wireless networks are tied to the acceleration of BYOD initiatives.

Figure 2. Top Wireless Networking Challenges



Source: Enterprise Strategy Group, 2014.

[2] Source: ESG Research Report, *The Evolving State of the Network*, December 2013.

Market Situation Summary

For many organizations, the network is at the heart of both the challenges and opportunities being driven by a multitude of technology adoption trends. Network and application performance monitoring tools allow organizations to baseline and track the performance of their infrastructure over time, enabling them to recognize and respond to anomalies. While the traditional approach to combatting accelerating network and application challenges is with an array of tools, this approach often lacks the breadth (ability to provide an end-to-end perspective) and depth (ability to provide visibility through all network layers) to adequately address issues. Additionally, traditional approaches are often reactive and don't deliver the proactive management these increasingly complex environments demand. It is ESG's belief that comprehensive performance monitoring solutions have the potential to enable operations teams to dramatically reduce troubleshooting times and mitigate the risk of outages caused by the network, enabling higher levels of productivity and increased revenues. Riverbed Technology is one such vendor providing comprehensive network-based application performance management with its SteelCentral AppResponse solution, which is the focus of this ESG Economic Value Validation (EVV) report.

Riverbed SteelCentral AppResponse: Customer Benefits

Key Customer Benefits Summary:

- Less downtime/network degradation
- Management tool consolidation
- Improved collaboration/decreased finger pointing
- Increased user productivity

As articulated, the aim of SteelCentral AppResponse is to provide a holistic network, application, and end-user experience monitoring solution. Three constituencies are served by this type of solution: application users inside the organization who rely on the availability of systems and applications to do their jobs; application users external to the organization who will only interact and transact with an organization that can deliver exceptional web application performance; and the network and IT administrators responsible for maintaining quality of service (QoS). Clearly, this direction of product development should lead to a valuable solution; however, to accurately and defensibly quantify this value, real-world experiences must be gathered, vetted, and interpreted. To accomplish this goal and to inform and validate the assumptions used in ESG's EVV model, ESG interviewed seven technical stakeholders internal to Riverbed and five current Riverbed customers to better understand the existing usage and benefits of SteelCentral AppResponse. ESG's findings with respect to benefits attributed to, and costs reduced by, the solution are presented quantitatively in the EVV scenario analysis presented later in this report, but they are also summarized qualitatively—in many cases in the customers' own words—in this section.

Less Downtime/Network Degradation

Most, if not all, successful businesses today operate in an "always-on" mode that requires 24x7x365 availability. When there is a critical IT service or application outage, either workers are sitting idle—or are at least less productive—or customers are unable to access the web services the organization provides—anything from streaming multimedia to ecommerce applications. Thus, it is critically important to be able to find and fix the source of the problem as quickly as possible. In an optimal setting, the organization would abandon the legacy reactionary stance of waiting for the "phone call" from users reporting a problem in favor of a far more proactive approach that rapidly isolates and remediates acute and chronic network issues.

The Riverbed customers ESG interviewed had numerous examples of how SteelCentral AppResponse helped to accelerate problem resolution and thus avoid costly downtime.

> *"It used to take days, weeks, or we might never really find the issue. Now when we have good info, we're down to hours or less. We've literally saved hundreds of hours because we'll typically see two incidents a week per business unit."*

> *"Some things we could identify as network problems or, maybe more importantly, other issues: bad power supplies, image rebooting, SSPs going bad. When we know that network is sound, we can look at OS tuning, at TCP stack, or app layers and find the issue faster."*

Management Tool Consolidation

As discussed, most organizations have dealt with accelerating performance challenges in a piecemeal fashion—adding network monitoring and security tools as needs have arisen. The resulting silos of solutions are problematic for a number of reasons: overspending on software CapEx, ballooning OpEx tied to maintenance and support, and inefficient IT operations driven by network personnel needing to manage and operate multiple solutions. Additionally, storing network traffic data in multiple places for analysis by multiple tools can lead to spiraling storage costs. SteelCentral AppResponse customers ESG spoke with reported that Riverbed's more holistic approach to network and end-user experience monitoring helped alleviate all of these inefficiencies.

