

MediaSwift

Intelligent Media Acceleration Service



Allot MediaSwift is a carrier-class media caching and video acceleration service that is fully integrated with Allot DPI-based platforms. This synergy enables service providers to ensure subscriber quality of experience and dramatically reduce the operational costs associated with delivery of P2P and Internet video traffic. This synergy also facilitates the creation of personalized broadband service packages that enhance subscriber satisfaction and provider revenue.

Service Benefits

Accelerate content delivery to ensure smooth video viewing without interrupts or buffering delays.

Reduce bandwidth use and costs on peering and transit links as P2P downloads and Internet video sessions are served more frequently by local cache rather than out-of-network Internet servers.

Reduce churn by providing reliable quality of experience (QoE) for popular Internet video applications.

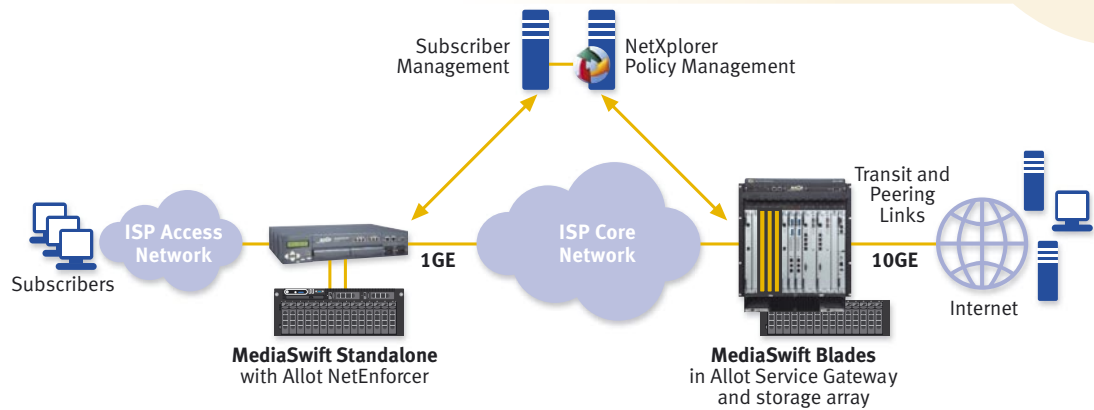
Create new revenue opportunities through premium broadband service packages designed especially for Internet video and P2P consumers.

Service Features

- Simultaneous HTTP and P2P caching provides a single solution to accelerate the delivery of HTTP streaming video; HTTP large-file downloads such as MS Windows software updates; and P2P downloads.
- Intelligent caching focuses on large media/video files that consume the most bandwidth, and stores them based on content popularity, frequency of use, cost of bandwidth and infrastructure efficiency.

- Synergy with deep packet inspection increases cache hit rates and reduces the cost of cache deployment as Allot DPI platforms inspect traffic at wire speed and steer only the relevant traffic to the caching service.
- Synergy with policy enforcement reduces link congestion and improves QoE as Allot's Quality of Service (QoS) mechanism optimizes utilization of the bandwidth saved by caching.
- Transparent caching system does not operate as a "super peer" or proxy and has no public IP address. Transparency ensures service provider anonymity and preserves peer ratings for P2P clients and click-throughs for popular web sites.
- Flexible deployment together with Allot NetEnforcer bandwidth management devices or as an integrated blade in Allot Service Gateway platforms.
- High scalability accommodates large and rapidly growing networks with a clustered architecture that supports caching on 1GE and 10GE links and has no single point of failure. Cluster supports up to 36 terabytes of storage.

Allot MediaSwift is deployed as a standalone system or as a service blade hosted in Allot Service Gateway



Specifications

The Allot MediaSwift system components comprise: cache engine(s), storage array(s), and a centralized management server.

Supported Protocols	HTTP video and download services [e.g., YouTube, RapidShare, Dailymotion, etc.] Open P2P: BitTorrent, eDonkey, Gnutella, Ares, FastTrack Commercial P2P: Pando
Scalable "Cluster" Capacity	Up to 16 cache engines per cluster Up to 6 storage arrays per cluster (6TB per storage array; up to 36TB per cluster) Up to 8 million simultaneous sessions per cluster
Cache Configuration Options	Bi-directional upstream and downstream cache Cache-out rate
Availability	M+N redundancy of cache engines Hot-swappable power supplies and storage disk drives Software and hardware watchdogs Hitless in-service software upgrades
DMCA Safe Harbor	Compliant
Management	Integrated with Allot NetXplorer Management GUI SNMP v.2 monitoring Web based reporting and component management CLI-based XML configuration Serial over IP
Security	SSL remote secure access IP-based ACL for CLI and Web management Web manager Access list Two-level CLI authentication
Dimensions (Size)	Cache engine: 1U Storage array: 3U Management server: 1U
Configuration Options	Standalone (single cache engine with attached storage array) Expandable Grid (multiple, interconnected cache engines and storage arrays) Blade (cache engine(s) deployed as blade(s) in Allot Service Gateway Sigma; external storage)
Deployment Options	May be deployed with: Allot NetEnforcer AC-2540 Allot Service Gateway (SG-Omega and SG-Sigma platforms)

About Allot Communications

Allot Communications (NASDAQ: ALLT) is a leading provider of intelligent IP service optimization solutions for DSL, wireless and mobile broadband carriers, service providers, and enterprises. Allot's rich portfolio of hardware platforms and software applications utilizes deep packet inspection (DPI) technology to transform broadband pipes into smart networks that can rapidly and efficiently deploy value added Internet services. Allot's scalable, carrier-grade solutions provide the visibility, security, application control and subscriber management that are vital to managing Internet service delivery, guaranteeing quality of experience (QoE), containing operating costs, and maximizing revenue in broadband networks.

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