

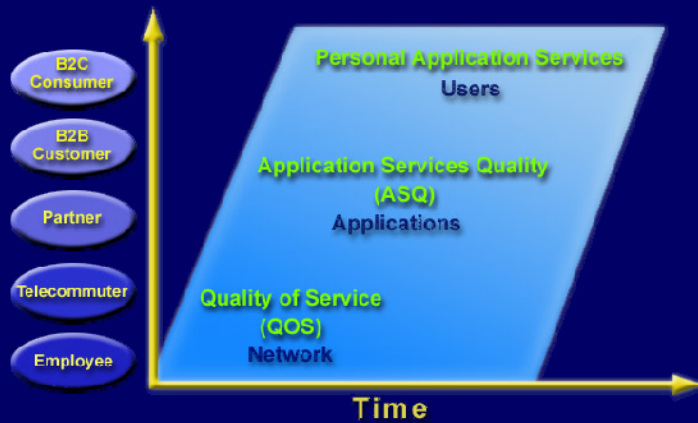


Centerwise™ v1.10
October 2000

Paul Cunningham, Director of Product Management
Centricity, Inc.



The Move to Personal Application Services





Application Service Quality

- Policy-based QoS Enforcement
For Users & Applications
- Dynamic Network Control
Bandwidth Management
- Real Time Support
Virtual Help Desk



Centerwise™ System



Centerwise™
Control Point

- Policy enforcement engine
- Allocates resources by user and application priority



Centerwise
Agent

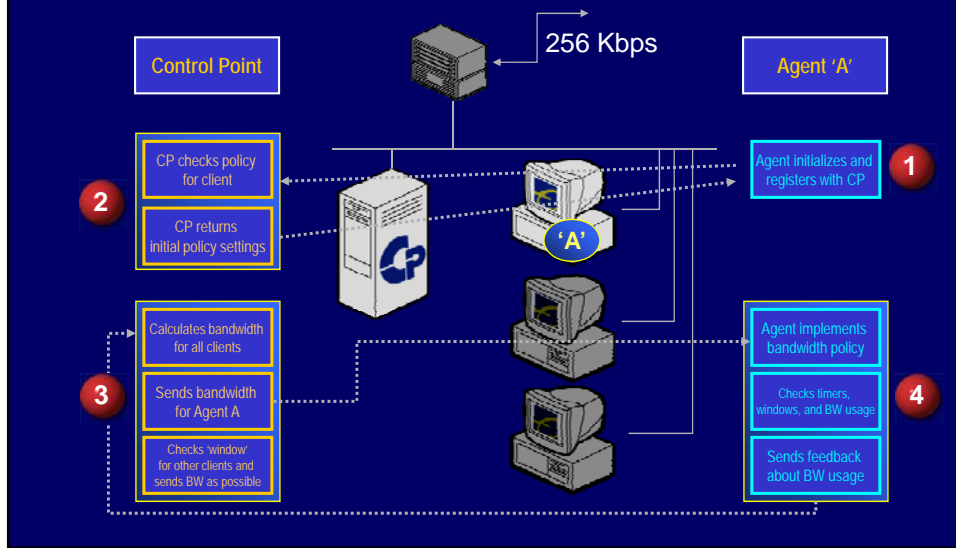
- QoS enforcement engine
- Lightweight client
- Monitors utilization & gives feedback
- Virtual Help Desk for guidance and notification
- Automated "Level One" support



