

KNOWING THE BUSINESS VALUE OF SOFTWARE-BASED APPLICATION ACCELERATION SOLUTIONS

By: Codekko, Inc

Codekko's new approach to optimization enables customers to rapidly benefit from next-generation web application infrastructures

Business and consumers have learned that it is rarely a good idea to buy the first generation of technology or software. There is just too much risk associated with being feature and functionality light.

Consider Amazon's Kindle as a first generation e-reader and Apple's recently introduced iPad. The Kindle appliance does one function extremely well. The iPad, however, performs multiple entertain activities in addition to being an e-reader.

Consider office suite packages. Microsoft has been the dominant player in this market providing word processing, spreadsheet capabilities, and presentation applications in a suite. Along comes Google with its suite of office applications, but its introduction as a next generation suite offers significantly more functionality including availability in the cloud and ready support of collaboration across geographically distributed teams. (Note: Microsoft has kept pace with its competitors, offering the Office suite in the cloud and much more.)

Now consider web-based application delivery. Companies of all sizes are Web-enabling important business applications like financials, enterprise resource planning, and customer relationship management. Most firms have also developed information portals as a single source of information for their supply chains. However, the problems with inefficient enterprise application delivery are exacerbated within cloud computing and software as a service business models. Firms must address improving application delivery before moving applications into the cloud.

The first generation of application acceleration technology includes firms such as Akamai Technologies and LimeLight Networks. Both companies have done extremely well with market caps of \$6.7B+

and \$368M+, respectively. However, like most first generation technologies, the succeeding functionality is added to a core platform, a piece of hardware.

There is nothing inherently wrong with adding yet another server to the network. Companies do it all the time. But, in the age of application and data center consolidation, reduced budgets for IT infrastructure management and support, and reduced IT headcount, firms need to be looking at reducing infrastructure costs and complexity.

There is substantial value in accelerating and enhancing the performance of web-based applications. Firms that improve application performance delivery recognize benefits in reduced bandwidth consumption, increased web site stickiness with improved speed and delivery of site content leading to customer satisfaction and increased sales, improve branch office and road warrior productivity and collaboration, and boosting supply chain efficiency.

The newest generation of application delivery performance enhancement solutions is software-based. AcceleNet, Codekko, and Zeus Software are next generation application acceleration companies. However, unlike AcceleNet and Zeus Software, who provide intense levels of data compression, Codekko goes a step further and optimizes the actual application. Through its patented Hyper-processing technology, Codekko is able to reduce the number of application servers a firm requires by up to 50 percent, increase existing server capacity up to 200 percent, and reduce WAN bandwidth consumption up to 70 percent.

For companies looking for a truly virtualized approach for accelerated application delivery, implementing a software-based solution is the way to go. The software solutions deliver improved data compression, history caching, and traffic de-duplication as the hardware centric solutions; but with the added benefits of being able

to integrate and enhance an existing physical environment, as well as improve mediocre developed applications.

Codekko's Ekko Performance solution provides additional benefits to the virtual business environment:

1. Runs on industry standard servers

The application servers are already in place. By adding Ekko Performance, more applications can be supported on a single server, maximizing server investments and reducing maintenance and support costs.

2. Maximizes the virtual environment

There are two significant overheads associated with virtual environments: CPU and Memory impacts. Ekko Performance improves server utilization by reducing CPU cycles required to deliver common application elements. More impactful, however, the solution optimizes virtual server memory by eliminating element duplicity. By absorbing the overhead associated with virtual deployments, Ekko Performance multiplies the business value attributable to the virtual environment.

3. Balances application performance with infrastructure scalability

Ekko Performance operates at the application source code level. It compresses sloppily and mediocre written code, enabling more applications to run on a single server or server blade. Application performance is significantly

improved without needing to add additional servers or compression appliances.

Concurrent optimized WAN network connections are often based on the size of the hardware platform and licensing restrictions. Any expansion often requires expensive hardware refreshes. Ekko Performance enables more with less, eliminating unplanned hardware upgrade refresh cycles.

4. Supports centralized deployment and upgrades
Software based application acceleration leverages existing enterprise environments. There are no physical servers or appliances needing to be deployed at branch offices and remote locations.

5. Decreases Capital and Operation Expenses
One goal of business is to maximize revenue. Strict attention to the firm's expenses helps to control and reduce costs. Virtual application acceleration reduces hardware costs, data center footprints, heating and cooling, IT management and maintenance, OS licensing fees, and WAN expenses. The difference between hardware-based solutions and virtual solutions can be calculated in hard dollars.

The difference between the first generation of application acceleration solutions and today's software-based solutions comes down to greater business value at lower prices points. First generation solutions paved the path to improving the user application interaction

experience, but at significant capital and operational expense directly tied to the acquisition, management, and maintenance of the physical infrastructure required for application delivery. The second generation software-based technologies, like Codekko's Ekko Proformance, clearly provides companies of all sizes greater business value at significantly lower price points. To really appreciate the value of deploying software-based application acceleration solutions conduct your own test bed and use hard metrics to measure the TCO.

Improving the employee, partner, and customer experience with business-critical applications can aid in generating additional revenues. The supply chain and customer satisfaction levels improve with enhanced application delivery and responsiveness. And geographically distributed employees and the company's road warriors will be more productive with application acceleration, getting more done in less time. These benefits are cumulative with the cap-ex and op-ex cost reductions. Implementing software-based next generation application acceleration is the smart business move.

ABOUT CODEKKO

Headquartered in Texas, Codekko creates technologies that enable customers to adopt and benefit from next-generation web application infrastructures. Codekko's software improves web application performance while reducing required infrastructure. Codekko's patented technology optimizes web applications directly by removing unnecessary production code. Codekko helps customers across industries realize the benefits of server consolidation while improving performance

For more information on Codekko and our approach to web application optimization, please contact us at info@codekko.com or visit our website www.codekko.com.

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