



Riverbed Messaging Handbook for Partners

The Reference Guide for Riverbed Corporate Positioning, Messaging,
and Brand Value

May 2015
Version 1

riverbed[®]

Contents

- About the Riverbed Messaging Handbook 1
- Riverbed Messaging Fundamentals 2
- The Application Performance Company™ Story in Brief 4
 - Crossing the Chasm into the Age of Hybrid IT 4
 - The Most Complete Platform for Visibility, Optimization, and Control across the Hybrid Enterprise..... 4
 - Trusted by Over 26,000 Businesses for Superior Application Performance 5
- Riverbed Value Proposition 6
 - The Challenge 6
 - The Solution: Visibility, Optimization, and Control 7
- Riverbed Solutions for Visibility, Optimization, and Control 9
 - The Riverbed Application Performance Platform 9
 - Riverbed SteelCentral 10
 - Riverbed SteelHead 12
 - Riverbed SteelFusion 14
 - Riverbed SteelScript..... 15
 - Professional Services 15
- The Riverbed Journey at a Glance..... 16

About the Riverbed Messaging Handbook

We recognize the critical role that partners play in capitalizing on the opportunity provided by the rapid expansion of hybrid IT. Our objective is to strengthen our relationship with our most influential partners by giving you all the information you need so that we can drive growth together. The Riverbed Messaging Handbook is a key part of that effort.

The Riverbed Messaging Handbook is the official reference guide for Riverbed corporate messaging—THE sourcebook for official messaging on everything from Riverbed's vision to the platform boilerplate, to help you tell our story and sell our value to customers with consistency and efficiency to drive maximum market impact and sales success.

The purpose of the handbook is to help employees and partners understand and communicate consistently who Riverbed is, what we do, why we're different, and the customer value of our solutions. More specifically:

- The industry trends toward hybrid apps, hybrid networks, hybrid devices, and the new challenges this escalating complexity presents to our customers, as well as the new opportunities it presents to Riverbed as the leader in application infrastructure, a \$10-billion market growing at a 5% CAGR
- How Riverbed, as The Application Performance Company™, equips you to provide your customers with the ultimate visibility, optimization, and control solutions for every hybrid enterprise
- How the Riverbed Application Performance Platform™ fundamentally transforms the experience and value of IT for end users, for IT staff, and for business owners

We hope you find this handbook useful and keep it nearby for easy reference.

Riverbed Messaging Fundamentals

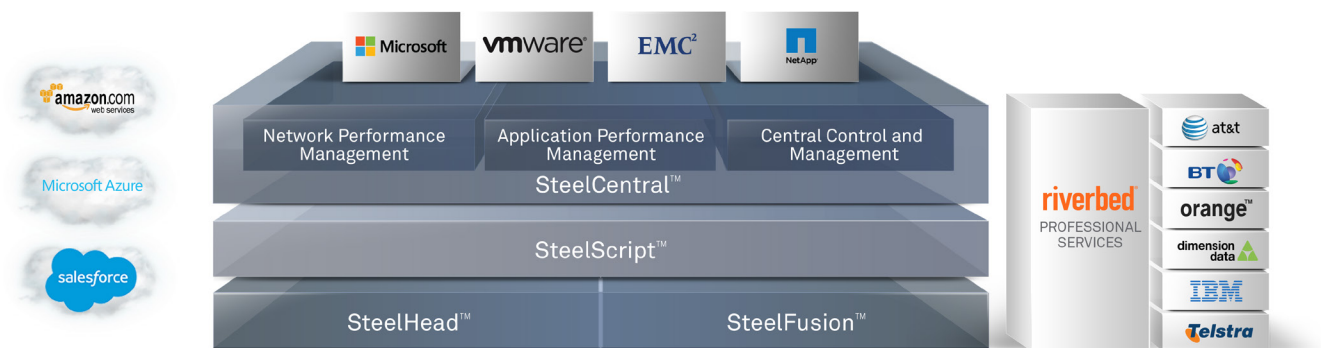
Our Vision: To enable hybrid enterprises to transform application performance into a competitive advantage by maximizing employee productivity and leveraging IT to create new forms of operational agility.

Our Strategy: To offer the most complete platform 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.

Who We Are: Riverbed is the Application Performance Company™.

Our Market Category: Riverbed is the leader in Application Performance Infrastructure, a \$10-billion market growing at about a 5% compounded annual growth rate (CAGR).¹

What We Offer: The Riverbed Application Performance Platform provides the end-to-end visibility, optimization, and control a CIO needs to ensure superior application performance across the hybrid enterprise.



- **Riverbed® SteelCentral™** (formerly OPNET, Cascade®, and NEOP)—the only performance management and control suite that combines user experience, application, and network performance management to provide the visibility needed to diagnose and cure issues before end users notice a problem, call the help desk to complain, or jump to another website out of frustration.
- **Riverbed® SteelHead™** (formerly Steelhead®)—the #1 WAN optimization solution that guarantees application service levels across hybrid cloud architectures, maximizing end user productivity, enhancing IT visibility and control, and reducing costs.
- **Riverbed® SteelFusion™** (formerly Granite™)—the first and only hyper-converged infrastructure solution that enables zero IT at the branch by centralizing and securing 100% of branch data and servers into datacenters without compromising local performance or availability, providing the ability to instantly provision and recover branch services, and delivering superior performance for all branch applications.
- **Riverbed® SteelScript™**—open APIs and developer tools across the Riverbed platform and partner ecosystem for customers and partners to customize and automate application performance infrastructure from Riverbed.
- **Riverbed® Professional Services**—expert lifecycle consulting and technical education services to help hybrid enterprises achieve peak performance.

¹ Reduced from previous available market of \$11-billion due to the divestitures of two products.

- Customers:** Riverbed has more than 26,000 customers, including 97% of the *Fortune* 100 and 98% of the *Forbes* Global 100.
- Partners:** The Riverbed ecosystem spans approximately 3,000 partners worldwide, including technology resellers, distributors, service providers, and integrators, and includes strategic alliances with leading companies such as Accenture, AT&T, BT, EMC, HP, IBM, Microsoft, NTT, Orange Business Services, SingTel, Verizon, and VMware.
- The Riverbed-Ready™ Technology Alliance Program provides a framework for technology providers to extend the Riverbed Application Performance Platform, bring new capabilities to Riverbed customers, expand the value and impact of Riverbed solutions in specific industries and markets, and help customers master the technical challenges of the hybrid enterprise.
- Boilerplate:** 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 www.riverbed.com.

