

Cisco WAAS: Offer Customers Superior Experiences with Cloud and Mobile Apps



If you deliver cloud and mobile applications over the WAN, you can benefit from Cisco WAAS. This solution helps ensure user satisfaction. Employee productivity. And superior customer experiences. This paper explains how and why with five key facts about WAAS.

Cisco WAAS Has More Than 20,000 Customers

Cisco® Wide Area Applications Services (WAAS) has tens of thousands of customers, and a large number of them are Fortune 500 companies. According to Infonetics Research, Cisco WAAS has the largest market share in terms of number of units, meaning there are more Cisco WAAS devices than from any other WAN optimization vendors worldwide. Cisco WAAS customers vary from small to large enterprises, and our broad portfolio gives them options depending on their size and needs of the network and business.

Cisco WAAS Has Layer 7 Application Optimizers

WAAS offers Layer 4 and Layer 7 optimizers including unparalleled HTTP optimizations through Akamai Connect. The Layer 7 HTTP Application Optimizer provides Apple iOS update caching, HTTP prepositioning, HTTP video delivery for both live and on-demand, and dynamic Uniform Resource Locator (URL) caching. The Akamai content-delivery network delivers approximately 30 percent of all Internet traffic. Cisco also has a unique relationship with Citrix, which gives Cisco access to Citrix's ICA protocol specification. WAAS Layer 4 optimization techniques provide outstanding optimization; in fact in some cases, for example Lotus Notes, testing has proved that WAAS Layer 4 optimization techniques perform better than competitors' Layer 7 application-specific optimizers.

Cisco WAAS Has the Most Sophisticated Data De-duplication Technology

WAAS data redundancy elimination (DRE) has evolved over the years to scale and reduce cache consumption and increase throughput. WAAS DRE is context-aware and adaptive, and it intelligently chooses between the unidirectional and bidirectional caching mechanisms according to the type of application traffic. Application traffic can be categorized as transactional or directional. For example, unidirectional traffic such as virtual-desktop-infrastructure (VDI) screen scrapping gets unidirectional DRE since this type of traffic is consumed only at the branch office.

Cisco WAAS Is Easy to Scale

Cisco AppNav technology enhances the WAAS portfolio with a scale-as-you-grow model, which makes enterprise deployments scalable at the data center and also at the branch office. AppNav virtualizes WAN optimization resources into one or more elastic pools, and binds capacity to specific applications or branch offices based on business requirements. AppNav is available across multiple form factors: Cisco 4000 Series Integrated Services Routers (ISR 4000 Series), Cisco Aggregation Services Routers (ASRs), Cisco Cloud Services Routers (CSRs), along with I/O modules and Cisco Wide Area Virtualization Engine (WAVE) appliances. Since its release into the market it has been successfully deployed by a large number of customers and has won awards such as “Best of Interop 2012”. It is a key enabler for the Cisco Intelligent WAN (IWAN) solution by handling both traffic redirection and asymmetric routing scenarios.

Cisco Is Strong and Committed to WAAS

Cisco has been investing heavily in the Cisco IWAN architecture. Application Optimization is a key pillar of the IWAN architecture; WAAS with Akamai Connect is essential to delivering high-quality end-user experiences.

Cisco's strong commitment and strategy is reflected in Gartner's Magic Quadrant for WAN Optimization 2015, where Cisco was positioned as leader. Cisco's movement in execution and vision in recent years within the Magic Quadrant proves that Cisco has, and will, continue to invest and grow capability.

Akamai views Cisco WAAS as an unprecedented product, and thus has established a strategic partnership with Cisco. Through this partnership Cisco and Akamai have created Akamai Connect, a fully integrated solution that provides next-generation optimization by integrating Cisco's best-in-class WAN optimization and Akamai's intelligent caching directly into the Cisco Integrated Services Router Application Experience (ISR-AX) at the branch office.

For More Information

For more information, please visit: [Cisco WAAS](#) or contact your local Cisco account representative.



Americas Headquarters
Cisco Systems, Inc.
San Jose, CA

Asia Pacific Headquarters
Cisco Systems (USA) Pte. Ltd.
Singapore

Europe Headquarters
Cisco Systems International BV Amsterdam,
The Netherlands

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