> *"We had way too many tools and were using different tools for different issues. Having the same basic view with SteelCentral AppResponse can unify troubleshooting and get us faster resolution. Plus, with SteelCentral AppResponse we're able to find info that the other 69 tools couldn't find."*

Improved Collaboration/Decreased Finger Pointing

When an application is not running as it should and end-users' experiences suffer, finding the root cause is frequently challenging. This can often lead to finger pointing: application owners blaming network personnel, network personnel blaming server administrators, server administrators pointing the finger at application owners, and so on. One of the areas where SteelCentral AppResponse customers report the solution shines is identifying where the issue really lies. This eliminates the politicization of an issue and allows the proper stakeholders to work on the solution immediately.

> *"Our network people use SteelCentral AppResponse to prove the network isn't the cause of the performance issue. SteelCentral AppResponse allows us not to waste a bunch of our people's time to prove the network isn't the problem."*

> *"We used to have conference calls with 20 upper-tier people when there were issues. Each would say it's the other team's problem. Now we know where the issues are and don't tie people up if they aren't in their area."*

Increased User Productivity

The purpose of applications is to allow an end-user to accomplish a given task—whether that's business analysts running queries against a database, sales professionals updating account records and creating proposals, marketing professionals collaborating on a campaign's look and feel, or a customer placing an order. In any of these cases, the application—whether a BI, CRM, collaboration, or e-commerce application—is merely a means to an end. When evaluating a solution like SteelCentral AppResponse, which increases application performance and availability, it is critical to include the value to the organization of the increased user productivity enabled by that performance and availability.

> *"Customer experience is the number one metric we're judged on: What are our users seeing for response time? SteelCentral AppResponse is critical to achieving the bar we've set for ourselves there."*

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Clearly, numerous benefits are associated with deploying performance management solutions such as Riverbed SteelCentral AppResponse. These insights, provided by in-production SteelCentral AppResponse customers, were instrumental in forming the assumptions and estimates used in the quantitative economic analysis discussed in the remainder of this paper.

