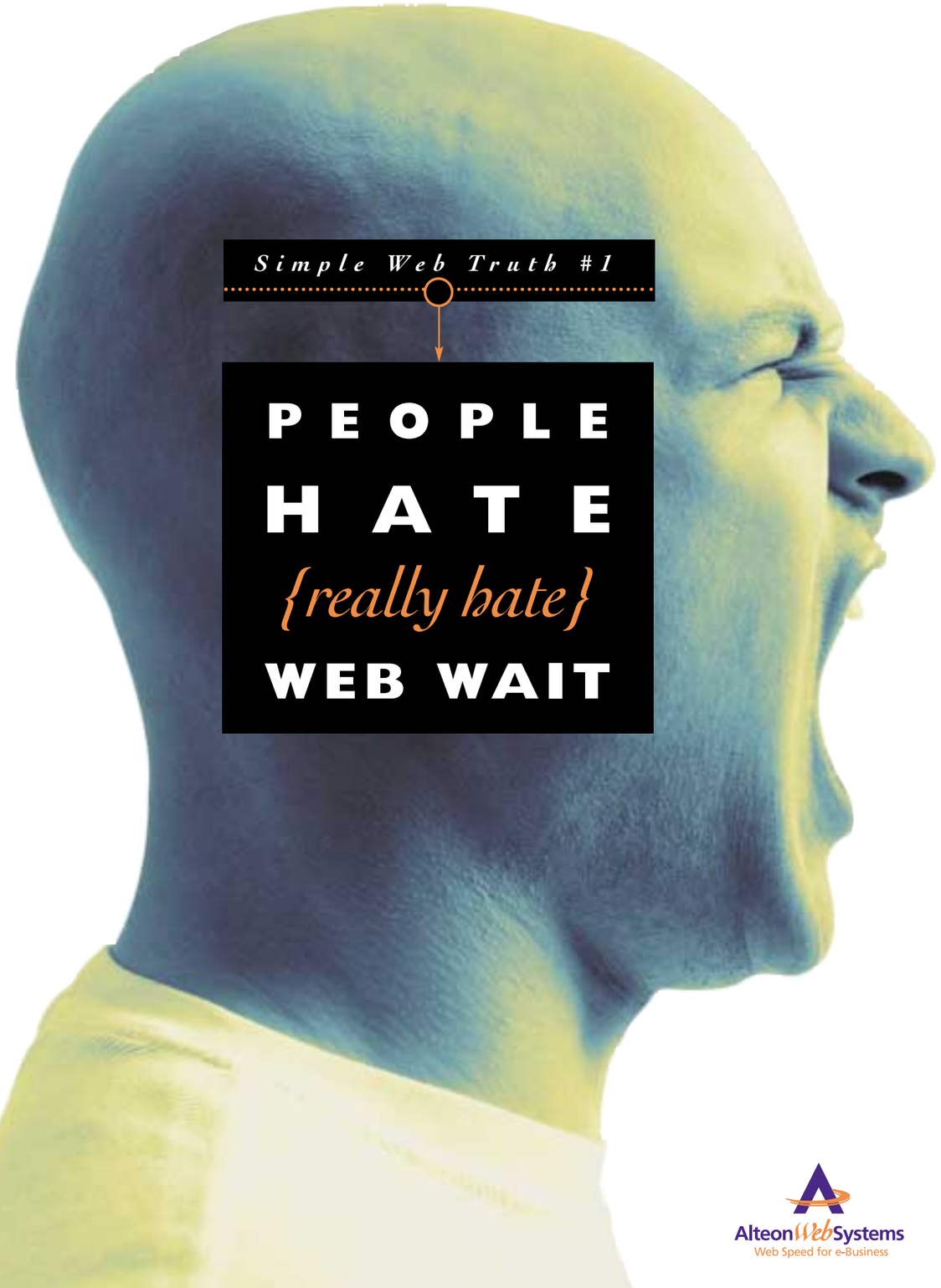

AlteonWebSystems
Web Speed for e-Business

• Alteon WebSystems • 50 Great Oaks Blvd. • San Jose, CA 95119 408-360-5500 • www.alteon.com •

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AlteonWebSystems
Web Speed for e-Business

Simple Web Truth #2

SPEED DOESN'T KILL *Slow* KILLS

Nothing turns users away from a Web site faster than Web wait. Over one third of all users that wait more than 8 seconds to access a site or a page, leave. And so does their money. This year alone, $4 billion in online sales will be lost due to Web wait. That just plain sucks.

YOU'RE EITHER FAST, OR YOU'RE HISTORY.