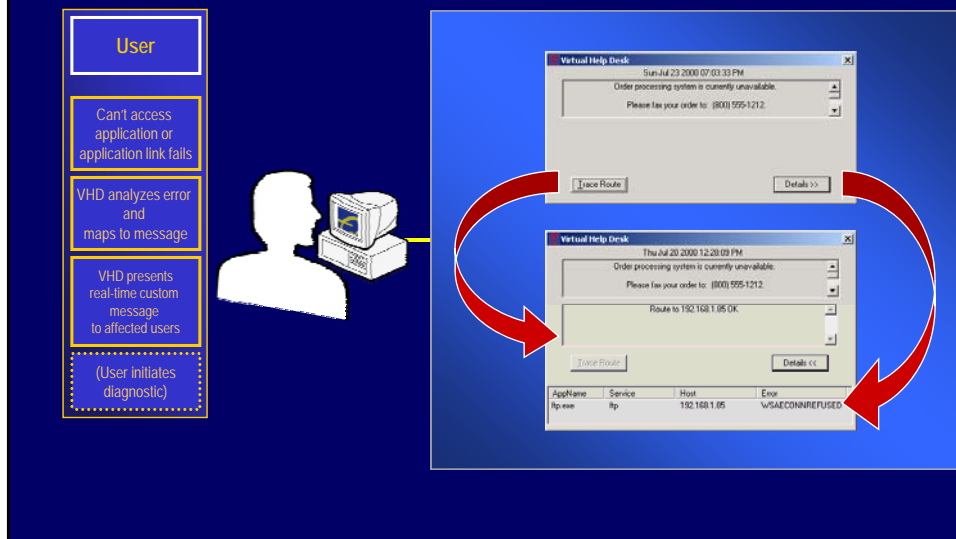
Centerwise
Virtual Help Desk



Example of Dynamic Network Control Using Centerwise™



Example of Level One Support Using Centerwise™ Virtual Help Desk



Why a 'Client-side' Architecture?

Closer to the customer

- Real-time support for users
- Visibility of user/customer activity
- Unique view of user/application relationship

Better control at the data source

- The 'missing' Session layer
- Congestion avoidance v. congestion management
- Pre-encryption control

Distributed processing model

- Second generation approach
- More scalable with desktop processing power
- No required network or application upgrades

Compatibility

- Non-interference with existing network-based QoS and management systems

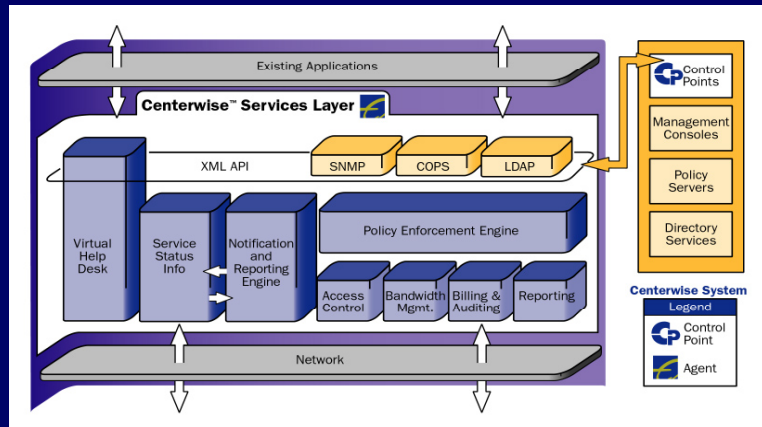


Summary

- **Centerwise™** delivers the control needed to meet business objectives
- **Centerwise** improves the user experience by increasing Application Service Quality.
- **Centerwise** helps organizations manage bandwidth costs by maximizing network usage based on business policy.
- **Centerwise** reduces support costs and improves user productivity with the Virtual Help Desk.

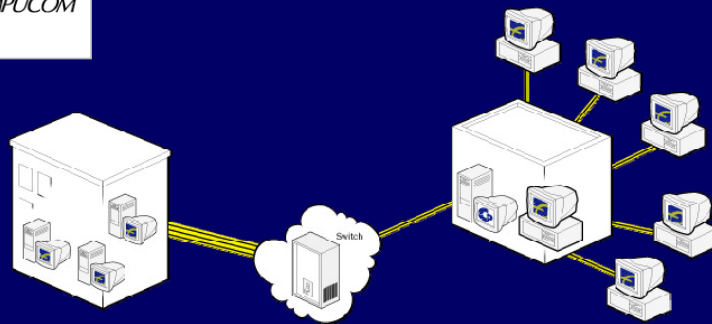


Inside the Centerwise™ Agent



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Example of Centerwise™ In Action CompuCom

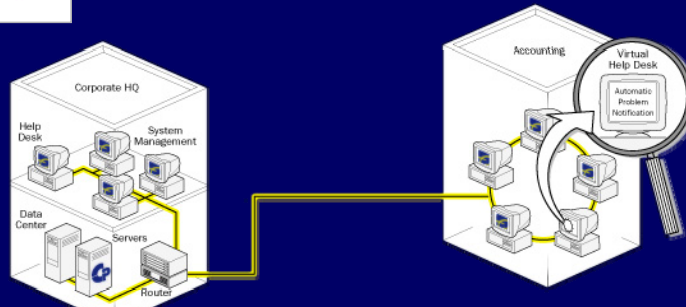


- Branch Office
- Parts depot and product returns
- 92 users
- 256 kbps WAN link
- Critical file transfers are bandwidth starved

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Example of Centerwise™ In Action UUNET Internal IT