Riverbed SteelCentral AppResponse: Economic Value Validation

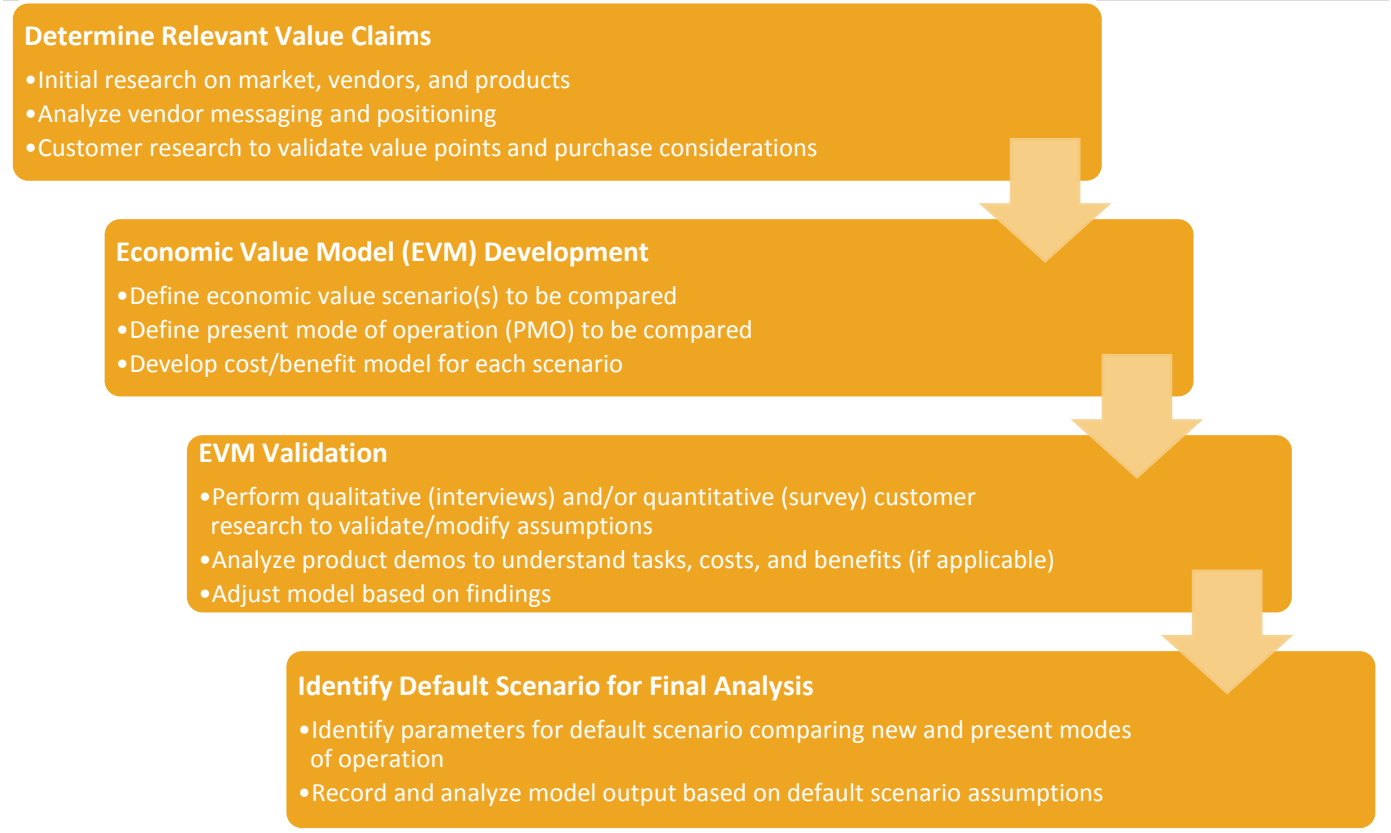
Objective

ESG was engaged by Riverbed to develop a detailed EVV analysis designed to help IT organizations determine the relative costs and benefits of deploying SteelCentral AppResponse compared with an alternative performance management approach. This EVV analysis builds upon in-depth interviews with Riverbed customers and other IT professionals, additional ESG market research on performance management solutions, and ESG's familiarity with the myriad of alternative performance management solutions available in the market today. This analysis is designed to provide potential customers with a comprehensive picture of the direct and indirect costs and benefits they should consider when evaluating a performance management investment.

Methodology

For this project, ESG followed its standard, four-phase EVV methodology, depicted in Figure 3.

Figure 3. ESG EVV Methodology



Source: Enterprise Strategy Group, 2014.

Please note that the data and conclusions presented in this report regarding the costs and benefits associated with implementing Riverbed versus an alternative performance management solution reflect the output of ESG's economic value analysis based on the specific use case and default scenario assumptions modeled specifically for this report. ESG acknowledges that changes to these assumptions will lead to a different set of results and as such, advises IT professionals to use this report as one validation point in a comprehensive financial analysis process prior to making a purchase decision. Pricing assumptions for SteelCentral AppResponse were provided to ESG by Riverbed. Other IT equipment and labor cost assumptions were obtained from publicly available sources such as IT vendor websites and published price lists. ESG acknowledges that list prices, configuration details, or other data used as inputs may vary depending on the source of this information.

Economic Value Model Overview

As previously noted, ESG's Economic Value Validation (EVV) compares two scenarios: The first is an organization that elects to use SteelCentral AppResponse for its network performance management and end-user experience monitoring requirements; the second scenario is a "present mode of operation" (PMO) that reflects the traditional approach that most customers currently take to meet these requirements. The basic profile for each scenario is:

- **"Riverbed SteelCentral AppResponse" scenario:** In this scenario, the customer is using SteelCentral AppResponse for network and application performance management. The Riverbed configuration includes a combination of the following components: SteelCentral AppResponse appliances (including AppResponse 6000, 5100, 4300, 3800, 3300, and 2200; Expansion Chassis 300; Director 300; and AppResponse VMon for monitoring virtual servers) and software add-on modules (including the NetShark module for rich network intelligence; Database Performance Monitoring module; CX Tracer module for user-level Citrix XenApp transaction analysis; and VoIP/video call quality monitoring modules). Note that these software modules give SteelCentral AppResponse a far greater breadth of monitoring capability than comparable alternatives, in part leading to far greater financial benefits. The model takes into account all hardware, software, and data center infrastructure costs associated with the solution, plus related IT labor costs for planning, design, implementation, ongoing administration, and training.
- **"Alternative performance management solution" scenario:** In this scenario, the customer is using an alternative performance management solution, which uses a combination of disparate systems' monitoring and management platforms, SNMP network monitoring tools, network diagramming and modeling tools, packet capture tools, network performance analysis tools, and integration with help desk software and SIEM solutions. The model takes into account all hardware, software, and data center infrastructure costs associated with this solution, plus related IT labor costs for planning, design, implementation, ongoing administration, and training.