The Application Performance Company™ Story in Brief

The basic structure of a business story is simple: What's the problem or challenge? What's the solution? What are the unique benefits of that solution? This is the basic Riverbed story that underlies our value proposition to customers.

Crossing the Chasm into the Age of Hybrid IT



Kim Stevenson, CIO, Intel

“Hybrid is a combination of two things, and that’s what’s happening with enterprise IT and, really, enterprise business systems and processes. We have great external services that we can consume through the cloud and SaaS offerings, and we have our internal systems that add core differentiating value to the company. The hybrid enterprise is when those two come together in an integrated fashion to speed the velocity of business.”

Hybrid IT architectures bring important benefits to organizations such as agility/time to market, cost savings, and flexibility. These benefits are fueling the hybrid revolution, with industry watchers from Gartner to the Harvard Business Review reporting that three-quarters of enterprises have hybrid cloud deployments today.

Along with the benefits, however, hybrid IT also brings challenges, including less visibility, less control, and greater need for optimization. The complexity of multiple clouds, networks, service providers, SLAs, application sprawl, and end users everywhere all combine to hinder the application and network visibility needed to ensure optimal performance and a consistently great experience for end users. Such consistency is essential for employees to work effectively, and for the hybrid enterprise to perform at its peak and achieve its maximum business potential. To fully capitalize on the benefits of the cloud, companies are finding that first they must conquer many challenges in the transition from an on-premises model to the “new normal” of the hybrid enterprise.

The Most Complete Platform for Visibility, Optimization, and Control across the Hybrid Enterprise

Riverbed offers a complete, end-to-end solution to ensure your hybrid enterprise performs at its peak. The Riverbed Application Performance Platform™ provides the visibility, optimization, and control a CIO needs to ensure superior application performance that drives superior business performance.

- **Riverbed® SteelCentral™** is the only performance management and control suite that combines user experience, application, and network performance management to provide complete end-to-end visibility. Riverbed is Gartner’s best-ranked vendor in performance management: “Leader” in the Magic Quadrant for Network Performance Monitoring and Diagnostics (2015) and “Visionary” in the Magic Quadrant for Application Performance Monitoring (2014).
- **Riverbed® SteelHead™** is the #1 WAN optimization solution that guarantees application service levels across hybrid cloud architectures, maximizing end user productivity, enhancing IT visibility and control, and reducing costs. SteelHead has been named a “Leader” in Gartner Magic Quadrant for WAN Optimization for eight consecutive years, has won InfoWorld Technology of the Year eight years in a row, and continues to lead the WAN Optimization market with more than 50% market share.

- **Riverbed® SteelFusion™** is the first and only hyper-converged infrastructure solution that enables zero IT at the branch by centralizing and securing 100% of branch data and servers into datacenters without compromising local performance or availability, providing the ability to instantly provision and recover branch services, and delivering superior performance for all branch applications. The branch of the future is here today and it has zero IT: no servers, no storage, no backup; instant provisioning and recovery; complete security and visibility; and applications that simply work. SteelFusion has won InfoWorld Technology of the Year honors two years in a row.
- **Riverbed® SteelScript™** is a set of open APIs and developer tools that enable you to customize and automate the platform. For example, Schneider Electric, with more than 150,000 employees in over 130 countries, used SteelScript to leverage information collected from SteelCentral to create Internet traffic reports for capacity planning and controlling costs of SaaS and cloud service providers.

Trusted by Over 26,000 Businesses for Superior Application Performance

More than 26,000 of the world's best brands rely on Riverbed to ensure superior application and business performance.

- Intuit runs on Riverbed to ensure system availability during tax season and has reduced troubleshooting time 80% with the use of SteelCentral solutions.
- Del Monte, with all its apps in the cloud, relies on Riverbed to get high-quality products to market faster.
- Tribune Media runs on Riverbed to keep its 99%-virtualized, zero-IT-at-the-branch environment humming.
- Michelin has reduced application rollout time by 30% with Riverbed providing visibility into the qualification of apps during development.
- Hilton Grand Vacations cut its contract process from over 30 minutes to just a minute or two.
- Australia-based MTC Work Solutions eliminated SaaS application performance issues that were crippling its business, improving performance of Office 365 by 300%.
- Frontier Airlines now has a network-wide overview of app performance and utilization so teams spend less time fire-fighting and more time being productive.



"A 60% reduction in network loads allows us to be more agile for HD video delivery, improving the customer experience at our showrooms. Riverbed makes it possible."

Erika Ferrell, IT Director

SUB-ZERO

By consolidating their infrastructure, Sub-Zero Wolf was able to eliminate equipment as well as the need for remote IT experts. With Riverbed, network loads were reduced, performance improved, and customers satisfied. More than 26,000 companies rely on Riverbed for end-to-end application visibility, optimization, and control. Riverbed.com/performance

riverbed
The Application Performance Company™

With Riverbed, you can ensure superior application performance across complex and global hybrid infrastructures and use IT to drive better business performance. Learn more at Riverbed.com/performance.

More Customer Stories and Business Proof Points

For more customer stories and business proof points, check out the Riverbed "performance" microsite. This microsite backs up our global advertising campaign which includes print ads in major business and technical publications, billboards, digital ads, and radio, and features prominent quotes and testimonials from the CIOs of leading global brands among our customers. The ads and microsite are designed to resonate with CIOs, put Riverbed on the map and move us higher in the organization as a trusted resource to help with the most strategic aspect of business performance—which is application performance.

Visit: <http://www.riverbed.com/performance>

Riverbed Value Proposition

The previous section explains the basic Riverbed business story in brief. This section dives deeper into the challenges of the hybrid enterprise, the solutions that are needed, and the unique benefits and competitive advantages of Riverbed solutions.



Jay Haines, Landscape
Operations and Integrations
Manager, Shell

The Challenge

Application Performance = Business Performance

“What we call a ‘situation’—a disruption to [IT] service—costs between \$100,000 and \$250,000.”

We depend on applications for just about everything today. If applications don’t work, employees can’t work. Collaboration doesn’t happen. Products don’t get shipped on time. Customers can’t be served. Transactions can’t complete. Business is lost.

