

BRINGING GLOBAL APPLICATION CONTROL TO YOU

OVERVIEW

Recently named a **2017 Top Innovator in Cloud Application Delivery** by research firm IDC, Webscale pioneered cloud-native application delivery and broke through the limitations of other application performance architectures. However, our mission to go beyond point technology solutions for the delivery of applications, and provide complete, automated application control truly differentiates us, and aligns us with the needs of our customers.

The Webscale platform allows customers to sense and proactively control application behavior. Its ability to do this in real-time, at a granular level, separates it from CDNs, ADCs, WAFs and related software or appliance based solutions that sit in data centers and have limited visibility, capable of making only reactive decisions.

The intelligent data plane of the Webscale platform is distributed across multiple cloud providers globally, is enabled per application, and sits in close proximity to the customer application backend. This delivers an

unprecedented 360-degree view and influence over all web sessions entering and exiting the application. This data plane senses application and session behavior and, combined with the decision engine of the Webscale control plane, makes real-time, automated decisions for performance, infrastructure scaling, and security.

Webscale's innovation in software-defined infrastructure allows us to automatically provision an entire application stack, resulting in application deployment in the cloud in minutes, as well as continuous deployment of code changes with zero downtime. Powerful automation negates any need to manually monitor the effect of incoming traffic on application performance, backend scaling or potential malicious attacks. With a strong bundled portfolio of security, performance and availability technologies, the Webscale solution simplifies the complex task of managing critical web applications in the cloud, replacing the need to procure and manage many disparate vendors and technologies.

“Webscale’s SaaS approach is suited to customers that want application delivery to be as simple as possible.”

IDC Innovators: Cloud Native Application Delivery Controllers, 2017



WEBSCALE: Simplifying application delivery and control

THE WEBSCALE ADVANTAGE



Complete Application Control

Webscale's insight into both your infrastructure and user traffic enables complete control over all aspects of the application. This helps address mission critical elements of your global web presence, detecting issues and deploying controls to keep you fast, secure and available.



High Performing Applications

Enterprises demand high performing applications that are well adopted by users and address critical business needs. Traffic spikes and rapidly changing dynamic content are common, so Webscale automates web and mobile content optimization, combining it with intelligent content caching, both at the web layer in the cloud, and close to end users through CDN integrations, ensuring efficient delivery anywhere in the world.



Resilient Service Assurance

Disasters can happen, so the ability to recover quickly from operational downtime, whether it be because of a cyber-attack or an erroneous code change, and maintain business continuity, is as critical to your business as the web applications you run. Webscale's disaster recovery solutions keep customers always-on and high performing, by backing up and mirroring critical applications in real-time, across cloud providers and regions, with round-the-clock support.



Enterprise Grade Security

Every enterprise differs slightly in their approach to security so Webscale includes a programmable WAF, as well as custom security policies in our security suite. Designed to protect both online data and web infrastructure, Webscale allows fast and easy configuration of security policies to assess and act upon threats in real-time. It provides protection against DDoS attacks, as well as other threats, blocking malicious attacks before users are impacted.



Insight Powered by Machine Learning

Obtaining actionable insights to drive new business is key to an enterprise's growth. Webscale brings unprecedented levels of insight into global web applications through session analysis and machine learning. The Webscale platform analyzes web sessions in real time, identifying patterns, and classifying both good and suspect behavior so that the appropriate action can be taken system-wide or just for a single account.



Simplicity Through Automation

Webscale makes configuration management easy through software-defined infrastructure and declarations under source control, removing deployment headaches and downtime, while reducing operational expenses. Webscale provides templates for easy roll-out or migration of new applications across single, multi-region, data center, hybrid or multi-cloud environments using Webscale's auto-provisioning systems combined with industry tools like Chef, OpsWorks and Ansible. Webscale's self-healing infrastructure ensures uptime and availability, by using predictive analytics and fast data to monitor user traffic, predict demand, and scale out/in web and application layers without manual intervention.