Whether you're a portal, an on-line community, e-business, Web hoster or an ISP, you're riding an explosion. An explosion of users, traffic, content and, of course, opportunity. So you've created (on-the-fly) a Web data center—a complex concoction of servers, routers and switches—all held together by disjointed tools that filter, route, switch, redirect, manage and load balance traffic and bandwidth to your Web servers. As your Web data center grows, the trick is to keep it running faster than the explosion you're riding. Without making users wait. And without losing control. Using traditional packet switches and IP tools that's next to impossible.

FAST ENOUGH NEVER IS.

Enter Alteon WebSystems. We've created a new class of intelligent Web data center switches with integrated traffic control services for keeping Web data centers running at full Web speed. Unlike conventional switches, we've built ours from the silicon up. Not only do we switch packets at wire speed, but we process and maintain the integrity of millions of simultaneous Web sessions and application transactions. All with the robustness, performance and scalability that fast-growing data centers demand.

webtv NETWORKS

YAHOO!

frontier GLOBALCENTER

Excite @Home

intermedia COMMUNICATIONS

DLJ direct

UUNET An MCI WorldCom Company

TICKETMASTER ONLINE citysearch.com

BUY.COM The Internet Superstore

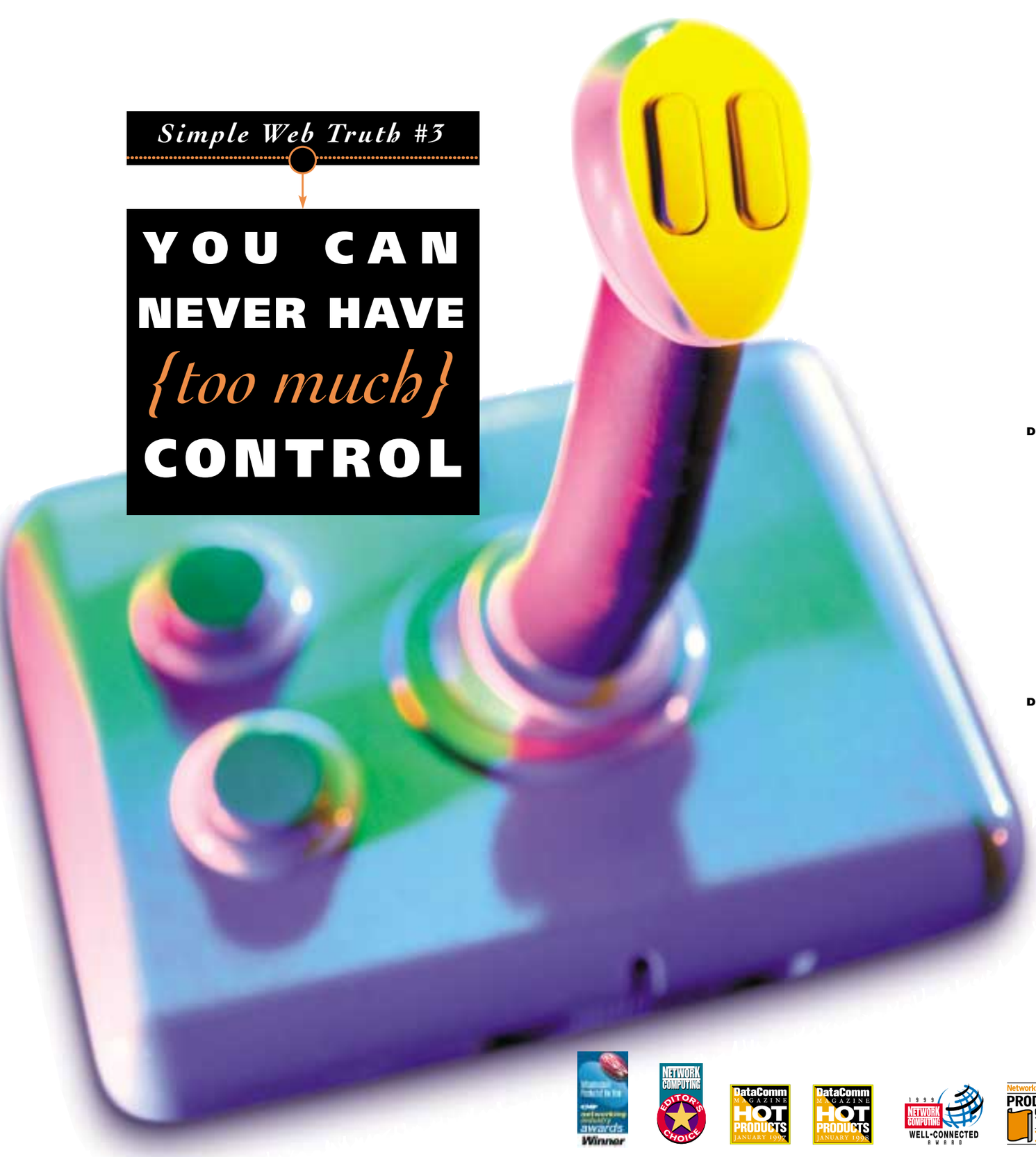
SANDPIPER

Opportunity comes to those with the least wait.

