



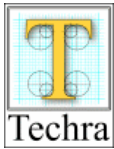
Techra Research Report

Effective Selling of Application Performance Monitoring Using Citrix EdgeSight

Sponsored by

Alternative Technology, Inc.





The Problem

Application performance problems negatively affect your customers' productivity, employee morale, and relationships with their customers

Application delays negatively affect the productivity and morale of your clients' employees, and it can even cause the loss of their customers. Studies have shown that finding the source of application delays and making them run more efficiently can consume up to a quarter of your clients' IT staff time. (Source: "Application delays take up 24% of IT staff time:", August 30, 2006, TechTarget)

There are many possible causes of poor application performance. Some of the most frequently cited causes are:

Poor Programming	Although third-party applications are usually tested to assure a satisfactory level of performance, applications created in-house are usually put into production without adequate performance testing in typical usage scenarios.
Application Complexity	Some applications are so complex that in-house IT departments are just happy to get the applications running in a "good enough" mode – which may not be good enough for users.
Network Bottlenecks	The most common network bottlenecks are caused by underpowered servers, improper server configurations, overloaded servers, the network infrastructure itself, or malfunctioning network components.

Whatever the cause, poor performing applications affect your clients' ability to run their businesses.

The Solution

Your customers need help monitoring applications, finding the sources of performance problems, and fixing the problem.

Monitoring applications, finding the source of performance problems, and improving the performance provide a tremendous opportunity for your firm to introduce Application Performance Monitoring solutions to your clients and prospects. Application Performance Monitoring (APM) solutions are specifically designed to optimize the configuration and usage of applications. Successfully implementing and using an APM solution not only improves application performance, it can also drastically reduce the Total Cost of Ownership (TCO) of applications by reducing the number of maintenance calls and maximizing the usage and performance of existing resources.

In its broadest sense, APM consists of the following:

- Application Performance Optimization — includes application monitoring, application availability, transaction management, and application traffic management
- Fault Management — includes event correlation, diagnosis and root-cause analysis, and knowledge base and collaboration
- Deployment testing and scenario modeling
- Application portfolio management

Although most of your customers will know that they have performance problems with their applications, very few of them know how to monitor, diagnose, or fix

Rather than having your customers' application and network departments pointing their fingers at one another when a problem occurs, with APM they can put their finger on the problem.

the problems. There will also typically be a lot of finger-pointing as the application and networking teams try to figure out where the problem is and who "owns" it. As a VAR, you are ideally positioned to step in and help them. The following sections of this report highlight one of the leading APM products currently on the market and provides additional information on how Alternative Technology, the leading specialty distributor of security and access infrastructure solutions, can become your partner in this lucrative market.

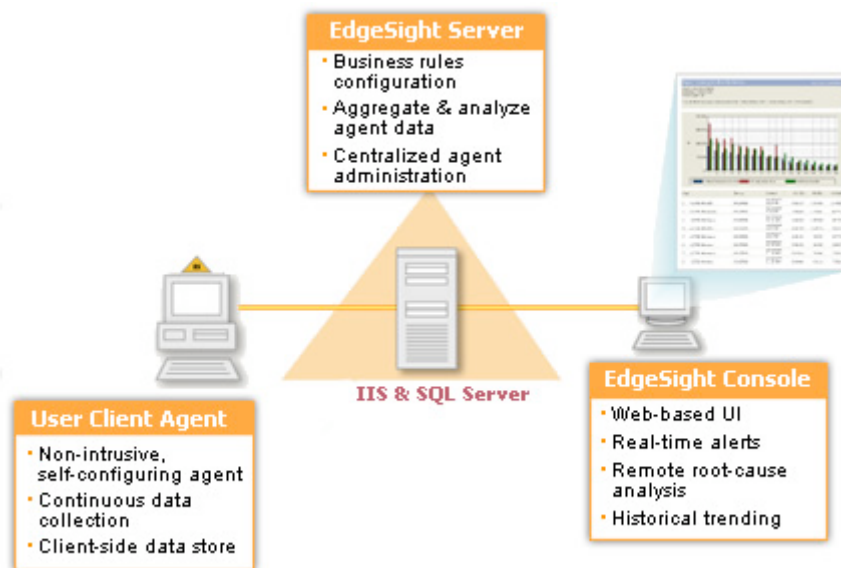
Citrix EdgeSight

Unobtrusive performance monitoring and data collection, data aggregation and analysis, and real-time alerts and remote root-cause analysis make Citrix EdgeSight a standout APM solution

One of the leading APM solutions on the market today is EdgeSight from Citrix. The EdgeSight APM product provides end-to-end visibility and management of your customers' applications. EdgeSight

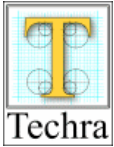
- Allows your customer's data center to observe real-time application and network performance, security concerns, and maintenance issues.
- Provides detailed reports and alerts that allow the data center to immediately identify concerns and trends — before they become a problem.
- Allows for proactive management, support, and improvements to maximize the end users' Quality of Experience (QoE).
- Helps your customers plan for the future by leveraging the knowledge and experience gained from EdgeSight's end-to-end visibility scalability features.

The successful EdgeSight solution has three basic components: the User Client Agent that unobtrusively monitors application and collects performance data, the EdgeSight Server, which aggregates and analyzes the data, and the EdgeSight Console that provides real time information to IT staff, so they can make fast and efficient decisions.



Citrix acquired the EdgeSight product when it acquired Reflectent in August 2006

Monitoring and analyzing the performance of applications and networks will maximize your customers QoE, while ensuring smarter choices for the future.



