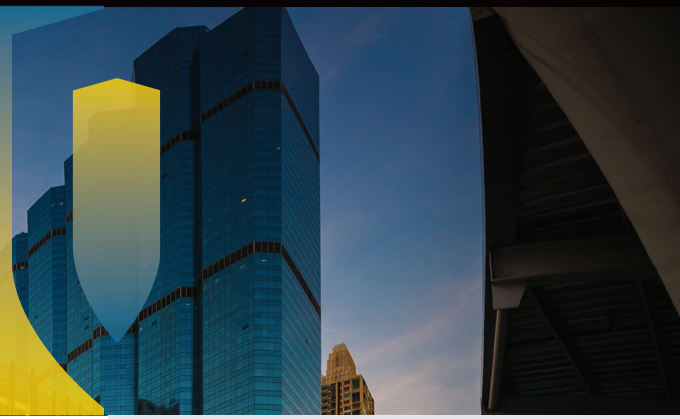
Symantec

Optimizing Your Office 365 Success with PacketShaper



Cloud computing provides organizations large and small the scalability and efficiency needed to keep pace with business today. However, the success of your cloud strategy hinges on how easy it for your users to access and take advantage of all the capabilities of new cloud applications. Their user experience will have a direct impact on how effectively they are using the new capabilities. Therefore, ensuring optimal cloud application performance and user experience should be one of the key considerations in your cloud adoption strategy.

Surveying most IT managers about the most popular business cloud application today, Microsoft Office 365 will often come in at the top of the list. Based on the wildly successful Microsoft Office suite of products, Office 365 is one of the most popular and most successful business Cloud application available today. Industry analysts are predicting the popularity of Office 365 will grow to near 700M users by the year 2022. But, unlike its on-premises counterpart, the performance and user experience of Office 365 is heavily dependent on the efficiency and performance of your network. To deliver the same response times and overall experience your users expect, you need to optimize your network.

The Performance Challenges for Office 365

Office 365 is a collection of email, productivity, video, voice and other applications and services, some of which generate large amounts of data and are sensitive to latency. As a result, the overall performance of your Office 365 apps and services can be heavily dependent on how efficiently these large amounts of data are transferred between users and the Microsoft Cloud.

There are many factors that affect your Office 365 performance. One is the efficiency of your network to handle large amounts of traffic generated by Office 365. Since Office 365 traffic sits on the Internet access link, it also shares network bandwidth with traffic from many other applications, including personal and recreational traffic. Bandwidth contention among these applications can cause havoc with Office 365 performance, significantly impacting its user experience. Blindly adding additional bandwidth to try to boost network performance is an expensive and generally short-lived solution, and is hard to sustain in the face of ever increasing bandwidth demands from all the apps your users are adopting. You will see the performance gains disappear quickly as more disruptive recreational traffic and more aggressive

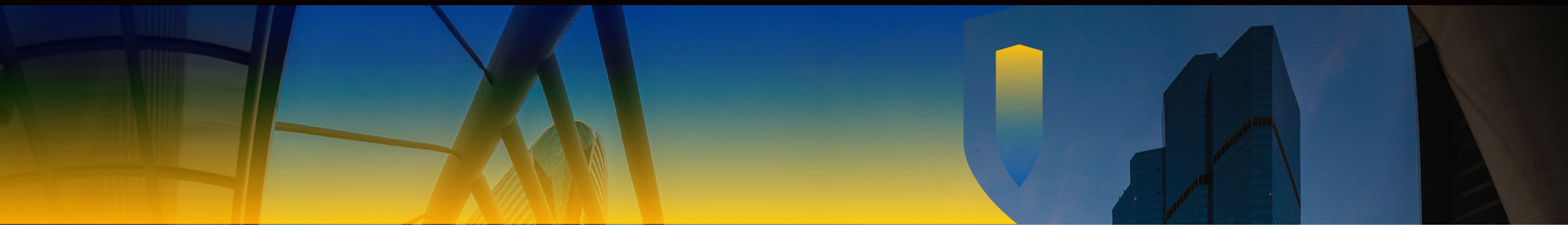
At-a-Glance

Problem:
Ensuring an optimal Office 365 user experience

Solution:
PacketShaper

Benefits:

- Improve user experience to enable a successful Office 365 and cloud adoption
- Maximize productivity
- Control disruptive traffic
- Eliminate unnecessary bandwidth costs



applications starting to dominate available network bandwidth. You need a way to prioritize and reserve bandwidth for your Office 365 apps and services to ensure a superior user experience and control unnecessary bandwidth cost increases. The Symantec PacketShaper is the ideal tool to protect the user experience and ensure your bandwidth investment is used to benefit its intended targets – critical business applications such as Office 365.