Application performance directly impacts not only employee productivity, but can also impact thousands, even millions of people who depend on the affected services. When thousands of people are delayed at airports, or when millions of stock trades can’t go through, or when an important government website doesn’t work—that generates headlines and substantial damage to a company’s brand. Clearly, application performance equals business performance at every level.

Hybrid Has Become the New Normal

We’ve been hearing about the cloud for over a decade and now it’s finally “crossing the chasm” into the mainstream enterprise. Industry watchers from Gartner to the *Harvard Business Review* have all reported that around three-quarters of enterprises today have hybrid cloud deployments. Some organizations are keeping their infrastructure entirely on-premises, while some have opted to go 100% cloud.

But most organizations are somewhere in the middle. They’re putting some infrastructure into the cloud, but keeping business-critical apps and data in their own private datacenters, and delivering them over a mix of private and public networks to balance cost and speed. This defines today’s “hybrid enterprise,” a model which has become the new normal for most organizations.

Users, Applications, and Data are Everywhere Today

Data is everywhere, created and consumed in many places using a range of device types. Today, the majority of companies (52%) say **over 50% of their corporate data is outside the datacenter.**² And **the average datacenter supports 55 branch offices**, all generating business data that is at risk of loss because it is not centralized in a secure datacenter.

² Forrester, “Successfully Consolidating Branch-Office Infrastructure in the Face of More Users, Services, and Devices,” October 2011

Users are everywhere, too, connected by a complex lifeline of multiple private and public networks. In fact, **the vast majority (62%) of employees work in multiple locations.**³

Given all this, it's not surprising that a majority of companies (51%) say that **application complexity is their primary obstacle** to mastering application performance, according to Forrester.⁴

Gone are the days when an application, its data, and its users all resided in the same local or even wide-area network. One of the main challenges for the modern enterprise is the order-of-magnitude increase in complexity due to the rise of islands of infrastructure together with the disaggregation of applications, data, and networks. A modern IT workload often includes elements delivered from traditional on-premises infrastructures, third-party hosting facilities, branch offices, mobile devices, IaaS-based clouds, and SaaS-based clouds. In today's composite applications, it's common for a developer to make an API call into a third-party service, further distributing applications at the component level.

While hybrid IT delivers many benefits, there's no question that delivering applications with great—and predictable—performance is increasingly difficult in the hybrid enterprise. For a CIO, trying to understand availability, application performance, and end-user experience when everything is so distributed can be a major challenge. And gaining visibility and control of all the resources that are shared and on-premises can seem impossible.

The Solution: Visibility, Optimization, and Control

We believe that CIOs and their IT teams need three main capabilities to manage the complexity of the hybrid enterprise and deliver predictably great application performance: visibility, optimization, and control.

Visibility: Metrics That Matter for Optimum Efficiency

Visibility is crucial. If you don't have visibility, you can't have optimization or control. We define visibility as the ability both to see and to *know*: The ability to see all applications and data moving across your enterprise, regardless if they're on-premises or in the cloud, and the ability to *know* what it all means, through analytics that give business unit leaders across the company insight into metrics that matter for optimum efficiency, productivity, and growth.

“With Riverbed, we can provide senior management with information on the IT infrastructure that can help them make better business decisions that save money, resources, and efficiencies. This has elevated our IT group from just providing a utility to contributing meaningfully to the business.”

*Christophe Duprat, IT Director,
International Herald Tribune*

³ Forrester, “Provisioning a Flexible Workplace Pushes the Boundaries of IT and Drives a Search for Outside Help,” June 2012

⁴ Forrester, “Think You’ve Mastered Application Performance? Think Again,” July 2013

Optimization: Superior Performance for Maximum Productivity

Secondly, you need optimization to ensure superior performance of any application delivered over any type of network to any user anywhere to maximize their productivity.

Riverbed has been known primarily for optimization since we shipped our first SteelHead appliance in 2004 and launched the WAN Optimization market. We continue to hold the majority share of the market today and have been positioned in the leader's quadrant by Gartner for eight consecutive years.

But IT has evolved tremendously over this period of time, and Riverbed has evolved with it. Optimization today is not just about eliminating latency and reducing bandwidth needs; it's about the ability to control application delivery and respond to, and ultimately proactively eliminate, any impediments to superior application performance. It's not enough today just to optimize applications, you also have to optimize networks and the end-user experience.

At Riverbed, we've expanded WAN optimization to the cloud, SaaS apps, and multi-network delivery with new levels of visibility and control. And we intend to continue to drive exciting innovations into this market to provide new and expanded value for our customers for many years to come.



*Michael Kerkau, IS Delivery
Service Manager, ABB*

“Our application owners use Riverbed to track down issues that are happening with their applications, their servers, and their own configurations to improve their own application performance. It's huge that we now have application owners talking to application users about application problems.”

Control: Simplified Orchestration for True Agility

Thirdly, you need to manage the complexities of the hybrid enterprise and take control, which means simplifying the orchestration of resources and service delivery across the hybrid enterprise to enable true agility.

For many companies going to the cloud, what keeps CIOs up at night is the loss of control. Control is complicated by multiple service providers, both internal and external, with multiple SLAs. It's complicated by having data in many places—datacenters, branches, and in the cloud. It's complicated by the need to deliver some workloads over the Internet for cost savings and some over private networks for mission-criticality and speed. Control is the ability to simplify and manage all this complexity so that your infrastructure can support the speed of your business.



*Lionel Marie, Network Architect,
Schneider Electric*

“The views I created using Riverbed ease capacity planning of Internet bandwidth and peering, help negotiate costs with upstream transit providers, and elaborate a peering (public/private) policy to collect the traffic from Internet exchange points.”

Control is dependent on visibility: you can't control what you can't see. But if you can see broadly and deeply into your applications, across your networks, and into the productivity of your end users, then you can control the delivery of apps. And not only that, you can also control the evolution of your infrastructure to an increasingly efficient model, you can control costs as they evolve from hardware investments to service agreements, and you can control service levels and ensure predictably great application performance.

