



UpLink™

**Full Connectivity Control for Small
and Medium Enterprises and
Remote Branch Offices**



The Need for a Backup

The majority of networked businesses are aware of the downtime risk associated with a single link. As a solution, a few of these offices have adopted the "hot standby" model to avoid lengthy downtime: when their main ISP link fails, they manually switch over to their backup. This approach has three major disadvantages. First, the standby is standing idle for at least 99.0% of the time, causing offices pay dearly for a service they barely use. Second, due to the high costs of maintaining an idle backup, most offices decide on a bandwidth volume that is significantly smaller than their main connection, so that when they do activate it, their traffic volume is severely limited. Finally, the manual switch from a failed link to the standby is time consuming as well, which causes additional periods of costly network downtime. The manual switchover also requires an on-site administrator, which may be problematic during nights, weekends, and holidays.

Current Multi-homing Solutions

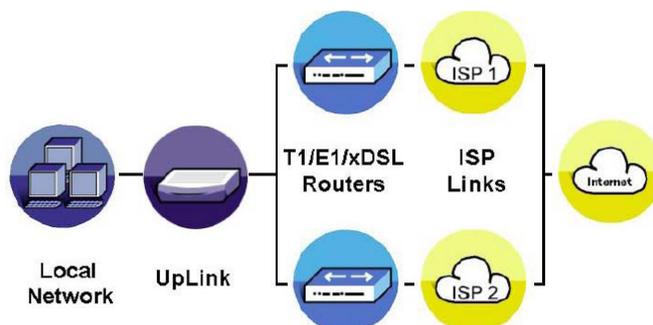
Multi-homing, connectivity to the Internet through multiple ISP links, is rarely an option for small / medium enterprise. Current multi-homing solutions are overkill for small offices: the high cost, the complex management requirements, and the required ISP cooperation serve to deter most offices from deploying a multi-homing solution.

Clearly, small / medium enterprises and branch offices need a solution that provides sufficient connectivity assurance at a cost-effective price.

The Solution: UpLink

UpLink manages the operation of multiple links for small / medium enterprises and branch offices, guaranteeing uninterrupted Internet services and optimized content delivery for reliable, high performance and cost effective connectivity.

As in the example shown here, adding UpLink on the edge of the local network enables the connection of two independent ISP links. The installation is transparent and does not require the cooperation of either service provider.



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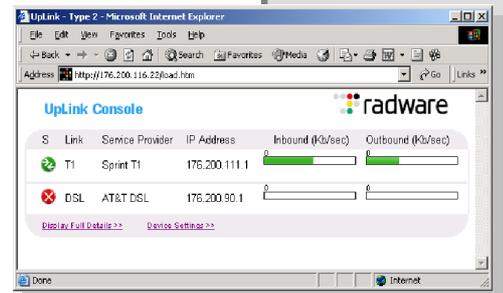
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UpLink provides a compelling value proposition at a very attractive price. UpLink's feature set, detailed below, will allow small / medium enterprises and branch offices to control and optimize their Internet connectivity for the first time.

UpLink Feature Set

- ✓ **Automatic Failure Protection** (monitoring of Internet links, automatic routing traffic to the other link in case of failure)
- ✓ **Cost-efficient Bandwidth Scaling and Usage** (increasing throughput with a second cheap Internet link)
- ✓ **Accelerated Content Delivery for the Best User Experience** (Radware's unique proximity algorithm select the fastest performing link)
- ✓ **Optimized Link Utilization** (through : Traffic Load, Service Cost, Proximity Checks, Dispatch Method)
- ✓ **Service Levels for Mission Critical Applications** (prioritizing services)
- ✓ **Compatible with Existing Network Structure** (transparent multi-homing management by complete address scheme handling, using Network Address Translation (NAT) and automatic traffic routing)
- ✓ **Device Redundancy** (possibility to add an additional UpLink as backup)
- ✓ **Simple setup and management** (web-based)
- ✓ **Constant Monitoring** (real-time status of each link on the console system)



Target users

UpLink is targeted at offices with smaller networks. These are usually either:

- ✓ Small or Medium Enterprises (SME), who realize the importance of providing competitive web-based services to their customers, as their larger competitors do, while requiring continuous network services for their employees and mission-critical network applications.
- ✓ Remote Offices and Branch Offices (ROBO) of large enterprises, which require uninterrupted network connectivity to their headquarters.

UpLink enables these offices to manage a multi-homed and multi-linked network. This means that the office can connect to two Internet connections simultaneously. Full link redundancy is ensured as each Internet connection provides service through a dedicated, independent link.

UpLink allows SME and ROBO offices, for the first time, to:

- ✓ Easily and simply manage and maintain a multi-homed network
- ✓ Control and reduce their connectivity costs by using both connections to satisfy their bandwidth and backup requirements
- ✓ Monitor and control traffic on each connection
- ✓ Manage bandwidth allocation for all available capacity, guaranteeing service levels to all mission critical applications
- ✓ Reduce the number of network elements by utilizing an integrated 8 FE port, wire-speed switch.

Qualifying Questions

- ? Are you currently working with only one ISP? Are you worried that your ISP may let you down?
- ? Are you aware that most ISPs usually commit to 99.0% uptime a year? This means that your office could be subject to over 43 hours of downtime annually?
- ? Do you have a backup connection? Is it at the same volume as your main line? Does it stand idle when the main line is active?
- ? Are you worried about ISP downtime and how it affects your network and productivity?
- ? What is the bandwidth of your existing link(s)? What is your bandwidth growth plan?
- ? Are you evaluating options to increase your bandwidth now? Did you evaluate broadband technologies in parallel to your existing link? If you chose to work with broadband, how will you use it with your existing link? If you didn't, by enabling both connections at once, UpLink offers guaranteed availability, better performance, at a lower cost for connectivity.
- ? Would you like to ensure that all your remote branch offices are continuously connected?



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