

Dyband Solution: Preparing Your Network for Growth

Challenge:

Your VP of Marketing has just launched the “mother” of all campaigns designed to increase your customer base. Your projections suggest that you will see a high response rate. Will your network be prepared to accommodate this new growth or will you have to provision for additional bandwidth? Additional bandwidth is expensive and generally does not pay for itself quickly, and is often added to deal with peak traffic loads, which means a lot of that new bandwidth goes unused most of the time.

Solution:

Dyband addresses the challenges of preparing your network for growth by allowing you to manage and report on your company’s most important asset- bandwidth. By managing bandwidth, you can expect to reduce your backbone provisioning costs by confidently adding a significant number of new subscribers to your existing connections without impacting your customers’ services.

Dyband will permit you to add new subscribers by redistributing bandwidth as a result of:

- Dynamically controlling bandwidth usage in aggregate, in groups and right down to individual subscribers
- Evaluating available bandwidth capacity 100 times per second – regardless of congestion.
- Adding only a very small amount of latency to your network – between 12 and 15ms nominal – about the same as two router hops.

- Dynamically shaping individual and aggregate bandwidth usage based on traffic conditions and parameters that you have set, immediately and non-intrusively
- Shaping traffic for up to 50,000 managed objects-gateways, subnets, groups, and individual subscribers by IP address
- Enabling a variety of allocation schemes (*guaranteed, preferred, equitable*) for distributing available bandwidth across all subscribers during both normal and congested conditions
- Protecting against aggressive users by allowing rate limits based on usage
- Managing inbound/outbound traffic separately at each network point
- Maintaining a 24-hour moving window of performance data
- Showing average and peak consumption and percentage of transfer time affected by congestion
- Storing statistics in a SQL database for historical analysis and integration with billing systems, as well as providing reports for you and your customers.

By dynamically managing and controlling your bandwidth you gain insight into the amount of bandwidth available for customer service level upgrades and for new customer growth. Dyband will not eliminate the need to provision new bandwidth - it will delay it - ensuring that you’ve made the most efficient use of all available bandwidth before incurring the cost of provisioning additional pipe.

For further information on Dyband, and how it can benefit your firm, contact us at
sales@dyband.com
or visit us at
www.dyband.com

Dyband Corporation
215 Stafford Road West, Unit 103
Ottawa, Ontario K2H 9C1
Canada
(613) 820-3677