The tasks and processes used as the basis of comparison for both scenarios include:

- Deployment tasks including the initial installation and setup, plus periodic upgrades and ongoing maintenance activities.
- IT administration and network operations tasks such as initiating traffic data collection and ongoing filtering and monitoring of network traffic data.
- IT administration and network operations tasks related to detecting and handling network issues, drilling down into network traffic data, analyzing network anomalies, determining root cause, and implementing corrective actions.
- IT administration and network operations activities related to change management such as adding or changing network resources, application servers, and other infrastructure changes.
- IT administration and network operations tasks for creating dashboard reports and generating periodic reports for management and application owners.

Note that because of the ownership and operation of the solutions over multiple years, ESG measured the activities, additional capital purchases, and migrations required to grow and scale the solutions over time.

Simply put, ESG's model estimates the likely cost and potential benefits of deploying and using performance management solutions according to the tasks outlined for SteelCentral AppResponse and for an alternative solution. Data sources used by ESG to inform and populate the assumptions regarding these tasks used in the model include in-depth interviews with current Riverbed customers and other IT professionals, product demos of the SteelCentral AppResponse solution, and ancillary ESG market research data.

Cost Categories

This ESG EVV considers six cost categories: hardware, software, infrastructure, professional services, staff, maintenance, and support. The sum of these categories equals the total cost of ownership (TCO) of each solution.

Benefit Categories

This ESG EVV considers three primary benefit categories: IT efficiency savings, user productivity improvements, and savings from network tool consolidation and reduced network traffic storage spending. The sum of these categories equals the total benefit of each solution.

Economic Value Validation Results

Example Scenario

ESG developed a baseline profile of two generic organizations (one using SteelCentral AppResponse and the other using an alternative solution) to illustrate the relative costs and benefits between the two solutions. For the purposes of this analysis, ESG tuned its model assumptions to a default scenario consisting of a medium-sized enterprise using two primary data centers, directly monitoring ten ports initially (adding ten more over the next three years) and running 350 applications on the network. Moreover, the hypothetical organization requires database transaction analysis, monitoring for 50 Citrix XenApp servers, and monitoring for up to 500 concurrent VoIP calls. Additionally, before the investment in a new monitoring solution, the organization is assumed to be monitoring eight ports with other tools at an annual cost of $80,000 while storing 5 TB of network traffic data per day for an average of three days.

Some of the key assumptions used in ESG's default scenarios are displayed in Table 1.

Table 1. Default Scenario Assumptions

Input	Scenario Assumptions
Number of primary data centers	2
Number of ports monitored at start/added over 3 years	10/10
Number of physical servers in the network/added over 3 years	450/75
Percentage of physical servers that are virtualization hosts	60%
Virtual application monitoring required	Yes
Number of applications running on the network	350
Number of covered, customer-facing applications/mission-critical apps	50/25
Average number of users for customer-facing/mission-critical apps	500/400
Hourly cost of downtime for customer-facing/mission-critical apps	$75,000/$100,000
Database transaction/VoIP call/Citrix XenApp monitoring required	Yes/Yes/Yes
Number of Citrix servers to be monitored	50
Number of concurrent VoIP calls to be monitored	500

Source: Enterprise Strategy Group, 2014.

Based on ESG's interviews with Riverbed customers and product demonstrations, we believe these assumptions to be a reasonable starting point for analysis. However, those same interviews and data also suggest that in some cases, these underlying assumptions may be conservative. For example, in considering the impact of an outage, the cost of downtime does not represent damage to the company's brand, stock price, or any SLA penalties that may have to be paid as a result of the outage. All of these factors would have a significant impact on the net economic value of a Riverbed solution and, in ESG's model, would likely result in a higher positive ROI.

Summary of Results

With the model parameters tuned to the default assumptions in Table 1, ESG's EVV analysis concludes that the net benefits of implementing SteelCentral AppResponse greatly outweigh the associated costs. Table 2 shows the annual return on investment (ROI), payback period, net present value (NPV), annual total cost of ownership (TCO), and annual benefit for SteelCentral AppResponse compared with an organization whose present mode of operation includes use of an alternative performance management solution. The following sections detail the most compelling findings from this analysis as they relate to both the costs and benefits associated with performance management.

