



Simple Wireless Management with ExtremeCloud™

Focus On Growing Your Organization,
Not Managing Your Network

WHITE PAPER



Simple Wireless Management with ExtremeCloud

**FOCUS ON GROWING YOUR ORGANIZATION,
NOT MANAGING YOUR NETWORK**

ExtremeCloud is a management platform that enables organizations to simply manage their wired and wireless network from anywhere with no on-premise footprint. Founded on a simplified way to manage the network, ExtremeCloud empowers organizations to provide users with a positive quality of experience while focusing on growing their business, not managing the network.

Every person expects wireless connectivity when they walk into any business or organization.



The World Is Changing. Isn't It Time You Changed Too?

**APPLICATIONS, NOT THE NETWORK, ARE DRIVING THE
QUALITY OF EXPERIENCE**

The world has moved to wireless. Every person expects wireless connectivity when they walk into any business or organization, whether it's a retail business, a school, a hospital or a corporation.

At the end of the day, it's all about the user experience and in today's world it's the applications, not the network or the device they are running on, that are driving that experience. Applications are driving what customers and employees can do - enabling them to work, play and enjoy life. The ability to manage these applications and make them available on the network, or not, is critical to ensuring a positive quality of experience.

The question is no longer "will you have wireless?", but "when will you have wireless?" and "how will you manage it?" The explosion of wireless users, devices and applications has increased the complexity of doing business propelling the need to transform the role of IT in organizations. IT must find ways to reduce the amount of time spent "keeping the lights on" so they can dedicate more time to serving the lines of business and driving growth across the organization.

While everyone agrees that the network is the critical platform of engagement for customers and staff, IT organizations are short on budget, time and staff and require a simple, yet powerful, way to offer pervasive wireless that does not detract from their focus on the business.

The question is no longer "will you have wireless?", but "when will you have wireless?"

Cloud Is Not Just A Shift In Technology, It Is A Business Transformation

Cloud is transforming the way we work professionally and personally. Because of how quickly Cloud, including IaaS, PaaS, and SaaS enables us to manage things easily from any device, we have come to expect the same self-service and automation from our IT departments. The things that were tolerated in the past, such as lengthy change processes gated by approvals, are no longer accepted today, forcing IT to transform. Today, IT needs to focus on supporting the business instead of managing the network, which is one of the reasons that organizations have started using cloud as a way to manage the wireless network.

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Extreme offers a cloud-managed network solution designed to control the quality of experience across applications so IT can focus on supporting and growing the business. ExtremeCloud is a management platform that sits in the cloud and allows organizations to take advantage of the simplicity and scalability of cloud by allowing them to easily manage the network and their distributed sites from one central management platform.

The ExtremeCloud platform is built upon Extreme's long history of experience in delivering high-density on-premise networks to customers. The same technology that connects tens of thousands of fans and delivers a tremendous quality of experience at NFL stadiums is contained in the ExtremeCloud platform, and delivered in a way that allows organizations to experience simplicity when it comes to managing their wired and wireless network.

"IDC forecasts spending on public cloud services to grow at rates several times higher than overall IT spending growth. Extreme has focused on creating a cloud networking solution for the enterprise that taps into that growth. By using the same hardware and firmware for the cloud as the on-premise solution, Extreme delivers users increased flexibility and investment protection as well as built in analytics."

NOLAN GREEN
SENIOR RESEARCH ANALYST, IDC

IDC

forecasts spending on public cloud services to grow at rates *several times* higher than overall IT spending growth.

Every Organization Needs Wireless. How Much Time Will You Spend Managing It?

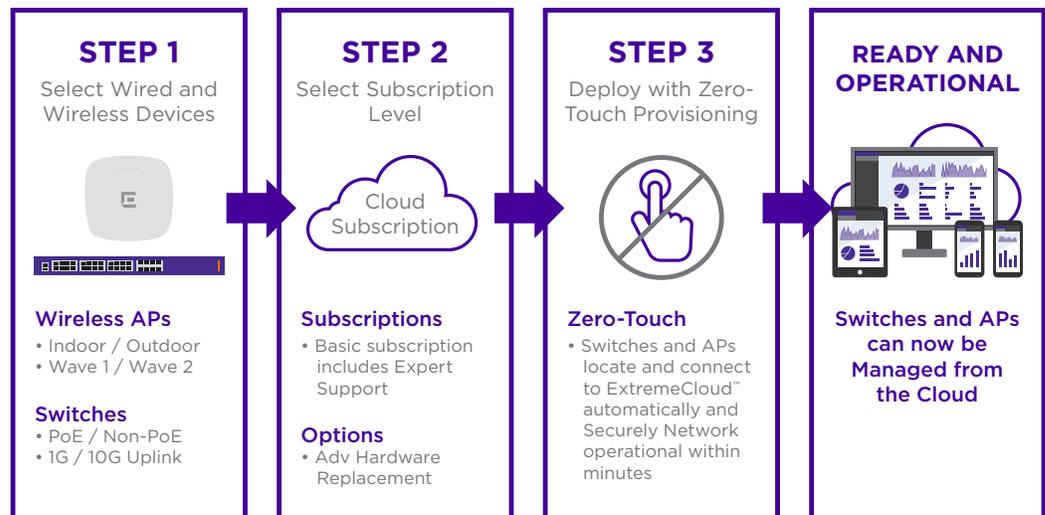
Your choice in a management solution will dictate how much time you are bound to invest into managing your network. On-premise solutions are more involved. Needing to be upgraded and maintained, they can be a good option for organizations with significant IT resources and time that can be dedicated to managing the wireless network. However, if your organization has limited time, resources, and budgets, a cloud-managed network may be right for you.

