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## Ipanema Technologies launches TOTAL SAVINGS IMPACT, a unique Return-on-Investment analysis leading to outstanding savings.

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**PARIS, France — July 16<sup>th</sup>, 2009** — [Ipanema Technologies](#), the leader in integrated WAN Optimization and Application Performance Management solutions, today announced the launch of [TOTAL SAVINGS IMPACT](#), a unique Return-on-Investment analysis leading to **outstanding savings**.

The new enterprise reality emerging from the recent worldwide financial/economic crisis relies on five fundamental success criteria: competitiveness, agility, productivity enhancement, cash management and cost reductions. These fundamental drivers are generating the need for new approaches to IT project deployment, virtualization, IT consolidation, video conferencing and other enterprise initiatives.

*“For large enterprises, the Wide Area Network (WAN) is critical to their productivity and is also often the biggest single component of their IT budget. It has to constantly adapt to support new and changing IT projects while the overall IT capital and operational expenditures have to be controlled, reduced and aligned to the business objectives. The Ipanema System brings obvious technical benefits to an organization. At the same time it is a demonstrable and unique source of global savings, which Ipanema explains as its [Total Savings Impact](#)”* said Jean-Yves Leclerc, CEO at Ipanema Technologies.

[Ipanema's Total Savings Impact](#) results from not only network savings, but also IT savings for the overall enterprise. Very large OPEX and CAPEX IT spending can be avoided while the network impact alone can demonstrate a six-month payback for the Ipanema solution.

[Ipanema's Total Savings Impact](#) results from five sources of global savings:

- **User productivity guarantees:** Ipanema's technology is unique. No other networking equipment can deliver guaranteed application performance. This application performance enhancement and guarantee will increase end-user productivity across the enterprise dramatically. A 15% productivity increase for a 10,000 employee enterprise leads to indirect savings of over \$11.1 million per year.
- **Agile IT transformation assurance:** with Ipanema, an Oracle Financial roll-out can be supported with one mouse click for an 80-site network, instead of via a manual six month project of network reconfiguration and troubleshooting.
- **Bandwidth cost reduction:** Ipanema's intergrated features typically deliver a 3x to 4x increase in global WAN capacity with no additional network investment. This delays the need for upgrades from six months to a year or more.
- **Network operations simplification:** with Ipanema, network change management is massively simplified and global operations can be achieved immediately. 90% of network-related application performance incidents prevented, and the mean-time-to-repair network or application incident is reduced by 80%.
- **A minimized investment cost:** While legacy technologies for WAN optimization and acceleration require one device per site, the Ipanema autonomic networking system enables true global WAN optimization with physical devices only required at a few strategic sites, such as datacenters and branches that host servers.

Through this unique feature, Ipanema yields the lowest Total Cost of Ownership (TCO) in the industry for global WAN optimization.

As part of [Ipanema's Total Savings Impact](#), Ipanema provides a methodology and a return on investment (ROI) tool that accounts for the total savings that an enterprise will realize by running an Ipanema-optimized network.

[See our video on Slash Network Costs with Nigel Pink, General Manager for UKI at Ipanema Technologies](#)

## **About Ipanema Technologies**

Ipanema develops next-generation solutions enabling any large enterprise to have full control over their global network. Ipanema's unique patented technology guarantees business application performance for each user, no matter where or when. We simplify network operations. We reduce costs. In a nutshell, we guarantee critical application performance and make a 1000 site network feel like one.

Ipanema is used extensively by many large telecom operators as well as by large multinationals across all market segments, including banking and finance, public sector, energy, pharmaceuticals, automotive, IT and others.

To read more, visit our web site [www.ipanematech.com](http://www.ipanematech.com)

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