Table 2. Economic Value Summary, Riverbed versus Alternative

Scenario	Annual ROI	Payback Period (months)	Net Present Value	Annual TCO	Annual Benefit
Riverbed SteelCentral AppResponse	132%	24.5	$907,037	$473,935	$1,100,643
Alternative Performance Monitoring Solution	67%	31.7	$157,523	$220,152	$368,179

Source: Enterprise Strategy Group, 2014.

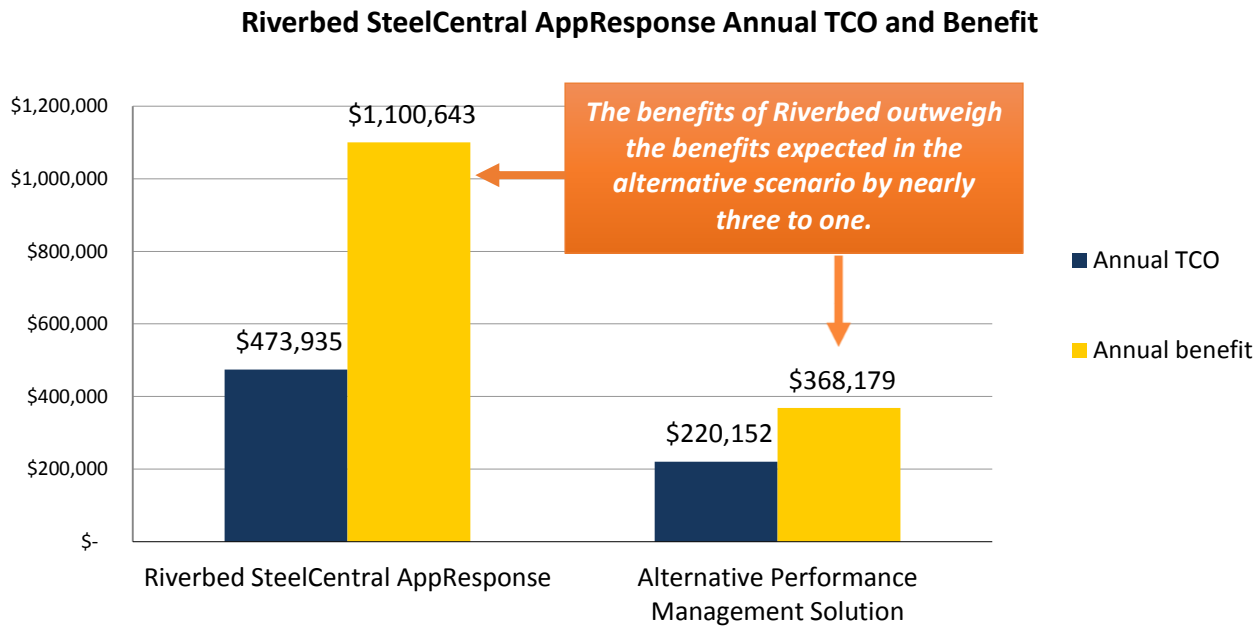
Annual Benefit

Annual benefit is the sum of all the benefit categories included in this analysis averaged over the time horizon of five years. As displayed in Table 2, annual benefit for both SteelCentral AppResponse and the alternative are significant and exceed their respective TCOs, which speaks to the importance of network and end-user experience monitoring for modern organizations today. However, it is worth noting that the benefits of Riverbed outweigh the benefits expected in the alternative scenario by nearly three to one.

Annual TCO

Annual TCO is the sum of all the cost categories included in the analysis averaged over the time horizon of five years. As displayed in Table 2, the annual TCO for SteelCentral AppResponse is $473,935, compared with $220,152 for the alternative solution. It is worth noting that ESG's economic value model categorizes significant cost avoidance from network tool consolidation not expected in the alternative scenario as a benefit in the Riverbed scenario rather than a cost for the alternative. As discussed in this report, by factoring in the cost avoidance benefits, the ROI for Riverbed is far in excess of the ROI expected in the alternative. As such, TCO should only be one part of the customer consideration, only by looking at TCO and benefit together does the full ROI profile of the solutions become apparent.

Figure 4. Annual TCO and Benefit, Riverbed versus Alternative



Source: Enterprise Strategy Group, 2014.

