

WAN Optimization and SD-WAN

Q&A with Replify CTO, Andrew Caruth

Can you tell us a little about Replify's heritage in WAN Optimization?

"Replify identified a gap in the market for providing purely software-based WAN Optimization. The increasing trend of organisations embracing virtualization led to the desire to have virtual appliances running on commodity hardware.

It was this trend that led to the development of Replify as the first purely software based but fully featured WAN Optimization product and in fact we were one of the first to market with a Virtual WAN Acceleration solution in 2008."

What are the key capabilities of Replify's solution?

"Replify offers protocol optimization for improving the user experience for a number of common services, including web site traffic, file server transfers and file shares. In addition to the protocol optimization, Replify can apply compression to all traffic. Finally, at the core of Replify's Intelligent Caching Engine is a cross-protocol block cache. This allows traffic sent on one protocol, for example an email, to be accelerated when users view the same data via another protocol, for example a SharePoint site."

Why is WAN Optimization a key component for SD-WAN platforms?

"SD-WAN greatly reduces the complexity of deploying and maintaining WANs. It does not, however, remove some of the key issues that users face when working with software over wide-area networks. Modern web applications, while often efficient, still require large amounts of data to be



moved over the WAN. The dependence on expensive MPLS networks that SD-WAN removes, increases the chance of organisations relying on less stable broadband links. WAN Optimization provides the same benefits to SD-WAN users as it does for traditional WAN users."

As a software only solution, what advantages does this bring Replify when it comes to integration with SD-WAN platforms?

"With a software heritage, Replify's WAN Optimization is an ideal fit for an SD-WAN environment. Replify specialises in providing a bespoke solution that can integrate tightly with an SD-WAN offering. We have years of experience integrating the Replify product into other solutions and platforms. We provide flexible APIs for configuration and deployment as well as providing the option for custom integration changes to support a deployment."



replify

FLEXIBLE NETWORK
ACCELERATION

The inherent cross-platform nature of Replify's solution means it can be deployed on a wide range of devices out-of-the-box."

Bandwidth costs seem to be coming down everywhere, so is there still a requirement for WAN Optimization?

"Replify reduces bandwidth usage. That helps when you are paying per-megabyte of data. Crucially, Replify also improves user experience. Where there are geographic barriers, or infrastructure challenges, Replify can provide a user experience that matches what would be expected of a much faster connection."

How does WAN Optimization help with application performance, especially as more and more are now hosted in the Cloud?

"Application performance, or rather the user's expectation of the application, is transformed when using Replify WAN Optimization. For some workloads, Replify can provide a near-instantaneous response to users' requests to an application. This results in fewer complaints from users about slow application performance and naturally means higher productivity.

Replify's portability means it can be quickly deployed in almost all cloud data centres to provide end users acceleration right to their cloud application."

Replify also has a range of mobile clients, including Windows and MacOS. How important is this last mile optimization in the modern network?

"While connections between branch offices and data centres can be upgraded, when workers are mobile their experience may be much reduced. Replify has always provided optimization right to the end user device. This allows remote workers to obtain the same levels of experience when they are out and about with a poor connection, as they would in their local branch office. As well as Windows and MacOS we also have clients for Android and Ubuntu and other Debian based distros."

Does Replify have a flexible business model when it comes to licensing WAN Optimization as a service?

"The core of Replify's ethos is striving for flexibility. This ranges from software that is easily integrated, configured and deployed to being flexible when it comes to licensing. As the market continues to move towards consuming Software as a Service (SaaS), Replify have in turn developed flexible pricing models that work with our partners' business models and go-to-market strategies."

Does Replify provide any TCP Optimization in addition to application acceleration?

"Yes. The transport between any two Replify nodes can be configured to use a number of congestion algorithms, including one developed and used by Google (BBR). Optimizations such as these can improve the performance of an SSL connection over the WAN by taking advantage of a more efficient congestion algorithm than would otherwise be used – even where a certificate is unavailable."

WHO ARE REPLIFY?

Replify produces a software-based WAN Optimization solution to help reduce bandwidth consumption and improve application performance. Founded in 2007, Replify was one of the first WAN Optimization companies to market with a software only virtual appliance solution in 2009.

Since then the company's software has been deployed globally across a range of demanding applications in Visibility and Control, Mobile Backhaul, Cloud Acceleration, Satellite and many more. Customer use cases range from retail network management to satellite communications links to private jets and ocean liners.

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