

Optimizing Your Office 365 Success with PacketShaper



At A Glance

Problem

- Difficulty ensuring an optimal Office 365 user experience

Solution

- Symantec PacketShaper

Benefits

- Improve user experience to enable a successful Office 365 and cloud adoption
- Maximize productivity
- Control disruptive traffic
- Eliminate unnecessary bandwidth costs

Cloud computing provides organizations large and small the scalability and efficiency needed to keep pace with business today. However, the success of your cloud strategy hinges on how easy it is for your users to access and take advantage of all the capabilities of new cloud applications. Their experience will directly impact how effectively they use these new capabilities. Therefore, ensuring optimal cloud application performance, and an optimal user experience, must be key considerations in your cloud adoption strategy.

Based on the wildly successful Microsoft Office suite of products, Office 365 is one of the most popular and most successful business cloud applications available today. Industry analysts predict the popularity of Office 365 will grow to nearly 700 million users by 2022. But unlike with its on-premises counterpart, the Office 365 performance and user experience depends heavily on the efficiency and performance of your network. To deliver the response times and overall experience your users expect, you need to optimize your network.

The Performance Challenges for Office 365

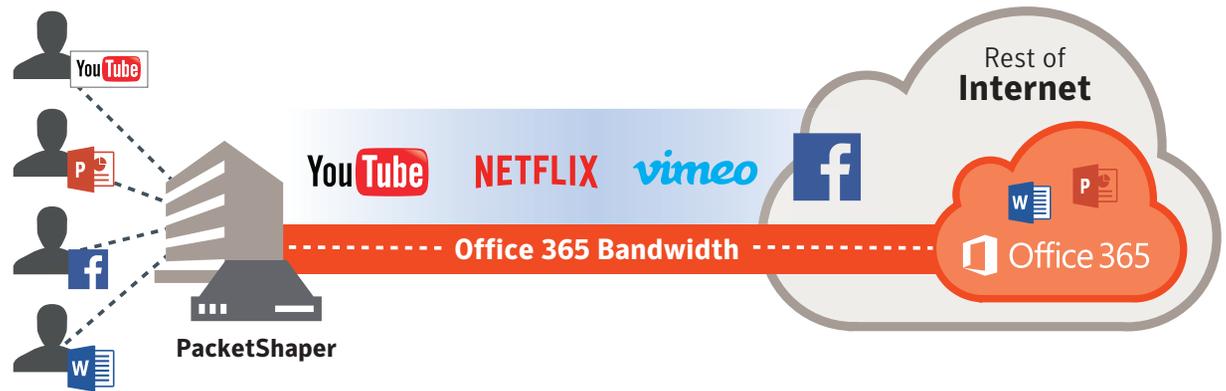
Office 365 is a collection of email, productivity, video, voice, and other applications and services, some of which generate large amounts of data and network connections, and are sensitive to latency. As a result, overall performance can suffer if this data is not transferred efficiently between devices and the Microsoft cloud.

Many factors may affect Office 365 performance. One is the efficiency of your network as it handles large amounts of traffic generated by Office 365. Since Office 365 traffic sits on the internet access link, it also shares network bandwidth with traffic from many other business and nonbusiness applications. Such bandwidth contention can cause havoc in Office 365 performance, significantly impacting the user experience. However, blindly adding bandwidth to boost network performance is an expensive and generally short-lived solution, and is hard to sustain in the face of ever-increasing bandwidth demands from all the apps employed by your users. You will see performance gains disappear quickly as more disruptive recreational traffic and more aggressive applications start to dominate the available bandwidth. To ensure a superior user experience and control bandwidth cost increases, you need a way to prioritize and reserve bandwidth for your Office 365 apps and services.

Symantec PacketShaper is the ideal tool to protect the user experience and ensure your bandwidth investment benefits critical business applications such as Office 365.

Ensure Optimal User Experience with PacketShaper

Symantec PacketShaper is a leading network Quality of Service (QoS) solution trusted by thousands of businesses worldwide, including many Fortune 500 companies. PacketShaper can identify and classify Office



365 applications, operations, and traffic flows. You can then implement simple and effective policies to protect, prioritize, or restrain traffic by application, user, or flow on your internet access link, thus ensuring network bandwidth is properly allocated based on your business priorities.

The PacketShaper approach for delivering a high-quality Office 365 user experience is simple and effective:

- **Separate and categorize** – Identify business-critical traffic, such as Office 365, via the on-board application classification engine and the Symantec Global Intelligence Network.

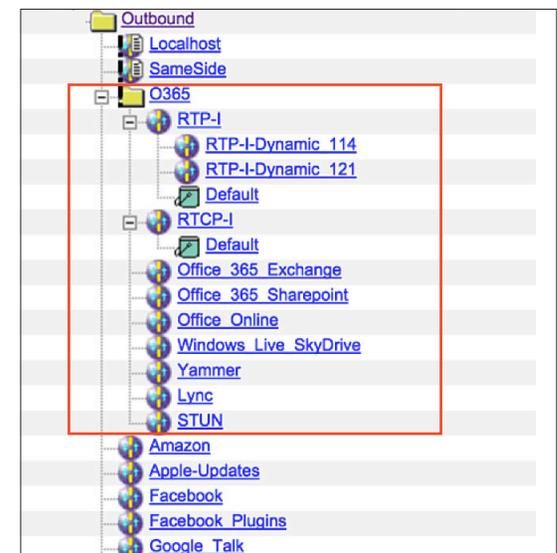
PacketShaper groups Office 365 applications, services, and flows into an Office 365 class tree, making it easy for administrators to apply QoS policies and effectively manage the performance of Office 365-related traffic.