ROI

ROI is a financial ratio that compares net benefits against total costs and helps makes sense of the cost and benefit numbers in Figure 3. As displayed in Table 2, the annual ROI for the Riverbed AppResponse solution in ESG's default scenario is 132%. As previously discussed, the benefits achieved from increased user productivity (by dramatically reducing the time required to find and fix network outages, thus increasing application availability) and IT efficiency (such as a reduction in the number of admins required to find a performance problem as well as manage and maintain a larger, more complex network environment) with a Riverbed solution greatly offset costs, resulting in a return on investment more than two times greater than what is estimated in the alternative scenario.

Payback Period

ROI is not the "be-all and end-all" of financial metrics for determining the viability of a project or investment. Another important metric is the payback period, which is an estimate of when customers will start to see a positive return from the performance management solution they select. As displayed in Table 2, the payback period as modeled in our default scenario is estimated to be slightly over two years (24.5 months) compared with nearly 32 months with the alternative solution.

Net Present Value (NPV)

Another financial metric typically of interest to financial stakeholders within organizations is the net present value (NPV) of an investment or project. Simply put, NPV calculates the difference between the present value of cash returns and the present value of cash outflows, using a discount rate to calculate the present value of cash returns realized over the investment's life cycle. As displayed in Table 2, the NPV for the Riverbed solution in the default scenario modeled by ESG is calculated at $907,037—over five times the NPV estimated for the alternative. NPV is used as a decision-making tool: Projects with a positive NPV are generally considered to be worthwhile investments.

TCO Analysis

For the hypothetical customer scenario described, the annualized, subcategorized total cost of ownership for SteelCentral AppResponse is displayed in Table 3.

Table 3. Annualized TCO, Riverbed

Cost Category	Amount
Hardware	$179,094
Software	$97,060
Infrastructure	$800
Maintenance and Support	$178,234
Professional Services	$1,399
Staff	$17,349
Total Five-year Costs	**$473,935**

Source: Enterprise Strategy Group, 2014.

Many of the various inputs in the model either directly or indirectly play a role in estimating these costs over time. The number of data center locations and the number and growth of ports to be monitored are key inputs impacting the scale of the SteelCentral AppResponse solution in terms of the number and type of SteelCentral AppResponse appliances assumed to be required. An input indicating the use of a packet broker/port aggregator—by default, set to "yes"—by the organization is another key input that impacts the scale of the solution as an SteelCentral AppResponse configuration is limited by the number of physical ports per appliance. Packet brokers/port aggregators are a way to fan in/fan out many network ports with a single SteelCentral AppResponse port. In the default scenario articulated in Table 1, ESG assumes two ARX 6000s, one ARX 5100, and five ARX EXP 300s will be required to meet the hypothetical organization's monitoring needs.

With respect to software, a number of variables also impact the configuration of SteelCentral AppResponse, and thus the costs. The number of physical servers assumed to be VM hosts is used to determine an estimated number of VMs in the environment. This is in turn used, in conjunction with the propensity of VMs to be monitored, to estimate the number VMon virtual appliances needed for the monitoring of virtualize applications. Requirements around the need to monitor and analyze transaction-level database activity, capture packet-level network data, monitor Citrix XenApp user experience, and monitor VoIP call QoS are all used to configure the various non-core SteelCentral AppResponse software modules, which are required to empower that level of monitoring.

In addition to these capital expenditures, operational costs including maintenance (derived from the cumulative hardware and software costs modeled) and staff costs (estimated based on the size and complexity of the network) are also significant components of TCO.

Benefits Analysis

As previously discussed, cost is only one side of the equation when evaluating the true economic value of an IT product or service. Potential customers must also take into account the financial and operational benefits they will achieve from that technology solution. Annualized benefits for a SteelCentral AppResponse solution are displayed in Table 4.

Table 4. Annualized Benefit, Riverbed

Benefit Category	Amount
IT Efficiency Savings	$33,264
Time Savings During System Setup and Maintenance	*$8,854*
Time Savings Administering Traffic Monitoring	*$1,795*
Time Savings During Performance Issue Management	*$17,810*
Reduced Time Spent Creating Reports	*$4,805*
User Productivity Improvements	$607,778
Reduced Productivity Loss Caused by Network Issues	*$115,430*
Increased User Productivity from New Application Development and Improvements	*$108,923*
Reduced Business Impact Due to Application Downtime and Delays	*$383,424*
Other Network Savings	$459,601
Savings from Monitoring Tool Consolidation	*$438,826*
Savings from Reduced Network Capital Purchases	*$3,901*
Savings from Reduced Network Traffic Storage	*$16,875*
Annualized Benefits	**$1,100,643**

Source: Enterprise Strategy Group, 2014.