The companies whose logos you see here understand that the greatest opportunities come to the Web sites that offer not only great content, but great content you can get to fast. Which is why you'll find Alteon WebSystems' products in their Web data centers. Obliterating Web wait.

Simple Web Truth #3

YOU CAN NEVER HAVE *{too much}* CONTROL



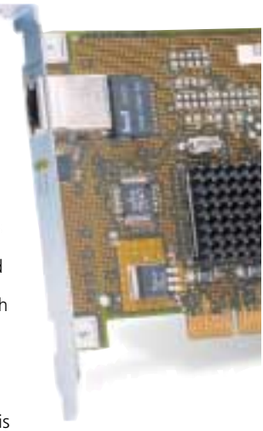
From silicon to software. Alteon's WebIC

In rethinking Web data center switching, we thought about everything from the silicon up. The result is a complete solution that integrates both powerful network processing ASICs that perform Layer 2 to 7 switching and Web OS, an extensive systems of application-intelligent Web traffic control services.

That's the simple truth that drives us. Alteon WebSystems was founded in 1996 with a singular focus: to improve the scalability, performance and availability of servers. We were the first to integrate server load balancing and cache redirection into a high-performance Ethernet switch—creating the product category dubbed "Web Switching." We also built the planet's first and fastest Gigabit Ethernet server adapters that offload processing-intensive tasks from overloaded servers – letting them do what you bought them for: process user data, not network traffic. Today, our Web switches and intelligent Ethernet adapters are mainstays in Web enterprises throughout the world.

DOWN WITH TRADITION.

The Web data center is a very different construct than a traditional IT data center. Keeping Web traffic moving at maximum speed requires a new switching architecture that's anything but traditional. Our new Web data center switches are the first in a new class of switches based on a completely unique and distributed processing design that scales beyond compare. Designed from the silicon up to switch both IP packets and application sessions, our new Alteon 700 Series redefines switching for the Web. The result? More sessions per second with the lowest session setup times of any device on the planet. And if it's control you're after, we deliver it with the help of innovative Web OS Internet traffic control services. Add or remove servers to scale capacity— while sites stay up—non-stop. Control and prioritize bandwidth between different Web sites, applications or user classes. Speed and control (what a concept).



DEDICATED PROCESSING POWER FOR EVERY PORT.

At the core of the Alteon 700 Series is our next generation Web switching ASIC—the WebIC. This state-of-the-art network processing ASIC integrates Layers 2 to 7 switching functions, including content-based switching, at Gigabit speeds. Our WebIC also embeds two RISC processors to flexibly insert software processing wherever needed. With a WebIC at every port, processing is distributed onto every data path, scaling performance linearly—well beyond traditional centralized processor switches or IP appliances.

Winner

EDITOR'S CHOICE

DataComm MAGAZINE HOT PRODUCTS JANUARY 1997

DataComm MAGAZINE HOT PRODUCTS JANUARY 1998

1999 NETWORK COMPUTING WELL-CONNECTED AWARD

NetworkMagazine PRODUCT OF THE YEAR 1999

INTERNETWEEK APPROVED

Simple Web Truth #4

WE

{Alteon, that is}

OBLITERATE WEB WAIT

Entrepreneur 5TH ANNUAL HOT 100

Network Outlook 1999 INVESTORS' CHOICE Technologic Partners

RED HERRING DIGITAL UNIVERSE TOP 100 COMPANIES

THIS IS THE STARTUP OF SOMETHING BIG.

Alteon WebSystems has put together a powerful team with extensive experience in both high-speed networking and systems development from companies such as Cisco Systems, Bay Networks, Sun Microsystems and Hewlett-Packard. Our products have gained broad acceptance throughout the Web world. And our capitalization reflects staying power.

A FAST COMPANY RUNNING IN FAST COMPANY.

Alteon WebSystems has worldwide OEM agreements with the leading companies in computers and networking, including Lucent Technologies, IBM, Compaq, Silicon Graphics, NEC and Network Appliance. We've also established strategic partnerships with Hewlett-Packard, Microsoft, Inktomi and Check Point. Alteon WebSystems' products are resold throughout the world through direct sales and an extensive network of value-added distributors and resellers such as Frontier Global Center, UUnet and Exodus Communications.

WAIT NO MORE.

If you believe, as we do, that Web sites need to serve more content to more users in less time with less wait, we should be working together.

Together, we'll obliterate Web wait.

Alteon WebSystems
Web Speed for e-Business