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# Quantify Business Value From Your Riverbed® SteelHead™ Investment

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## Measure and quantify business value to achieve peak performance

You rely on Riverbed® SteelHead™ to optimize application performance and deliver superior experiences for end-users everywhere. With an ever-changing application and network environment, it can be challenging to measure the end-user's experience (EUE) and performance with production business applications from SteelHead optimization.

To address these challenges, Riverbed leverages the SteelCentral™ Aternity™ SaaS cloud platform to quickly monitor application performance from the viewpoint of the end-user. Measure and quantify business value based on EUE by engaging Riverbed Professional Services (RPS) for the Optimization Business Value Assessment Service.

Based on best practices, the service evaluates your end-user's business activities in relation to current SteelHead performance and adoption, and identifies recommendations to improve EUE and application performance.

Engage RPS for the Optimization Business Value Assessment Service to achieve the following outcomes:

- Increased awareness of your end-user's business activities and application performance
- Identify enhancements on selected optimized applications for increased application performance
- Opportunities to improve long-term investment and business value

## Key Service Benefits

- Quantify benefits from application optimization to identify targeted performance levels and business value
  - Prepare for SteelHead refreshes or trade-ups, and enhance the longevity of your Riverbed SteelHead investment
  - Improve business decision-making by leveraging data-driven deliverables on EUE and application performance
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## Service Overview

RPS leverages proven, repeatable implementation methodologies to ensure consistent and positive outcomes. The Optimization Business Value Assessment Service is delivered through the following phases:

### Phase 1: Plan

Lay the foundation for a successful engagement by reviewing requirements and collecting information pertaining to the environment to serve data collection and analysis needs.

### Phase 2: Collect

Instrument the environment with the required tools and validate data collection for recommended visibility.

### Phase 3: Analyze

Interactively consume and analyze data from the deployed Riverbed solutions, extracting information to identify key findings based on engagement objectives.

### Phase 4: Report

Create and deliver the final report, detailing the findings and recommendations to help achieve desired outcomes.

## Optimization Business Value Assessment Service

The following table identifies the service features included in each phase of the Optimization Business Value Assessment Service. Service features identified in the table below are further described in the Service Feature Definitions section of this document.

Service Phase	Service Feature	Standard Service
Phase 1: Plan	Assessment Planning	✓
Phase 2: Collect	Solution Instrumentation	✓
	Data Collection	✓
	Data Validation	✓
Phase 3: Analyze	End-User Performance Analysis	✓
	Business Activity Monitor Analysis	Up to 3 Off the Shelf Applications
	Activities per Application	Up to 3
	Site Performance Analysis	Up to 5 Sites
	SteelHead Technology Adoption	✓
	Business Value Analysis	✓
Phase 4: Report	Business Value Analysis Report	✓

## Products

The applicable products that will be used during the course of the engagement are defined in the table below. Each license is a singular unit.

Service	Applicable Products
Optimization Business Value Assessment Service	<ul style="list-style-type: none"> <li>Up to 100 units of SteelCentral Aternity Enterprise End Point Subscription License for SaaS</li> </ul>

## Service Feature Definitions

Service Feature	Definition
Assessment Planning	Review business and technical requirements and plan high-level activities required to accomplish the assessment. Includes preliminary network and application architecture review, and solution deployment design.
Solution Instrumentation	Install and configure associated Riverbed solutions to meet assessment requirements.
Data Collection	Gather the current-state of Riverbed WAN optimization performance using the Aternity SaaS cloud platform's out-of-the-box data collection and future-state application performance initiatives. Provide guidance and assistance for logging end-point data collection leveraging the Aternity SaaS cloud platform.
Data Validation	Validate collected data for completeness versus the assessment plan. Generate models using Riverbed's tools where applicable to validate data import and model completeness.
End-User Performance Analysis	Analyze the current-state EUE optimization and application performance statistics using the Aternity SaaS cloud platform's out-of-the-box data collection for end-points. Compare expected EUE and optimization performance when leveraging an ideal SteelHead configuration.
Business Activity Monitor Analysis	Creation and analysis of monitoring signatures for one Off the Shelf Application. Each activity must be executed in only one way, by one Subject Matter Expert (SME); alternate ways (different keypresses, mouse clicks, etc.) count as additional activities. Activities are applicable to one version of the application and, if the application is a web application, one browser version.
Off the Shelf Application	Generally available applications that are purchased from a third-party supplier and supported by Aternity (see Aternity documentation for a sample of applications currently supported). This does not include any customized applications or any applications developed in-house by the customer.
Activities per Application	A single, discrete end user interaction or event in a managed application (like a mouse click, or pressing Enter), together with its response (like a resulting change on the screen).
Site Performance Analysis	Analyze the current-state optimization and application performance statistics at a single site. Compare expected optimization performance when leveraging an ideal SteelHead configuration.
SteelHead Technology Adoption	Analyze the adoption of the currently deployed Riverbed SteelHead products to evaluate areas of improvement for enhancing value from the investment.
Business Value Analysis	Analyze and quantify the business value of WAN optimization from data collection and Business Activity Monitor Analysis for up to three customer-selected Off the Shelf Applications. Compare the non-optimized and optimized performance output for up to three Activities per Application for each customer-selected Off the Shelf Application from the end-user's (client) workstation.
Business Value Analysis Report	Report on the value and ROI approximation obtained from the Business Value Analysis using supporting data from the application performance output.

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## Scope

The Optimization Business Value Assessment Service listed in this document is delivered remotely unless applicable Travel & Expenses (T&E) are purchased separately. All activities are done in consecutive days. The service is expected to be completed within three months of purchase unless otherwise specified in the Agreement. This service does not include any Riverbed products. All Riverbed products must be purchased separately.

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## Invoicing and Pricing

- For pricing information, or to create a customized engagement, please contact your Riverbed Professional Services sales representative or send your inquiry to [proserve@riverbed.com](mailto:proserve@riverbed.com).
- The services described herein will be delivered in phases as set forth in this document.
- Fees may be invoiced upon completion of each phase. Fees for each phase may be invoiced in equal amounts based on the total amount of fees divided by the total number of phases.
- If you are purchasing directly from Riverbed, additional terms and conditions applicable to invoicing and payments are set forth in the Agreement. If you are purchasing through an authorized Riverbed channel partner, please contact your channel partner representative for details on invoicing, payment, and fees.
- All Professional Services provided by Riverbed are subject to the applicable terms and conditions available at [www.riverbed.com/termsandconditions/professionalservices](http://www.riverbed.com/termsandconditions/professionalservices) (if you are a Riverbed customer) or at [www.riverbed.com/partnerprofessionalserviceterms](http://www.riverbed.com/partnerprofessionalserviceterms) (if you are an authorized Riverbed channel partner) (“Agreement”). If you have a separate mutually signed agreement with Riverbed that expressly covers the sale of Professional Services, that agreement will govern your purchase of Professional Services, provided that in the event of a conflict between that agreement and the Agreement, the Agreement will control solely with respect to the Professional Services set forth in this Brochure.

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### About Riverbed

Riverbed, at more than \$1 billion in annual revenue, is the leader in application performance infrastructure, delivering the most complete platform for the hybrid enterprise to ensure applications perform as expected, data is always available when needed, and performance issues can be proactively detected and resolved before impacting business performance.

Riverbed enables hybrid enterprises to transform application performance into a competitive advantage by maximizing employee productivity and leveraging IT to create new forms of operational agility. Riverbed’s 26,000+ customers include 97% of the *Fortune* 100 and 98% of the *Forbes* Global 100. Learn more at [riverbed.com/services](http://riverbed.com/services).

