



Optimal Application Performance Is A Critical Component to Ensuring Successful Application Delivery

Application Delivery Handbook Reveals that Application-Fluent Devices are Key to Solving Application Performance Challenges

VANCOUVER, B.C. April 14, 2009— According to the Application Delivery Handbook created by Ashton Metzler and Associates, ensuring optimal application performance is becoming a top priority for all IT organizations as more and more enterprises deploy new, or migrate existing mission-critical applications on to the Web to support internal and external business processes and operations.

“CIOs must get involved in setting the direction and monitoring progress in every aspect of application delivery, and ensuring the performance and scalability of web applications should be an absolute priority,” said Jim Metzler, network and application performance specialist and author of the handbook. “Application-fluent devices that not only recognize the applications passing through the network but also automate actions based on the specific application being used, are at the forefront of solving performance issues effectively and economically.”

Published in March of 2009, The Application Delivery Handbook sponsored in part by Strangeloop Networks, a leading provider of solutions that accelerate dynamic web applications developed with Microsoft’s ASP.NET framework, is a comprehensive guide designed to help IT organizations develop a framework to achieve successful application delivery that can be customized for use in their particular environment. It discusses in detail the four components of the framework: planning, network and application optimization, management and control. It looks closely at each component; outlines the complex challenges currently being faced in each, and discusses varying approaches to best solve them. Additionally, it includes observations on the new challenges management face due to this latest set of application performance issues, methods needed to minimize the occurrence of application performance problems and procedures to identify and quickly resolve issues when they do occur.

The handbook concludes that the complexity associated with application delivery will continue to increase over the next few years and as the intricacy of the environment increases, it in turn will cause application performance to suffer. This is because Web 2.0 applications require additional amounts of “chatty” protocols to move into the networks and because Web 2.0 applications also increase the amount of data that transits the networks as well as the amount of data that must be processed by the servers. Since Web 2.0 applications have inherent data transfer and page rendering characteristics that cannot be addressed by increasing server or network capacity, application performance

degradation occurs. Application-fluent devices that automatically optimize particular requests and that respond to changing traffic patterns solves these inherent performance issues.

“Enterprises are choosing to build their Web applications in a language that makes sense to them, which in many cases is in Microsoft’s popular .NET framework. They typically find that once the applications are up and running, that performance degradation occurs,” said Jonathan Bixby, chief executive officer of Strangeloop Networks. “Web pages will continue to become more complicated, and using application-fluent devices empowers organizations to optimize applications quickly and efficiently.”

About Strangeloop Networks

The Strangeloop Networks products accelerate dynamic web applications with unique, framework-specific solutions that require minimal changes to software coding and hardware infrastructure, freeing developers to focus on providing enterprises with value-added features. With the Strangeloop AS1000 Application Scaling Appliance for Microsoft ASP.NET and AJAX and the Strangeloop WS1000 Web Services Accelerator, enterprises dramatically shorten code cycles, improve application performance and throughput, more efficiently use bandwidth, achieve greater return on their investment in information technology (IT) staff, network and computing resources and boost customer satisfaction. Strangeloop is based in Vancouver, B.C. For more information, visit www.strangeloopnetworks.com.

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