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Riverbed Receives 2010 Asia Pacific Frost & Sullivan Application Networking Vendor of the Year Award

Riverbed Technology, the IT performance company, today announced that it is the recipient of the 2010 Asia Pacific Frost & Sullivan Application Networking Vendor of the Year Award. The award is presented by Frost & Sullivan to recognize outstanding performance in the Asia Pacific (including Japan) information and communications technology (ICT) industry. In addition, in a recent Frost & Sullivan report, Riverbed® was highlighted as the market share leader in the Asia Pacific WAN Optimization Controller Market, CY 2009.

Riverbed WAN optimization solutions enable organizations of all sizes to overcome a wide range of IT infrastructure performance bottlenecks, including poor application performance, slow database backups and insufficient bandwidth at remote sites. By speeding applications between data centers, remote offices and mobile workers, in some cases by up to 100 times, Riverbed Steelhead® appliances eliminate the performance barrier for those looking to adopt a cloud-oriented IT delivery model. Riverbed was named the 2010 Application Networking Vendor of the Year because it showed exemplary growth and performance in the Asia Pacific (including Japan) region during 2009.

The Frost & Sullivan Awards are presented to companies that demonstrate best practices in their industry. The awards recognize the innovation, commitment and successful business strategies required to advance in the global marketplace. To select the award recipients, the Frost & Sullivan analyst team shortlists major companies for each Award category and joins with an independent panel of CIOs/CTOs to review the findings of the analyst team and decide on the deserving Award recipients.

The 2010 Frost & Sullivan Asia Pacific ICT Awards honor the companies that have risen above the competition, and thus defined the direction of the ICT industry in the region. Riverbed was selected as an award recipient for its revenue and revenue growth, market share and market share growth, breadth of products and solutions and key achievements in 2009.

“Riverbed has demonstrated excellence in technology and product innovation, as well as an acute foresight in anticipating the growth trends in the WAN optimization and application networking segment,” said Cathy

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Huang, industry analyst at Frost & Sullivan. "The company strengthened its go-to-market strategies and remained dedicated to enhancing its channel support in 2009. In particular, Riverbed's strategy in extending its business model into a services offering – which was well received by enterprises in APAC – clearly defined it as a leading player that is ahead of its competitors in dictating the direction of the industry."

Riverbed Named Market Share Leader in Asia Pacific WAN Optimization Controller Market, CY 2009 Report by Frost & Sullivan

In the "Asia Pacific (including Japan) WAN Optimization Controller Market, CY 2009" report, published in June 2010, Riverbed is recognized by Frost & Sullivan as the WAN Optimization Controller market share leader, measured by 2009 revenue, with 28.3% market share. In addition, Riverbed's 2009 revenue made it the market share leader in the WAN Acceleration category, a subset of the WAN Optimization Controller category, with 39.6% market share.

According to the report, "In a way, the economic slowdown actually forced many enterprises to relook at ways through which they could reduce costs without compromising on productivity levels. As a result, WAN optimization emerged strongly as a viable and less costly way to achieve greater business synergies across an entire enterprise setup. Likewise, enterprises were also beginning to perceive it as a long term solution to performance issues faced on their corporate WANs, unlike the short term approach offered by purchasing more bandwidth."

"Riverbed continues to innovate in areas that directly impact bottom lines. To help customers make the most of their existing infrastructure, Riverbed has focused beyond its core product offerings to provide companies with more options to support cost-cutting initiatives like IT centralization, virtualization and data center consolidation," said John Higgs, vice president of sales, APAC at Riverbed. "This recognition from Frost & Sullivan – both the award and market share leadership – is validation that we're providing enterprises with an alternative approach to spending excessive money and time on short term projects that limit their ability to grow their organizations' bottom line."