Partnering with Alternative Technology, Inc.

Alternative Technology provides many ways for VARs to increase their profits and gain strategic advantage over the competition

The Alternative Advantage Partner Program works on a "frequent buyer" concept, rewarding VARs at every level they achieve.....

Alternative Technology is one of the few distributors that specialize in helping VARs like you build partnerships with your customers by providing solid business solutions such as the EdgeSight products from Citrix.

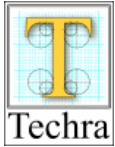
Alternative Technology can help your firm use the Citrix products to set up a network and end-point monitoring environment for your customers, help them manage their asset utilization, and monitor peak usage, etc. The Citrix solutions are designed for VAR installation and set-up, and Alternative Technology can provide your firm and your customers with access to the products, services, training, and support needed to successfully establish or grow your application performance-monitoring line of business.

Since APM engagements often open up new opportunities to sell products and services, Alternative Technology stands ready to provide your firm with a wide range of additional products and services from dozens of leading vendors. Alternative Technology also offers the *Alternative Advantage Partner Program* that provides value-adds to VARs who become regular partners.

As a true specialty distributor, Alternative Technology provides many ways for VARs to increase their profits and gain strategic advantage over the competition. The Alternative Advantage Partner Program presents even more options to create a competitive advantage — by simply purchasing products, technical services, and support solutions through Alt Tech. Immediate program benefits include free freight/same day shipping and discounted training classes. Open to VARs that purchase a minimum of \$250,000 annually, the Alternative Advantage Partner Program works on a "frequent buyer" concept, rewarding VARs at every level they achieve. Free Universal Vouchers — earned each time VARs accrue \$50,000 in purchases — are redeemable for even more benefits: free technology training for VAR engineers, Market Development Funds, free on-site engineering services from Alt Tech's experienced staff, use of Universal Vouchers to buy evaluation units and more.

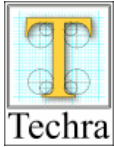
Alternative Technology — Advantage Partner Program Benefits

- One discounted seat in a technology training class at an Alternative Technology training center for the first VAR engineer. T&E VAR responsibility.
- Discounts on Alternative Technology training classes for VAR staff as well as classes sold to VAR customers.
- Same day shipping until 6 pm Mountain Time.
- Free freight via ground carrier on all orders. (Excludes certain products)
- 60 day terms available from Alternative Technology flooring partners.
- Discounts on Alternative Technology installation services and support contracts for the VAR as well as those sold to VAR customers.
- Earn one Universal Voucher*** for every \$50,000 (US) or \$65,000 (CDN) in product, service, or training purchased from Alternative Technology.*
- Use of vouchers to apply towards demo/evaluation equipment.



About Alternative Technology

Alternative Technology is the leading specialty distributor for Value Added Resellers who need products and services targeted at Security, Access Infrastructure, Thin-client, and Network Management markets. Driving the widespread adoption of leading edge technologies by bridging the gaps between products and services to solve critical business problems, Alternative Technology identifies business issues that are key to reseller profitability and offers multi-vendor solutions that drive demand back through their reseller partners. Alternative Technology, headquartered in Englewood, Colorado, has offices in Ft. Lauderdale, Florida, Carlsbad, California, and Mississauga, Canada. For more information, go to: <http://www.alttech.com/adv/1749>, or call toll-free: 866-728-1958).



Alternative Technology is proud to represent Citrix EdgeSight products



About Citrix

Citrix Systems, Inc. is the global leader and most trusted name in on-demand access. More than 180,000 organizations around the world rely on Citrix to provide the best possible access experience to any application for any user. Citrix customers include 100% of the Fortune 100 companies and 98% of the Fortune Global 500, as well as hundreds of thousands of small businesses and individuals. Citrix has approximately 6,200 channel and alliance partners in more than 100 countries. Citrix annual revenues in 2005 were \$909 million. Learn more at <http://www.citrix.com/>.

About Citrix EdgeSight

Citrix EdgeSight delivers superior visibility to performance from the user perspective across all applications and application delivery methods, enabling IT managers to proactively monitor user experience; rapidly identify, source, and resolve performance issues; and intelligently plan and optimize capacity.

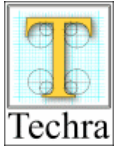
About Citrix EdgeSight for Endpoints

Delivering continuous and comprehensive visibility into the performance of any application type, the EdgeSight for Endpoints solution helps IT managers ensure optimal user experience and reduce the cost of support. Utilizing client-side monitoring and distributed processing technology, EdgeSight for Endpoints can scale across tens of thousands of end-user systems and provide an integrated, real-time view of application and system performance from the end-user perspective. Further, the solution delivers the diagnostic data required to rapidly identify and resolve problems across a highly distributed and complex IT environment, and enables the IT staff to intelligently make hardware and software upgrade or replacement decisions.

About Citrix EdgeSight for Presentation Server

The EdgeSight for Presentation Server solution delivers comprehensive, end-to-end performance management designed specifically for applications delivered by Presentation Server. The solution provides both session-level visibility for real-time alerting and problem resolution, and server-centric analysis for performance and capacity management. Its capabilities include:

- Monitors and measure actual end-user experience — Presentation Server administrators have real-time visibility to session-level performance and can address potential performance issues before users are impacted.



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- Diagnoses application performance problems in real time — The support organization can immediately locate the applicable server and analyze highly detailed session-level data to isolate and resolve performance problems.
- Analyzes system resources for improved capacity management — System planners can understand and trend Presentation Server resource consumption based on the number of active user sessions and applications on each server to ensure future capacity requirements are met.