By offering a simple solution with pre-configured settings but with optional advanced settings, ExtremeCloud provides the functionality to control the quality of experience and optimize the delivery of applications without requiring advanced training or large amounts of time and energy to manage it. ExtremeCloud frees IT organizations from the burden of managing the network and allows them to deliver on strategic business imperatives.

IF THESE CAPABILITIES ARE IMPORTANT TO YOU, THEN EXTREMECLOUD IS THE RIGHT CHOICE FOR YOUR ORGANIZATION

1. SIMPLICITY — Your day-to-day activities are complex enough so the products you rely on to run and support your business shouldn't be. ExtremeCloud provides organizations with a simple way to manage the wireless network that does not require a lot of time, energy or thought - freeing them to spend time on other IT projects that generate more revenue within their organization. ExtremeCloud was designed to give users the experience of simplicity from beginning to end, with a platform that does not sacrifice functionality or performance.

ExtremeCloud Allows You to Start Managing Your Wireless Network From the Cloud Platform From Any Device In Just Three Simple Steps:



ExtremeCloud's simple, streamlined interface is available across the entire application and default values are pre-provisioned by the cloud software to help you automatically provision and distribute firmware to switches and APs, set app policies and make configuration changes to adjust your network to your changing business needs. While there is never a need to use advanced settings, they are available on every screen in case you want to go above and beyond what is already there.

2. QUALITY OF EXPERIENCE — Being able to see and understand what apps are being used is the first step to putting the right controls in place to provide a positive quality of experience, which is the ultimate objective. ExtremeCloud empowers IT to manage applications, not networks. It's all about applications and by effectively managing the apps that come onto your network; you can manage the quality of experience.

With a very simple and streamlined interface, ExtremeCloud allows you to see the application categories by throughput so you can easily understand what users are doing and what apps are critical to your organization. Application visibility is the starting point; once you see that traffic, ExtremeCloud enables you to control it by simply clicking on the policy tab and creating a policy to manage each app or app group. ExtremeCloud then lets the network provision itself to ensure and enable a consistent and predictable quality of experience.

Extreme Networks' application-centric platform contains over 2,000 apps and over 3,000 fingerprints to identify those apps.



Extreme's unique flow-based architecture allows you to create and enforce policies at scale and without a performance impact right where your users connect - at the access point. With an application-centric platform that contains over 2,000 apps and over 3,000 fingerprints to identify those apps, policies can be set and enforced at the AP (rather than deeper inside the network) so that unwanted traffic and apps are eliminated before they have a chance to come onto the network and impact the security and performance of your network and its business-critical apps.

Organizations can easily search and identify apps and then manage access and bandwidth by setting policy to allow them, prioritize them or deny them altogether. This level of visibility and control allows you to go beyond managing "technical things," to controlling Quality of Service and managing the overall experience for your end-users.

3. INVESTMENT PROTECTION — Your organization is constantly evolving, and your network must adapt to support it and allow it to grow. Whether you decide to manage your wireless network on-premise or in the cloud, the Extreme Access Points and Switches are the same. Because the hardware and firmware are the same, if your needs change over the years and business transformation requires that you move from cloud to on-premise, or vice-versa, there is no need to rip and replace the equipment. No matter how your organization changes, with ExtremeCloud you have the confidence that your network has the flexibility to change with it.

For Simplicity Without Sacrificing Functionality, the Only Choice Is ExtremeCloud

ExtremeCloud was built with the foremost goal of offering organizations simplicity in managing their wired and wireless network without sacrificing functionality. Extreme has taken its 20 years of proven experience in building the most complex and high performing wired and wireless networks and condensed that into a simple interface managed by the cloud that can be leveraged by any organization. No matter what your size or how simple or complex your networking goals, all ExtremeCloud customers have access to the advanced policy and application analytics that have been built overtime and use technology that has been proven in large, complex networks.

“Extreme Networks’ entry into Wi-Fi cloud management offers a clean, intuitive user experience that is ready for production networks. I readily recommend ExtremeCloud to mid-market and distributed enterprises.”

DEVIN AKIN
PRINCIPAL WI-FI ARCHITECT,
DIVERGENT DYNAMICS INC.

EXTREMECLOUD IS THE SOLUTION FOR BUSINESSES THAT WANT:

- Simplicity and valuable analytics that don't cripple the network
- To increase the performance of business apps
- To easily manage the network based on those apps
- Investment protection, automated provisioning and world-class support
- A solution that will not create any additional strain on the network
- To manage the network from the cloud

Summary

Organizations often have limited IT resources to manage an on-premise deployment or may want those resources focused on supporting other critical parts of the business, but the bottom line is that they still need a way to connect customers that is simple and allows them to deliver a positive quality of experience. ExtremeCloud offers today's application-driven organizations a simple and efficient way to deliver a quality wireless experience to their end users so they can focus on their business. Offering the simplicity of plug-and-play, but leveraging the proven technology that comes with a long-history of building complex, high-performance wireless networks, ExtremeCloud lets you have it all.

Extreme's cloud-managed wireless solution is so simple that even a CEO could set it up. In just three simple steps you will be up and running and have the ability to see and manage everything on your network from one dashboard without the cost or complexity of on-premise management. Through a simple and intuitive user interface you can provision how you want the user experience to be with each app and then sit back and let the network take care of it all by implementing the right rules and policies as you need them.

WITH EXTREMECLOUD YOU CAN FOCUS ON GROWING YOUR ORGANIZATION, NOT MANAGING YOUR NETWORK.



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