UUNET
A WorldCom Company



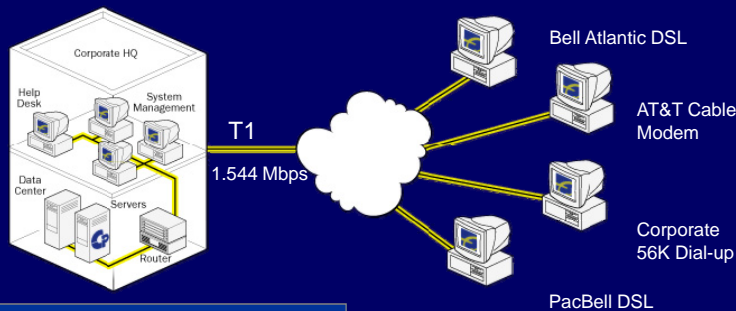
- Corporate Office
- 3000 users
- 400 Help Desk calls per day
- Provide immediate 'level one support'
- Reduce calls by 25-30%

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Example of Centerwise™ In Action Bank VPN Deployment

Corporate Office

VPN Users



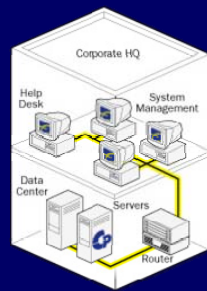
- VPN pilot
- 1000 users
- VPN users have more aggregate bandwidth

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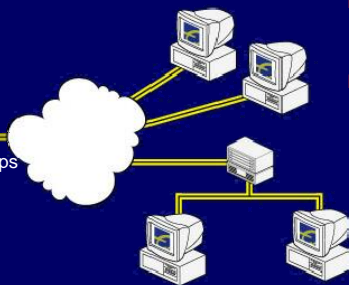
Users/customers have 'too much' bandwidth

Application Site

Users



T1
1.544 Mbps



DSL customer @ 768 kbps

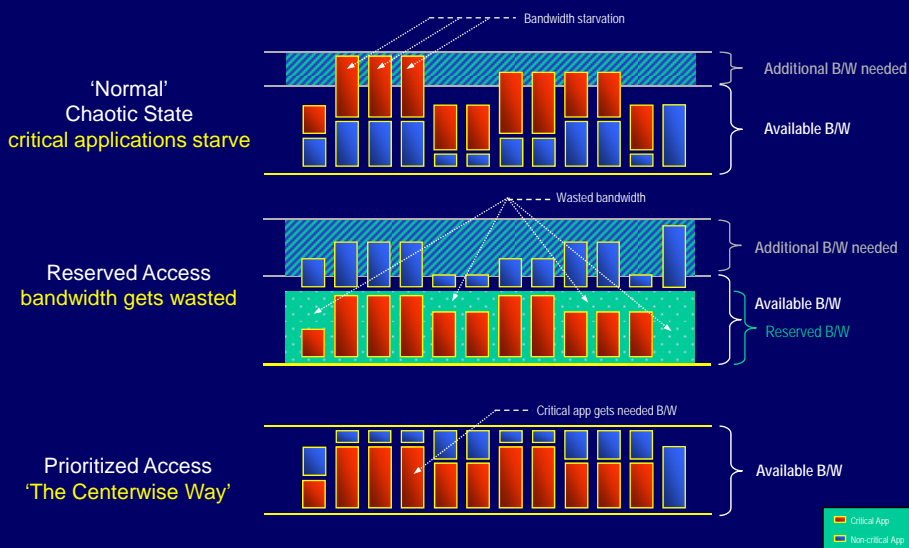
Dial-up Customer @ 56 kbps

DSL customer @ 768 kbps

- Customers can overrun the ASP bandwidth
- Customers compete with each other



Dynamic and Efficient



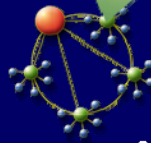
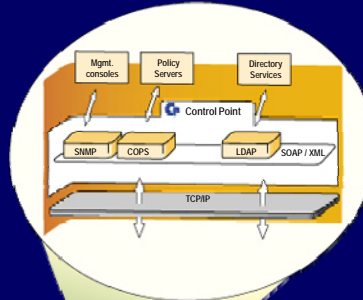
Centerwise Architecture

Foundation

- Policy driven, real-time and highly extensible
- Centralized control of distributed agents
- Works with existing network infrastructure and applications

Extensions

- General purpose API based on XML objects
- Portable implementation
- SDK: custom module development
- Modules for SOAP, SNMP, COPS, LDAP driven general integration
- Custom modules for integration with third party systems or partners



Centerwise Roadmap