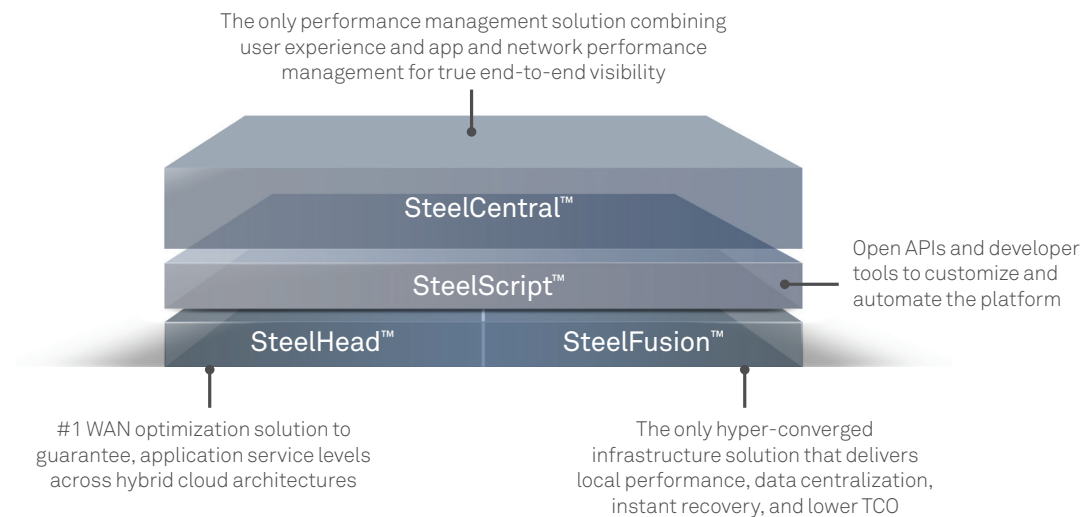
In summary, you need visibility, optimization, and control to manage the complexity of the hybrid enterprise and transform application performance into a competitive advantage. And that's precisely what you get with Riverbed. No other company offers a more complete, end-to-end solution to ensure your hybrid enterprise performs at its peak.

Riverbed Solutions for Visibility, Optimization, and Control

The Riverbed Application Performance Platform

In a hybrid world where applications and data and the people who use them are anywhere and everywhere, Riverbed offers the most complete platform to give CIOs unparalleled end-to-end application visibility, optimization, and control across the hybrid enterprise.

The Riverbed Application Performance Platform™



The Riverbed Application Performance Platform is a set of three software solutions: Riverbed® SteelCentral™, Riverbed® SteelHead™, and Riverbed® SteelFusion™. These solutions can be flexibly delivered as appliances, software, or services. In addition, open APIs and developer tools, called Riverbed® SteelScript™, are part of each platform component to facilitate programmability, interoperability, and intelligence across the Riverbed platform and partner ecosystem. One of the key things that SteelScript enables is for customers to automate the analysis and resolution of performance issues across their IT infrastructure, customizable for their unique business needs.

Riverbed offers world-class professional services to help companies and partners accelerate and amplify the value of the Riverbed Application Performance Platform. Riverbed also works with a broad and diverse ecosystem of partners to extend the value of our platform and deliver a range of implementation, integration, and value-added services. Key Riverbed partners include leading organizations such as Accenture, Amazon, AT&T, BT, Dimension Data, EMC, HP, IBM, Microsoft, NetApp, NTT, Orange Business Services, SingTel, Telstra, Verizon, and VMware.

Companies running on the Application Performance Platform ensure applications perform as expected, data is always available when needed, and performance issues are diagnosed and cured before end users even notice. Riverbed eliminates the performance constraints holding back modern IT architectures by integrating performance acceleration and performance management technologies to help IT automatically detect, analyze, and mitigate application and data delivery issues.

For a brief video overview of the Riverbed Application Performance Platform, visit:

<https://www.youtube.com/watch?v=SOlqEVufsZ8>



Peter Coffee, Vice President for
Strategic Research, Salesforce

“When I hear the things that are said by Riverbed customers about things like SteelHead SaaS, what they’re saying is, ‘Now I know that I’m not putting my destiny completely in your hands at Salesforce. I know that I’m also retaining the power to see, understand, optimize, control, and assure the kind of performance that’s going to make me a leader in my industry.’ Riverbed is a very important part of the mixture that’s out there in the SaaS marketplace.”

Riverbed SteelCentral

The only performance management and control suite that combines user experience, application, and network performance management to provide the visibility needed to diagnose and cure issues before end users notice a problem, call the help desk to complain, or jump to another website out of frustration.

Market Leadership Proof Point

Riverbed is Gartner’s best-ranked vendor in performance management that is capable of providing end-to-end visibility across your network and applications, coupled with our broad end-user experience monitoring capabilities. Riverbed is recognized by Gartner as a “Leader” in the Magic Quadrant for Network Performance Monitoring and Diagnostics (2015) and a “Visionary” in the Magic Quadrant for Application Performance Monitoring (2014).

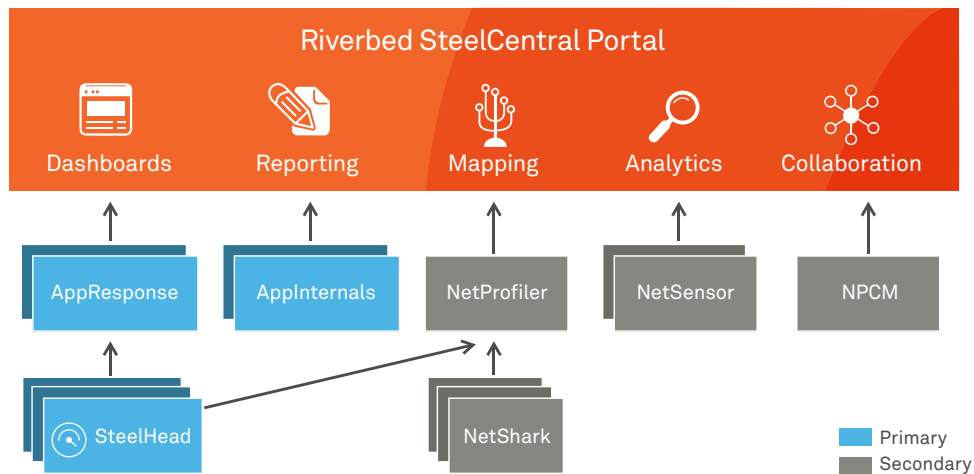
To ensure your hybrid enterprise can perform at its peak you need end-to-end visibility across all apps, all networks, and all users. To achieve this, you need a truly end-to-end operational view of application performance, for any type of application, from the end-user, through the network and infrastructure over which it runs, and deep into the actual application components and code. You need comprehensive performance monitoring across applications, networks, and end-user experiences. You need Deep Packet Inspection to enable intelligent path selection and take full advantage of hybrid networking. You need deep-dive analytics for instant troubleshooting of performance issues anywhere in the world where they may occur. And you need to be able to resolve any performance issue before end users notice.

