

Market Development

Certeon releases aCelera v. 3.0 with full virtualization and low TCO

Analyst: [Steve Steinke](#)

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Event summary

- Certeon has introduced aCelera 3.0, a fully virtualized WAN traffic optimizer that can run on VMware and Microsoft hypervisors. Rather than running on proprietary hardware appliances, aCelera can be installed on Hewlett-Packard, IBM or Dell systems.
- As a software virtual appliance – an image of acceleration software for VMware ESX and Microsoft Hyper-V – aCelera can be installed on a server by itself. As a physical appliance (in Certeon parlance), aCelera can share server resources with other apps.
- Certeon claims to provide an average reduction of application response time of 95%. The company says its 'stream-based differencing,' which recognizes 1024-byte segments compared to others' 100-byte segments, increases speed and scalability.

The 451 take

It's beginning to look like there's a virtualization imperative developing in the WAN traffic optimization (WTO) market, as is the case with various other IT market sectors. Certeon is one of the first to respond to this wave. The financial advantages of software or software-as-a-service over the high capital expense of a proprietary hardware appliance should also increase Certeon's appeal. Though there are numerous aggressive competitors, Certeon continues to differentiate its products and make the case for the benefits of these differences.

Details

The fully virtual aCelera 3.0 product can be deployed very flexibly. A physical appliance may be appropriate for one branch office, while another branch can have a VM running a line-of-business application on the server where the aCelera runs. A number of mobile users can have an aCelera client installed on their laptops. In the datacenter, a mixture of virtual appliances and physical appliances can be deployed: The virtual appliances can take advantage of tools such as VMotion and high-availability options. Another new feature of aCelera 3.0 is known as blueprints. Blueprints capture application-layer intelligence, such as application streams and protocols. The software figures out the best way to identify, optimize and accelerate application traffic, and distributes the blueprints so other sites can also optimize the applications.

Certeon says its stream-based differencing software was designed to run in a virtualized environment. The software analyzes a continuous stream of data and does large-segment recognition and differencing operations. The company claims improved efficiency, speed and scalability, with its 1024-byte units compared to 100-byte units in competing systems. Certeon also claims to cut capital expenses and operational expenses with the new product. The response-time reduction increases user productivity, in addition to cutting bandwidth expense. The ability to run on most any hardware with either VMware or Microsoft hypervisors increases flexibility, as does the full virtualization, which makes deployment easy. Overall, Certeon claims the total cost of ownership of aCelera-based systems is 60% less than that of proprietary hardware appliances.

Competitive landscape

Two of the other WTO vendors – Expand Networks and Replify – make full-service products that can be installed

on commodity servers. Half of the other WTO vendors – Riverbed, Cisco, Citrix, Blue Coat Systems and Stampede Technologies – offer software-only WTO software, but only for remote users and small offices. F5 Networks, Juniper Networks, Silver Peak Systems, Ipanema Technologies and Exinda Networks don't have software-only offerings now.

This sector has seen a substantial volume of merger and acquisition activity. Most recently, Riverbed acquired Mazu Networks in February 2009 to enhance its application visibility capabilities. Expand Networks acquired NetPriva in September 2008, and in April 2008, Blue Coat acquired Packeteer, which had itself acquired Tacit Networks in 2006. Cisco, Juniper, F5 and Citrix all entered this business with acquisitions.

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Noting the deployment benefits of virtualized server settings, Certeon is one of the first to begin downloading its aCelera WAN traffic optimization software for VMware. (3 Jun 2008)

[Replify startles the market with WAN traffic optimizer in software-only form](#)

Taking advantage of the buzz around virtualization and its benefits, the company's Reptor WAN traffic optimizer – consisting only of software whether it's located in datacenters, branch offices or client devices – shakes up the sector. (29 May 2008)

[Riverbed launches RiOS 5.0, looks to pull ahead in WTO market](#)

Whole-number upgrades from Riverbed generally include a wealth of new features and the RiOS 5.0 product that is set to ship is no exception. (28 Mar 2008)

[Riverbed announces client software for small and mobile offices](#)

With an upcoming software-only version of its Steelhead appliance, the company extends its WTO functionality to traveling workers, home workers and small offices with three or four staff. (1 Aug 2007)

[Certeon touts security and performance acceleration for ECM applications](#)

The WAN traffic optimization vendor has elected to specialize in enterprise content management over the wide area, providing transit and disk security and leveraging deep understanding of applications such as Documentum and eRoom. (22 May 2007)

Certeon relies on Application Intelligent Networking for performance gains

The company's S-Series WAN traffic optimization appliances use application awareness to improve the performance and security of wide-area links. Application Acceleration Blueprints and the Object Differencing Engine are designed to speed traffic. (10 Nov 2006)