



## Do you have the intelligence to optimise website deployment and reward your best and most loyal customers?

As part of our range of managed services for IT infrastructures ArdentA provides latest generation software to manage your web traffic and enhance the loyalty of your best customers. We give you the ability to monitor and manipulate traffic to your company's web applications, using industry-leading software-based application traffic management tools.

Intelligence about your internet traffic makes you smarter about website

### Leading capabilities to shape activity across your website

Using leading tools to manage your Internet traffic makes your networked and web-enabled applications faster, more reliable, secure and easier to manage. You'll be able to control and optimize the services your users receive by inspecting, transforming, prioritizing and routing application traffic.

You'll be able to identify high value customers, and reward them. This will

### Deploy quickly and cost-effectively

We offer you the latest generation of software application delivery controllers (softADCs), giving organisations industry-leading capabilities for monitoring and manipulating traffic to and from their web applications. Equally we offer you the ability to deploy your solutions cost-effectively on any infrastructure platform, whether physical, virtual or cloud environments.

deployment. ArdentA, in partnership with Riverbed, gives you the means, around the clock, including:

- Simple Load balancing
- Advanced Traffic management
- Application Firewall
- Global Load Balancing
- Multisite management
- Auto-scaling off to cloud

ensure their loyalty and your revenues. You can make certain they get the best experience on your website, automatically adjusting service as required. If traffic volumes increase, reducing overall application performance, the reserved transaction servers will service your high value users, while shaping system-wide activity for other users.

### Ensure peak performance – at all times

There are often times when your website sees major fluctuations in use, with a massive rise in web traffic. It can be a big strain on your network and bandwidth management. An Internet Traffic Management solution ensures you have the capabilities in place to cope with these peaks.

Get the most from your networked and web-enabled applications

Want to achieve the highest levels of performance for your applications? Call on ArdentA's skills to load balance your networked and web-enabled applications and manage your traffic at optimum levels.

“Customers are increasingly interacting with our platform, spending more time and money on our site. While this is great for business, it also means that our community expects a reliable online experience with no outages during games or transactions. Our huge growth rate resulted in 1.61 billion hits on www.pkr.com (Mar 10), so it is critical that we have the robust and scalable technology.”

Jeremy Longley, CTO  
PKR.com (e-gaming)

## Build your defences

Being able to measure, classify and prioritise traffic means you can also take actions against attempted cybercrime. Competitor robots that may be screen-scaring your site's information may well place pressure on bandwidth, impacting your customers' experiences and in some cases driving them away.

With Internet Traffic Management you can apply rules as soon as your site begins to run slowly. These rules can favour your best customers, inspecting and classifying web requests through a variety of techniques. Not only that, there are multiple ways to minimise risks and enforce security. On top of this, we'll provide the latest and strongest encryption technologies. We can even ensure that the identity of your back-end servers is concealed, protecting them from malicious users while masking sensitive data such as credit card information.

## Reinforce failover and disaster recovery    Around-the-clock resilience

As a global IT infrastructure and managed services specialist, Ardentia already excels in failover and disaster recovery. But we recognise that more can always be done. The tools we provide ensure that further measures are in place to prevent any loss of productivity in the event of system failure, especially during peak periods.

As organisations grow, they acquire more assets, interact with more customer and partners and deploy more services. At the same time, risks grow. Achieving business resilience means proactively addressing those risks to mitigate their impact. Internet Traffic Management is a key enabler of performance, reliability and security, helping to guarantee and deliver 24x7 availability.

## Visualise, manipulate, engage

Implementing Internet Traffic Management, in partnership with Riverbed, empowers you to visualise and manipulate the flow of traffic to your website, creating, managing and delivering exceptional online services and making sure of an outstanding experience for users every time they return. We can ensure fast delivery that doesn't slow down the web experience. More than that, thanks to next generation technology, we can push more pages per visitor, enhancing opportunities to engage with users at points where you can make the biggest impact.

### Benefits:

- Competitive edge: identify best customers and enhance relationships.
- Achieve increased loyalty and bigger spend.
- Deliver consistently good service whatever the demand with a trusted expert provider.
- Flatten or manage peaks in event-driven traffic.
- Ensure high priority applications have enough bandwidth to respond correctly with intelligent bandwidth management and real-time monitoring.
- Build almost any business logic so that you can treat your site visitors appropriately, directing them to a login page or advising them that the site is not available to them.
- Achieve increased protection against cybercrime (such as Distributed Denial-of-Service - DDOS).

## The Ardentia difference – excellence through expertise

Founded over 10 years ago by highly skilled technicians, Ardentia's grass-roots shape our culture of technical expertise and excellence today. Since our beginnings, we have flourished as a successful and growing IT consulting company, providing Managed IT Services, Hosting & Cloud Solutions and Professional Services.

Our culture of expertise and excellence helps us to deliver on our mission to ensure that customers' enterprise information systems are designed, implemented, managed and fully supported at optimum levels.

So why not get in touch and see how we can help maximise your systems?

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