Riverbed SteelCentral provides enterprise-class, end-user application and network performance management. It delivers visibility, analytics, and insight empowering companies to leverage IT to innovate and differentiate from the competition and drastically reduce the time and effort required to develop, deploy, and ensure application performance. SteelCentral solutions are leveraged throughout today’s rapid application lifecycles and across IT operations and development teams, providing a centralized and common solution to maximize efficiency, performance, and productivity in today’s application-driven, hybrid world.

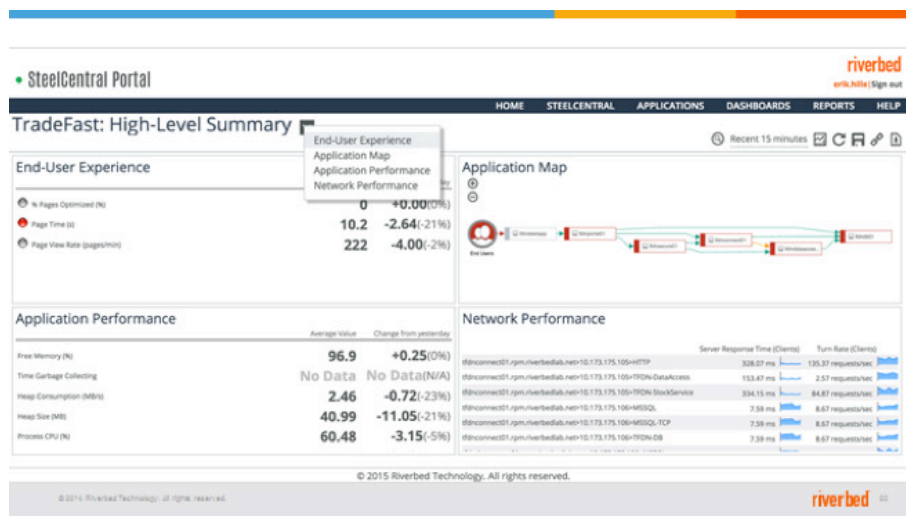
Integrated with SteelHead, SteelCentral delivers application intelligence so you can see with high-definition granularity exactly what users are doing and how they’re being affected by application performance. You can right-click and deep-dive for troubleshooting using SteelCentral’s unique combination of application, network, and end-user monitoring and management. And you can use SteelHead’s extraordinary QoS/Path Selection capabilities to take action and address network-related performance issues.

Riverbed SteelCentral Portal Takes the ‘War’ Out of the War Room

In April 2015, we announced Riverbed® SteelCentral™ Portal, a breakthrough software solution for managing application performance in today’s hybrid IT environments. SteelCentral Portal brings a new and unique approach to problem-solving with a holistic operational view of the complete IT environment. It blends data from all relevant sources into a single, actionable source of truth for stakeholders, with easy-to-view graphical interfaces and application maps.



These sources include Riverbed’s industry-leading visibility tools and solutions: SteelCentral AppInternals and SteelCentral AppResponse for application performance management data, and SteelCentral NetProfiler and SteelCentral NetSensor for network performance management data.



For the first time, companies can blend performance information from network, end user experience, and application domains into a single, simple source of truth for end-to-end application visibility, eliminating the finger pointing that occurs among siloed teams who have a limited view into only their domain expertise and accelerating issue resolution.

For a brief video chalk talk on the new SteelCentral Portal, visit:

<https://www.youtube.com/watch?v=3iwDDS8HXnU>

Riverbed SteelHead

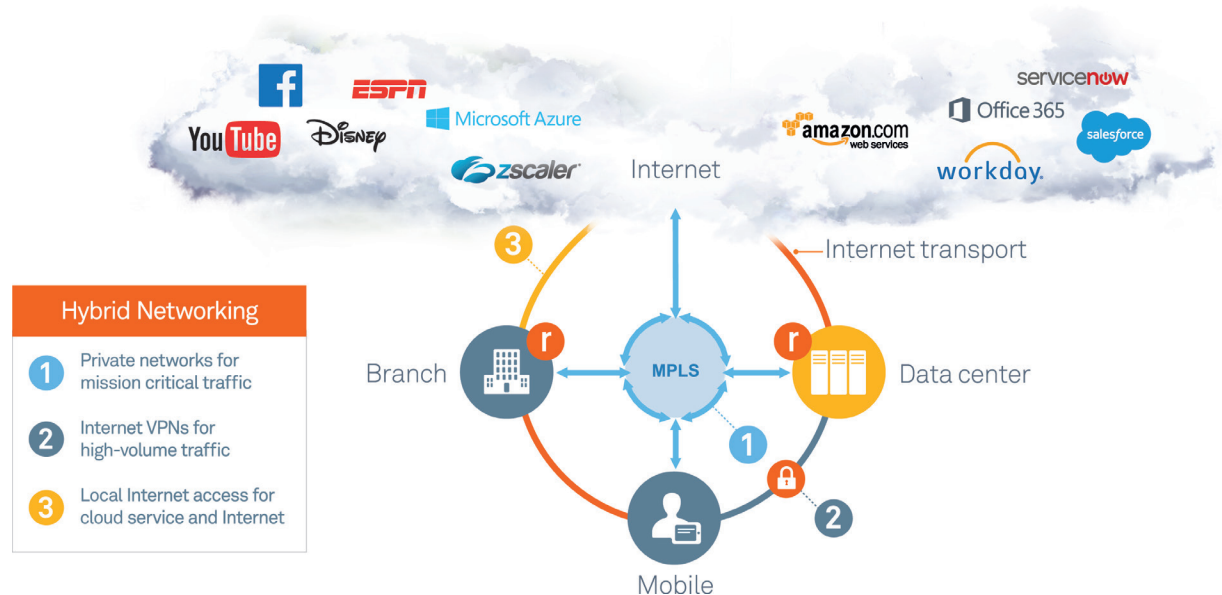
The #1 WAN optimization solution that guarantees application service levels across hybrid cloud architectures while enhancing IT visibility and control for lower overall costs.