Assuring User Experience with PacketShaper

Symantec PacketShaper is a leading network Quality of Service (QoS) solution that is trusted by thousands of businesses worldwide, including many of the Fortune 500 companies. The PacketShaper can identify and classify Office 365 applications, operations and traffic flows. You can then deploy simple and effective policies to protect, prioritize or restrain traffic by application, user or flow on your Internet access link to ensure network bandwidth is properly allocated based on your business priorities.

The PacketShaper approach for delivering a high-quality Office 365 user experience is simple and effective:

- **Separate and categorize** – identify business critical traffic, such as Office 365, via the on-board application classification and Symantec's Global Intelligence Network classification engines

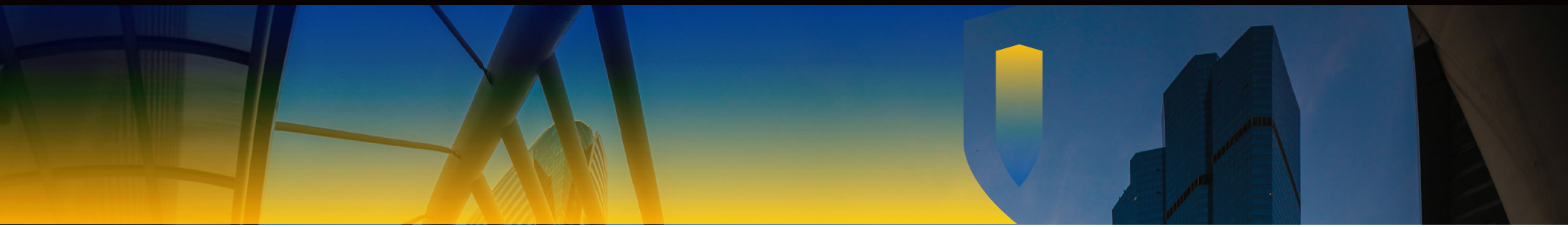
  The PacketShaper will group Office 365 applications, services and flows in an Office 365 Class Tree, making it easy for administrators to apply QoS policies and effectively manage the performance of Office 365 related traffic.

- **Apply QoS policies** – ensure Office 365 traffic has guaranteed bandwidth and prioritization over lower priority traffic in the network.
- **Monitor network performance and bandwidth efficiency** – leverage the real-time dashboard to identify issues and make necessary adjustments, as needed, to deliver an optimal user experience.

The PacketShaper monitors traffic flows, bandwidth utilization and network condition in real time, and automatically manages application traffic based on the policies you have established. For example, Office 365 data pulled from and sent to the cloud will have guaranteed bandwidth to ensure acceptable level of performance.

Real-time applications have different bandwidth and response time requirements. Your user experience can be directly impacted by how latency-sensitive applications such as voice and video in Skype for Business perform. Traffic congestion and packet loss can provide undesirable performance characteristics for these applications. With the PacketShaper's granular control capability, you can prioritize and guarantee bandwidth on a per-call or per-flow basis to ensure smooth data flows and a superior user experience.

PacketShaper can further improve application performance and your users' experience with its patented TCP Rate Control technology by effectively regulating the TCP traffic packet sizing and transferring rate, eliminating packet drops and



retransmissions to optimize data flows between your network the remote servers in the cloud.

The PacketShaper provides you visibility and control to ensure a sufficient amount of network resources will be allocated to important business applications such as Office 365, while allowing for recreational use when excess bandwidth is available. It is important to know you can support a user friendly network environment without negatively impacting the performance of business-critical applications.

Conclusion

To succeed in the pursuit of higher business efficiency and competitiveness with cloud solutions such as Office 365, you need to ensure your users can get the most out of these apps and services. Their user experience in these applications has a direct impact in the success of your cloud adoption strategy. PacketShaper's ability to effectively identify, prioritize and control your network traffic enables you to:

- Confidently adopt cloud applications and services
- Reserve bandwidth for critical and real-time apps that align with your business priorities to promote productivity
- Eliminate unnecessary bandwidth increases to save on operating costs

Contact Symantec or a Symantec authorized partner and learn more about how we can help you to become more successful in your migration to the Cloud and Office 365, and how to effectively manage the growing challenges in today's evolving business network environment.