- **Apply QoS policies** – Ensure Office 365 traffic gets its needed bandwidth and is favored over lower priority network traffic.
- **Monitor network performance and bandwidth efficiency** – Use the real-time dashboard to identify issues and make necessary adjustments, as needed, for an optimal user experience.

PacketShaper monitors traffic flows, bandwidth utilization, and network conditions in real time, and automatically manages application traffic based on policies you have

established. For example, Office 365 data pulled from, and sent to, the cloud will have guaranteed bandwidth to ensure acceptable performance.

Real-time applications have different bandwidth and response time requirements. Your users' experience can be impacted by the performance of latency-sensitive applications, such as voice and video in Skype for Business. Traffic congestion and packet loss can degrade performance for these applications. With PacketShaper granular control

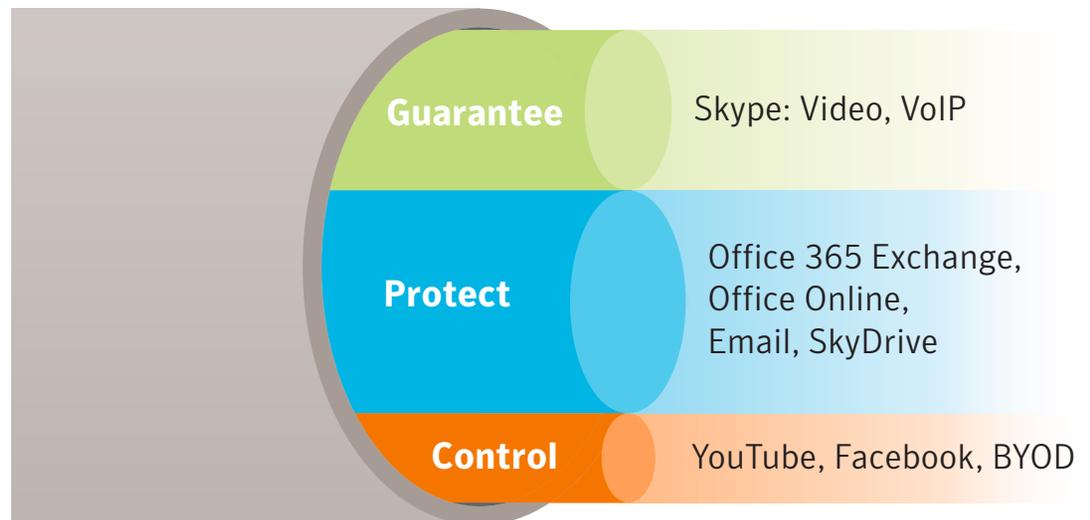


capabilities, you can prioritize and guarantee bandwidth on a per-call or per-flow basis to ensure smooth data flows and a superior user experience.

PacketShaper can further improve application performance with its patented TCP Rate Control technology. It effectively regulates the TCP traffic packet-sizing and -transferring rate, which eliminates packet drops and retransmissions to optimize data flows between your network and remote servers in the cloud.

PacketShaper gives you the visibility and control to ensure a sufficient amount of network resources will be allocated to important business applications, such as Office 365, while accommodating recreational use when excess bandwidth is available. It is important to know you can support a user-friendly network environment without hurting the performance of business-critical applications.

PacketShaper QoS for Office 365



Conclusion

To become more efficient and competitive by using cloud solutions such as Office 365, you need to ensure your users can get the most out of them. Their experience with these applications and services will directly impact the success of your cloud adoption strategy. PacketShaper can effectively identify, prioritize, and control your network traffic, enabling you to:

- Confidently adopt cloud applications and services
- Promote productivity by reserving bandwidth for critical and real-time apps that align with your business priorities
- Eliminate unnecessary bandwidth increases to save on operating costs

Contact Symantec or a Symantec authorized partner and learn how we can help you succeed in your migration to the cloud and to Office 365, and how to effectively manage the growing challenges in today's evolving business network environment.

About Symantec

Symantec Corporation (NASDAQ: SYMC), the world's leading cyber security company, helps organizations, governments and people secure their most important data wherever it lives. Organizations across the world look to Symantec for strategic, integrated solutions to defend against sophisticated attacks across endpoints, cloud and infrastructure. Likewise, a global community of more than 50 million people and families rely on Symantec's Norton and LifeLock product suites to protect their digital lives at home and across their devices. Symantec operates one of the world's largest civilian cyber intelligence networks, allowing it to see and protect against the most advanced threats. For additional information, please visit www.symantec.com or connect with us on [Facebook](#), [Twitter](#), and [LinkedIn](#).



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