Market Leadership Proof Points

- “Leader” in Gartner Magic Quadrant for WAN Optimization for eight consecutive years.
- InfoWorld Technology of the Year eight years in a row.
- Leads WAN Op market with more than 50% market share.

Riverbed SteelHead is the industry’s #1 WAN optimization solution that guarantees optimal service levels of applications between datacenters, branch locations, cloud networks, and end users. SteelHead, further allows IT to prioritize delivery of mission-critical applications over the best available network with customized per-application service level agreements (SLAs). SteelHead pioneered WAN optimization in 2004 with unique innovations for application, transport, and data streamlining across the WAN and Internet to deliver the best end-user experience regardless of location while dramatically reducing network bandwidth costs. With SteelHead, enterprise and SaaS applications can be delivered up to 33x faster while using 97% less bandwidth.

While SteelHead is renowned for optimization, it also plays a key role in the control aspect of hybrid enterprise performance, specifically in the use and management of hybrid networks. Many organizations want to continue to use private networks for mission-critical traffic. And increasingly, they want to use the lower-cost Internet for high-volume traffic like video conferencing or data backups, in some cases making local Internet access available for cloud services and web apps. SteelHead gives you centralized, application-driven control of hybrid networks with “business intent”-based policies that make it easy to configure and manage path selection, quality of service (QoS), and secure transport. With Path Selection,



SteelHead intelligently derives all network paths and, based on business needs, then prioritizes, secures, and delivers business-critical applications over the fastest networks, while less critical applications are sent over the Internet. For example, Microsoft Lync voice traffic can be delivered over MPLS, while Lync video traffic is directed to the Internet. You can deliver applications with the appropriate SLAs to meet business needs, using a mix of networks to balance cost and speed for apps and data of differing priorities.

SteelHead selects the right path and service level for each application while ensuring the best end-user experience.

The Riverbed SteelHead WAN optimization product family is offered in a range of editions to address the optimization, visibility, and control needs for organizations of all sizes:

- **Riverbed® SteelHead™ CX** accelerates applications and data everywhere for end users while enhancing IT control and visibility across traditional WAN and hybrid networks. Available in physical appliance, virtual appliance, and cloud network form factors.
- **Riverbed® SteelHead™ DX** addresses the unique needs of datacenter-to-datacenter data replication workloads, delivering up to 60x WAN performance acceleration and up to 99% bandwidth reduction. With SteelHead DX, organizations can transfer and protect more data more often with less risk and cost, and recover data far more rapidly to improve business continuity.
- **Riverbed® SteelHead™ EX**, built for branch IT, combines VMware vSphere virtualization, WAN optimization, and storage delivery to virtually run network and application services in branch offices. With SteelHead EX, customers can consolidate their sprawling IT infrastructure and get branch offices and applications running at peak performance across the WAN.
- **Riverbed® SteelHead™ SaaS** solves the compounded problems of delivering applications from the public cloud to accelerate the delivery of SaaS applications such as Microsoft Office 365 and [Salesforce.com](https://www.salesforce.com) by up to 33x, while reducing bandwidth utilization by up to 99% and application protocol chattiness up to 98%.
- **Riverbed® SteelHead™ Mobile** optimizes the performance of enterprise applications delivered to people on the go.

Riverbed SteelHead 9.0 and SteelCentral App Response 9.5: The Most Complete Solution for Visibility, Optimization, and Control for Hybrid Enterprises

In November 2014, we announced the next-generation of SteelHead and tighter integration between SteelHead and SteelCentral: specifically, Riverbed® SteelHead™ 9.0 and Riverbed® SteelCentral™ AppResponse 9.5 deliver the most complete visibility, control, and optimization solution to accelerate performance of on-premises, cloud, and SaaS applications. SteelHead 9.0 extends Riverbed's decade-long industry leadership in WAN optimization, delivering up to 100x performance improvements, with new levels of visibility, optimization, and control for hybrid enterprises.



*Scott Guthrie, Executive VP,
Cloud & Enterprise, Microsoft*

“Soon, more than 3 billion people will rely on ubiquitous cloud services that span work and life. Microsoft’s future is about creating these services. As a strategic partner, Riverbed helps us optimize the application performance of cloud services such as Office 365 and Azure to anyone, anywhere, over any network, at global scale. Together, Microsoft and Riverbed are delivering solutions for today’s cloud-first world.”

For a brief video overview of how SteelHead has evolved to optimize on-premises, cloud, and SaaS apps, visit:

<https://www.youtube.com/watch?v=jvvy63nHIBc>

Riverbed SteelFusion

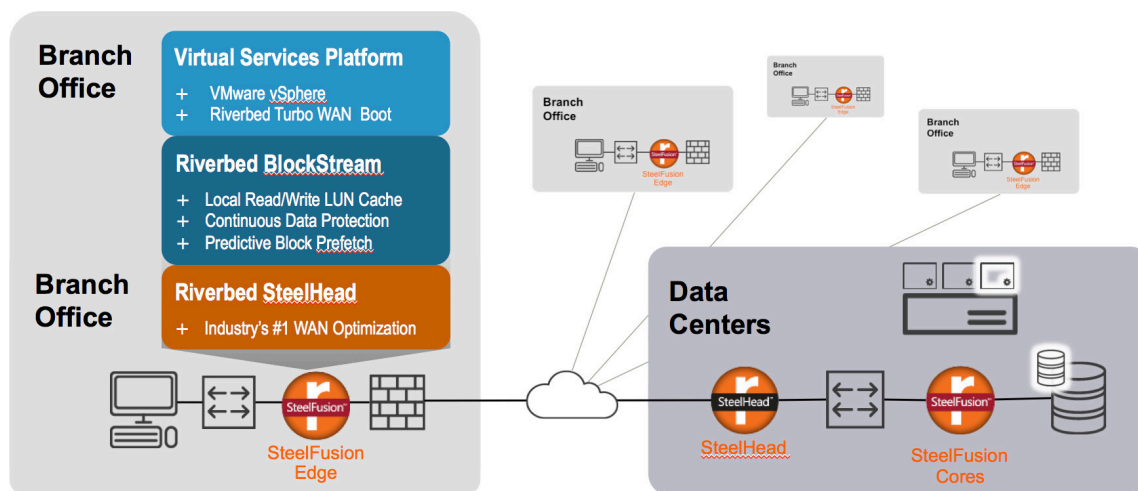
The first and only hyper-converged infrastructure solution that enables zero IT at the branch by centralizing and securing 100% of branch data and servers into datacenters without compromising local performance or availability, providing the ability to instantly provision and recover branch services, and delivering superior performance for all branch applications.

