BIG-IP Global Traffic Manager®

F5's Sales Brief – Eliminate site downtime and improve application performance

The BIG-IP Global Traffic Manager provides high availability, maximum performance, and centralized management for applications running across multiple and globally-dispersed data centers.

Business Benefits

- Delivers business continuity and improves uptime
- Improves application performance across multiple data centers
- Reduces management overhead to lower TCO

Global Traffic Manager 1500 Platform

Top 5 Challenges

Business Challenge	Technical Challenge	F5 Global Traffic Manager Solution
Guarantee 24x7 application and site availability	Complete application health monitoring Multi-step failover process	Application-centric monitoring One-step failover for instantaneous disaster recovery
Manage global traffic across distributed sites	Dynamic traffic and network conditions Regionalized content Customizable traffic distribution	Intelligent routing with superior load balancing Geography-based distribution Programmatic control via iRules
Application and end-user performance	Broken user sessions Multi-service applications and interdependencies High traffic volume	Distributed application management Client continuity High performance DNS
Management complexity and cost	Interoperability issues IPv6 migration Security attacks	Centralized, secure, web-based management IPv6 DNS support
Management of DNS infrastructure	DNS zone file management	ZoneRunner Zone File Management tool

Target Markets

A target market is **large enterprises** that have multiple data centers and need to ensure high availability and provide consistent access and performance to their applications across distributed sites.

Available Product

The BIG-IP Global Traffic Manager is available on the 1500 platform, and as an add-on module for these BIG-IP platforms: 520*, 540*, 1000*, 2400*, 5100, 5110, 1500, 3400, 6400, and 6800.

These platforms need hardware upgrades to run the BIG-IP Global Traffic Manager. Please contact your F5 representative for details.

Discovery Questions

- Does your business have a disaster recovery plan?
- Do you have a failover process for maintenance updates?
- Does your business have global clients that need regionalized access to content?
- Do you want to maximize the investment in your secondary data center?
- Is DNS management error prone and cumbersome?
- Do you follow a multi-step manual failover process?
- Are your end users experiencing poor performance, broken sessions, or lost/corrupted data?

Feature/Benefits

Top Features	Benefits	Business Impact
Disaster recovery	Guarantees global high availability and reliability of applications across multiple sites	Ensures global business continuity, application availability, and leverages investment in secondary data center
Intelligent global load balancing	Dramatically improves performance by directing global users to the best site	Enables organizations to maximize their investment in their global infrastructure
Application-specific monitors	Ensures application-specific high availability and adequate capacity prior to routing traffic to a site	A holistic view of application health helps organizations adapt and recover quickly from site outages
Distributed application management	Ensures application availability by tracking and managing interdependencies between applications	Improves operational efficiency and control to reduce administrative costs
Client continuity	Ensures application session integrity without loss of data	Provides a superior end-user experience for repeat business
GUI, web-based management tool	Provides a holistic view into application and data center health from a centralized location	Lowers operational cost and simplifies management
ZoneRunner Zone File Management tool	Grows DNS infrastructure in a scalable manner without management complexity and overhead	Reduces DNS risks and simplifies DNS zone file management

Customer Example

Problem

An online car site has thousands of dependant application services across multiple sites. Administrators wanted to shut down an application and its related services in the SF data center to do maintenance on those servers. However, they wanted that application and its related services to be served out of the NY data center until the maintenance was complete. Unfortunately, administrators had to go through a long list of manual shut down procedures, which was slow, error prone, and costly in terms of people and downtime.

SF Data Center   NY Data Center
NewCar App   One step failover
Solution - BIG-IP Global Traffic Manager

F5 Solution

With the BIG-IP Global Traffic Manager, they were able to automate the maintenance process and manage the application dependencies with a one-click failover that eliminated manual errors, was faster, and reduced management overhead, saving the cost of staff and downtime.

Top Competitors	**Cisco, Radware**	
F5 Advantage	• Composite and application-specific monitors • ZoneRunner, zone file management tool • Distributed application management • IPv6 DNS support • Centralized management	• Authoritative DNS • Client continuity and persistence • iRules for programmatic control • Built on TMOS, a scalable, modular, and integrated architecture

More Information

BIG-IP Global Traffic Manager: http://www.f5.com/products/bigip/gtm/index.html
BIG-IP Global Traffic Manager product add-on modules:
http://www.f5.com/products/bigip/modules/index.html ww.f5.com/f5products/products/bigip/ltm/ltm/