Again, the inputs and assumptions in the model either directly or indirectly impact the size and allocation of these benefits. From an IT perspective, the number and type (mission-critical, customer-facing, etc.) of applications present and monitored in the environment are used to estimate both various workflows and administrative tasks related to application changes/updates. Making these sorts of changes in SteelCentral AppResponse is simple and mainly a matter of command-level actions. Many other solutions require more extensive tear-down, setup, and reconfiguration tasks to handle any application changes. This is one of the main advantages of SteelCentral AppResponse: It moves the need to make physical changes in the network monitoring environment to soft changes.

Another major IT benefit area is tied to issue management and resolution. Based on ESG's research with Riverbed customers, SteelCentral AppResponse is assumed to both reduce the frequency of network issues as well as reduce the duration of those issues that still occur. In ESG's model, it is assumed that the time and effort required of IT to remediate issues is on average cut down to about one-tenth after SteelCentral AppResponse is in place. Moreover, the length of time of the event, and thus the costs of the event with SteelCentral AppResponse is estimated to be reduced by 50-75% depending on the type of event (major versus minor, or outage versus degradation). When

speaking to the increased IT efficiency in these areas, what's being considered is the time and effort required of IT staff to remediate problems.

While IT efficiency is not trivial, the trickle down impact of these IT efficiencies on the user community is where SteelCentral AppResponse's value truly shines. As stated in Table 1, the estimated average hourly cost of downtime for customer-facing applications is $75,000, and for mission-critical applications it is $100,000. Given these assumptions it is not hard to imagine how fewer network interruptions and briefer durations of the degradations and interruptions that do occur can add up to a significant sum over a five-year time horizon.

Based on conversations with customers, another key benefit of SteelCentral AppResponse is the avoidance of expanding the number of other APM/NPM tools needed in the environment and the costs associated with those tools. ESG's model utilizes inputs around the number of ports covered by other APM and NPM tools and the costs of those tools to estimate the cost that would be incurred if the footprint of those tools were to be expanded to the scope of the required Riverbed deployment. With respect to network traffic data, other NPM or point solutions can be very expensive. Often times, they will require a NAS or even a SAN. This is often an overlooked cost because it usually does not originate from the performance management vendor. With SteelCentral AppResponse, we assume an organization will decrease the costs associated with storing network traffic data (estimated at $2,500/TB) by between 25% and 37.5% depending on inputs.

ESG's interviews with Riverbed customers validated that SteelCentral AppResponse significantly improves network performance and availability for end-users, enables faster root cause analysis and issue resolution for IT operations staff, and does so while reducing costs associated with other network tools and the storage of network traffic data. Users stated that this not only helped prevent the network from becoming a pain point for the business, but it also enabled the network operations team to gain credibility as a business enabler, instead of always being blamed for problems.

The Bigger Truth

This report began by discussing market trends such as data center consolidation initiatives, the acceleration of virtualization adoption, and the proliferation of customer-facing web applications and bandwidth-intensive applications driving the need for more holistic network and end-user experience monitoring solutions. Riverbed has focused on delivering one such monitoring solution to the market in the form of SteelCentral AppResponse. Based on in-depth primary market research, ESG believes that the value organizations can derive from a performance management solution, which can ease IT administration and troubleshooting efforts, eliminate or shorten the duration of network and application issues, and help transition an organization from an array of point security and monitoring tools toward a holistic platform is significant. In the use case described in this report, SteelCentral AppResponse is expected to yield a 236% ROI and deliver benefits exceeding those expected for a more typical, fragmented approach to network, application, and user experience monitoring by more than $5.5M.

This ESG EVV analysis demonstrates that Riverbed SteelCentral AppResponse can significantly impact the financial outcomes of an organization. It is important to note that "your mileage may vary," but this model certainly proves the point that for organizations prioritizing their network performance and their end-users' experience, SteelCentral AppResponse belongs on the short list of solutions to consider.

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