Market Leadership Proof Point

InfoWorld Technology of the Year two years straight.

Branch sites are critical as the “growth engines” of business. But they’re also critical in terms of the challenges they present to business operations—the challenge of application performance that affects branch productivity; the challenge of the continuity and security of data, especially in the face of dramatically and rapidly growing data volume; and the challenge of branch IT costs. Valuable company data stored in these locations is often left unprotected and frequently stored on servers jammed into closets, corners, and hallways due to limited space. Riverbed delivers the Branch of the Future with the power to rethink IT at every branch or remote office from the point of view of the business rather than technical constraints. Imagine your branch as a smart phone—a thin, small device that has access to all the apps and data of the Internet and cloud. And yet, when you buy a smart phone, your provider doesn’t also give you a backpack full of app servers, storage, and backup infrastructure to take with you. It just wouldn’t work. Riverbed SteelFusion allows you to operate your branch much the way you do your smart phone.

Riverbed SteelFusion is a hyper-converged infrastructure solution that centralizes data in the datacenter and delivers local performance with instant recovery at the branch. SteelFusion consolidates branch servers, storage, networking, and virtualization infrastructure into a single solution that includes all the power of SteelHead, together with a Virtual Services Platform and BlockStream, Riverbed’s unique storage delivery technology.



Riverbed Zero Branch IT Architecture

SteelFusion expedites branch office provisioning, backup, and recovery and ensures continuous operations when disasters occur from any cause—weather, fire, or accident. With SteelFusion, businesses can restore branch operations in a matter of minutes vs. days, centrally protect and secure data in the datacenter, and significantly lower the TCO of branch and remote offices. With SteelFusion, you can now have zero IT in the branch—no servers, no storage, and no backup required at the branch. As a result, branch operations can be instantly provisioned, without needing IT talent on-site. And they can be instantly recovered.

Riverbed SteelFusion 4.0: Rethink Branch IT. Think Zero Branch IT.

In April 2015, we announced Riverbed® SteelFusion™ 4.0, the first and only hyper-converged infrastructure solution for the branch of the future. In SteelFusion 4.0, the hardware platforms have been completely updated and redesigned to deliver increased performance and scalability for remote sites and regional hubs of all sizes. SteelFusion 4.0 also introduces new FusionSync™ for seamless branch continuity. FusionSync ensures that all branch data is accessible across private and hybrid cloud environments, providing the ability to withstand and recover from datacenter failures with zero downtime. Now, with SteelFusion 4.0, enterprises can deploy a single hyper-converged solution to centralize all branch office data and applications in the datacenter as well as leverage the cloud for continuity, resulting in dramatic increases in data security, business continuity and agility, operational efficiency and application performance.

For a brief video overview of how to rethink branch IT with SteelFusion, visit:

<https://www.youtube.com/watch?v=BhFalRoepMo>

Riverbed SteelScript

Riverbed has a wide range of open APIs for its application performance infrastructure solutions, including RESTful APIs that allow software developers to write applications that communicate with other systems and services. These open APIs are the foundation for Riverbed's developer tools, including SteelScript for Python and the SteelScript Application Framework, giving customers and partners the option to extend the value of Riverbed infrastructure with customization, integration, and automation.

A common use case for SteelScript

Problem: Navigating between interfaces to find IT data takes too long

Organizations have IT and business metrics coming from dozens of sources, including Riverbed application performance infrastructure. There are many cases where IT staff has to track down metrics from many sources, either for custom reporting or analysis.

Solution: Building a custom application for your IT data and processes

SteelScript Application Framework provides the foundation for custom IT applications. Designed to query and process data from disparate sources, SteelScript Application Framework is a customizable hub of IT metrics.

Benefit: Keep IT operations productive by automating IT processes and reporting

Leveraging APIs to dynamically pull metrics from their original sources into a customizable IT application puts hours back into the hands of IT staff to work on projects more critical to their business.

Professional Services

Riverbed and our partners offer expert lifecycle consulting and technical education services designed to help enterprises reduce risks as they navigate their evolutionary path to a hybrid IT model, accelerate adoption of hybrid apps and networks with visibility, optimization, and control solutions, and discover new opportunities to improve business performance with the Riverbed Application Performance Platform. Amid the complexities of hybrid architectures, professional services are critical to the success of our joint customers and an excellent high-margin revenue opportunity for partners. Riverbed is here to help, to share our intellectual property, and to work with you to build a successful services business.

The Riverbed Journey at a Glance

2002 Riverbed is founded to eliminate distance and location as constraints in delivering applications.

- Many of the founding team come from Inktomi, the first company to commercialize caching.

2003 Riverbed ships alpha version of SteelHead.

- Thus wide area network (WAN) optimization was born from a series of innovations that include a terminating split-proxy (instead of a cache), a revolutionary data deduplication algorithm, and novel techniques such as transaction prediction and application streamlining.

2004 Riverbed ships first commercial SteelHead.

- SteelHead™ reduces bandwidth requirements for applications by as much as 95% and improves application performance as much as 100x.
- SteelHead creates a new market for WAN optimization, which it has led since the beginning.



The entire company ships the first commercial SteelHead appliance to Environment Canada in April 2004.

2005 Riverbed acquires 500 customers.

- Our customers span financial services, publishing, aerospace, pharmaceuticals, insurance, energy, semiconductors, engineering, government, manufacturing, and architecture.
- More than 4,500 SteelHead appliances are deployed.
- Riverbed grows to more than 200 employees.

“Riverbed is probably the fastest growing storage or networking company that I’m aware of. It’s been years since I’ve seen a company with this much market traction this quickly.”

– Steve Duplessie, founder and senior analyst, Enterprise Strategy Group

2006 Riverbed goes public with a September IPO.

- Our initial public offering (IPO) opens at \$4.88 and rises to \$7.76 (up 60%) on the first day. It is the most successful IPO worldwide in 2006.



2007 SteelHead goes mobile and is named Technology of the Year.

- SteelHead Mobile, a software client version of Riverbed’s award-winning, market-leading WAN optimization technology, delivers LAN-like performance to any employee, whether on the road, working from home, or connected wirelessly in the office.
- SteelHead is named Technology of the Year for WAN optimization controllers by *InfoWorld* for the first time. SteelHead has won the award every year since (eight years straight).

2008 Riverbed partners with Microsoft.

- Being accepted in the Microsoft Protocol Optimization Licensing Program gives Riverbed access to Microsoft intellectual property and technology in order to provide application-level protocol optimization to Microsoft Windows-based apps over WANs.
- This relationship will develop into a strategic alliance and move to the cloud where, today, Riverbed is critical for successful global deployments of Microsoft Office 365 and Microsoft Azure.

2009 Riverbed expands into Network Performance Management (NPM).

- Riverbed acquires Mazu Networks, establishing the foundation of its network performance management (NPM) product line (formerly Cascade®), which will evolve into SteelCentral™.

2010 Riverbed brings optimization to the cloud.

- Riverbed introduces solutions for the public cloud, including a cloud-intelligent WAN optimization solution and a cloud storage gateway targeting backup and improved disaster recovery. Our solutions provide a fast, secure, and cost-efficient way to eliminate tape-based data protection, reduce backup costs by 30-50%, and improve disaster recovery readiness.
- Riverbed acquires Global Protocols LLC, which adds SkipWare® technology to the company’s WAN optimization solutions for satellite networks, and CACE Technologies, Inc., which extends Riverbed’s SteelCentral (formerly performance management) offerings to include high-speed packet capture and analysis.

2011 Riverbed expands into Application Delivery Controller (ADC) market.

- Riverbed acquires Zeus Technology Ltd. and Aptimize Ltd., which become the SteelApp product line. Riverbed sold the SteelApp product line to Brocade in February 2015.

2012 Riverbed expands into Hyper-Converged Infrastructure and Application Performance Management (APM) markets.

- In February, Riverbed introduces SteelFusion (formerly Granite), the only hyper-converged infrastructure that delivers local performance, data centralization, instant recovery, and lower TCO. SteelFusion is named product of the year by Storage Magazine.
- In December, Riverbed acquires OPNET Technologies, Inc., a provider of Application Performance Management (APM) solutions, establishing Riverbed as the leader in both the APM and NPM markets.

2013 Riverbed launches the Riverbed Application Performance Platform™.

- Riverbed emerges in its November Analyst Day after four years of internal development and acquisition integration having transformed from a single-product to a multi-product platform company.
- Riverbed introduces the Riverbed Application Performance Platform, which gives CIOs unparalleled visibility to deliver, control, and optimize all IT resources across the hybrid enterprise.
- The Platform today comprises three integrated software solutions for WAN optimization (SteelHead™), hyper-converged infrastructure (SteelFusion™), and performance management (SteelCentral™).
- With this expanded product set, Riverbed is well-positioned to address a market more than 10x its original WAN Optimization market—the application performance infrastructure market, a \$10-billion opportunity growing at a combined annual growth rate (CAGR) of over 5%.
- In 2013, Riverbed surpassed \$1 billion in annual revenue for the first time.

2014 Riverbed launches new, consistent product names across portfolio and introduces new solutions for the hybrid enterprise.

- Riverbed crafts a new product naming structure and execution plan to change all current and future names to make it clear to the market that Riverbed products are part of an interoperable architecture for application performance. The new Steel-based product names portray Riverbed to the market as one company selling one platform comprised of multiple products and make it easier for customers to understand what our products do and how they work together as an interoperable system.
- In April, Riverbed launches Riverbed® SteelFusion™ 3.0 (formerly Granite) the only hyper-converged infrastructure that centralizes data in the datacenter and delivers local performance and instant recovery at the branch.
- In October, Riverbed sells the SteelStore product line to NetApp.
- In November, Riverbed FORCE 2014, our new, expanded user conference, premieres with the theme *The Hybrid Enterprise: How to Make Yours Perform at Its Peak*.
 - At FORCE, we launch the next-generation of SteelHead and tighter integration between SteelHead and SteelCentral: specifically, Riverbed® SteelHead™ 9.0 and Riverbed® SteelCentral™ AppResponse 9.5, together delivering the most complete visibility, control, and optimization solution to accelerate performance of on-premises, cloud, and SaaS applications.

- Also at FORCE, we launch the Riverbed-Ready™ Technology Alliance program to offer technology partners the opportunity to integrate Riverbed products with their own solutions and bring new capabilities to customers, expand the value and impact of our solutions in specific industries and markets, and help customers master the technical challenges of the hybrid enterprise.
- In December, Riverbed enters into a definitive agreement to be acquired by private equity investment firm Thoma Bravo, LLC and Teachers' Private Capital, the private investor department of the Ontario Teachers' Pension Plan.

2015 Riverbed is acquired by Thoma Bravo and moves into next stage of growth as a private company.

- In February, Riverbed sells its SteelApp application delivery controller (ADC) product line to Brocade.
- In April, Riverbed announces SteelFusion 4.0, the first and only hyper-converged infrastructure solution for the branch of the future. SteelFusion 4.0 enables zero IT at the branch by virtualizing and consolidating 100% of data and servers from remote sites into datacenters, centralizing data security and IT management without losing the benefits of running branch services locally.
- In April, Riverbed launches SteelCentral Portal, a breakthrough software solution providing the most comprehensive visibility into application performance across complex hybrid environments. For the first time, companies can blend performance information from network, end user experience, and application domains into a single, simple source of truth for end-to-end application visibility, eliminating the finger pointing that occurs among siloed teams who have a limited view into only their domain expertise.
- In April, Thoma Bravo, a leading private equity investment firm, and Teachers' Private Capital, the private investor department of Ontario Teachers' Pension Plan, completed their acquisition of Riverbed. With the transaction's close, Riverbed stock ceased trading on the NASDAQ under the ticker symbol RVBD. As a private company, Riverbed is better positioned to pursue our long term goals, and has greater flexibility to develop best-of breed technologies that deliver superior application performance for our customers. We are focused on the strategic initiatives that will take us to the next stage of growth.

