

White Paper

Quantifying the ROI of Automated Application Delivery

How to Increase Business Agility While Reducing Costs

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Executive Summary

Organizations have evolved to demand agile, elastic capabilities whether application workloads are deployed in public clouds, private clouds, or in on-premises data centers. The server infrastructure has also evolved to meet those needs using virtualization and cloud technologies, which provide for flexible resource allocation. Networking technologies have not always kept up to date with these changes, continuing to rely on physical appliances to deliver network services such as application delivery controllers (ADCs). The Pulse Secure vADC solution meets those challenges by providing a software-based, cloud-ready solution, referred to as ADC-as-a-service.

Based on interviews with enterprise and service provider IT organizations, it is clear that new technologies are required in the ADC space. By leveraging a software-based, cloud-ready ADCaaS approach with high levels of automation, organizations have been able to provide impressive ROIs (typically six months) and significantly improve business processes, dramatically reducing the time to install and provision new services.

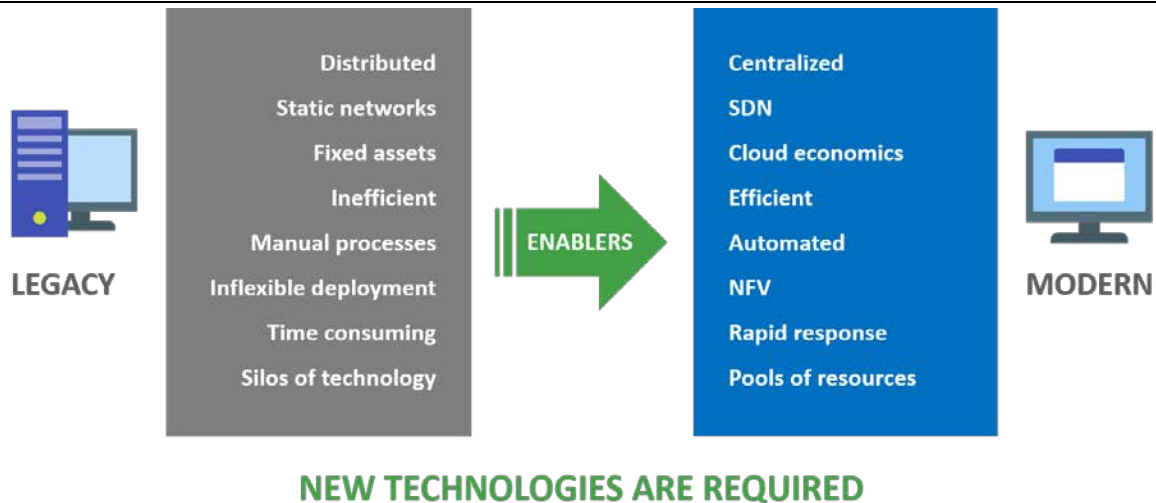
The case study from just one of the customers of Pulse Secure vADC whom ESG spoke with clearly shows the business value achieved when deploying a highly automated and dynamic ADC infrastructure, and, more specifically, the value of Pulse Secure vADC when deployed as a service. The Pulse Secure vADC solution is an enabling technology that goes beyond automating the ADC infrastructure; it can also accelerate the transition to a hybrid cloud and deliver compelling ROI and business process improvements.

Organizations Are Transforming from Legacy to Modern Data Centers

One of the key tenets of a modern data center is the ability to leverage technologies that enable agility in order to accelerate business processes and ultimately time to market. Organizations that continue to deploy legacy infrastructures and ignore this transformation to modern automated environments will soon face a harsh reality: Their legacy IT environments have restricted their ability to compete. Considering the fact that all modern businesses rely on IT to power their operations, IT organizations need to examine all aspects of the IT infrastructure for its agility and to ensure that the deployed technology is an enabler for this transformation and not an inhibitor.

How do you know what type of IT environment you have? Consider the following definition: Legacy IT environments are usually characterized as being rigid, containing mostly physical appliances that have relatively static and inflexible configurations requiring time-consuming manual processes and residing in distinct technology silos. In the next step, IT environments moved to become highly scalable and dynamic through the use of server and application virtualization technologies. This journey continues today with the introduction of software-defined networking (SDN)-enabled data centers allowing for rapid deployment of new workloads and adapting the infrastructure to meet resource requirements. However, much of the network infrastructure still continues to use physical appliances, which remain inflexible. Customer drivers for modernizing environments and moving beyond using physical appliances include the need to be highly agile and elastic in order to deliver workloads to meet rapidly changing demands.

Modern data centers are also highly automated and allow organizations to pool IT resources. The key to making the transformation from a legacy network to a modern infrastructure is to add the enabling technologies or services to create this new automated environment (see Figure 1).

FIGURE 1. Transformation from Legacy to Modern Infrastructures

Source: Enterprise Strategy Group, 2017

Organizations are employing a number of technologies, services, and initiatives to help to drive this transformation:

- One of the best examples of a technology that can enable this transformation is server virtualization. This is important because this technology not only enables organizations to reduce CapEx and OpEx, but also leverages automation to greatly accelerate business processes. ESG's *2017 IT Spending Intentions Survey* shows that data center modernization (highly virtualized and automated data centers) is the fourth most-cited IT metatrend that organizations believe will be one of the most important IT issues for the year.¹ The early ROI for this technology was achieved through server consolidation; however, once organizations became comfortable with the technology, even greater returns were achieved with automated pools of virtual compute or clouds. This technology has enabled organizations to innovate IT operations and create new business models. As a result, businesses have been able to better service their employees, customers, and partners.
- Cloud computing extends those benefits. Organizations have capitalized on virtualization technologies to create private cloud computing environments. Organizations are also currently using public cloud services such as platform-as-a-service (PaaS) (42%) and infrastructure-as-a-service (IaaS) (42%).² Organizations need to examine how all of the parts of their environments (network switches and routers, application delivery controllers, storage arrays, security services, etc.) can be transformed to work with these cloud services. Cloud services are used for a variety of purposes, ranging from running internal production applications (41%) through high performance computing (34%) to serving as an additional resource to accommodate spikes in workloads (32%). It's apparent that cloud infrastructure plays a key role in delivering workloads.

While virtualization and cloud computing initiatives are driving greater levels of agility and automation, several other key services in the data center and cloud still rely on manual processes today, which, if transformed, could provide not only tremendous operational and technology value, but also a compelling return on investment. This paper will explore how application delivery controller (ADC) technologies are evolving to enable a modern data center by creating highly automated pools of ADC resources, and more specifically, how automating the ADC environment will deliver value. Furthermore, we will explore the value that these new technologies bring to market by examining the return on investment experienced by those organizations actually using the technology.

¹ Source: ESG Research Report, [2017 IT Spending Intentions Survey](#), March 2017.

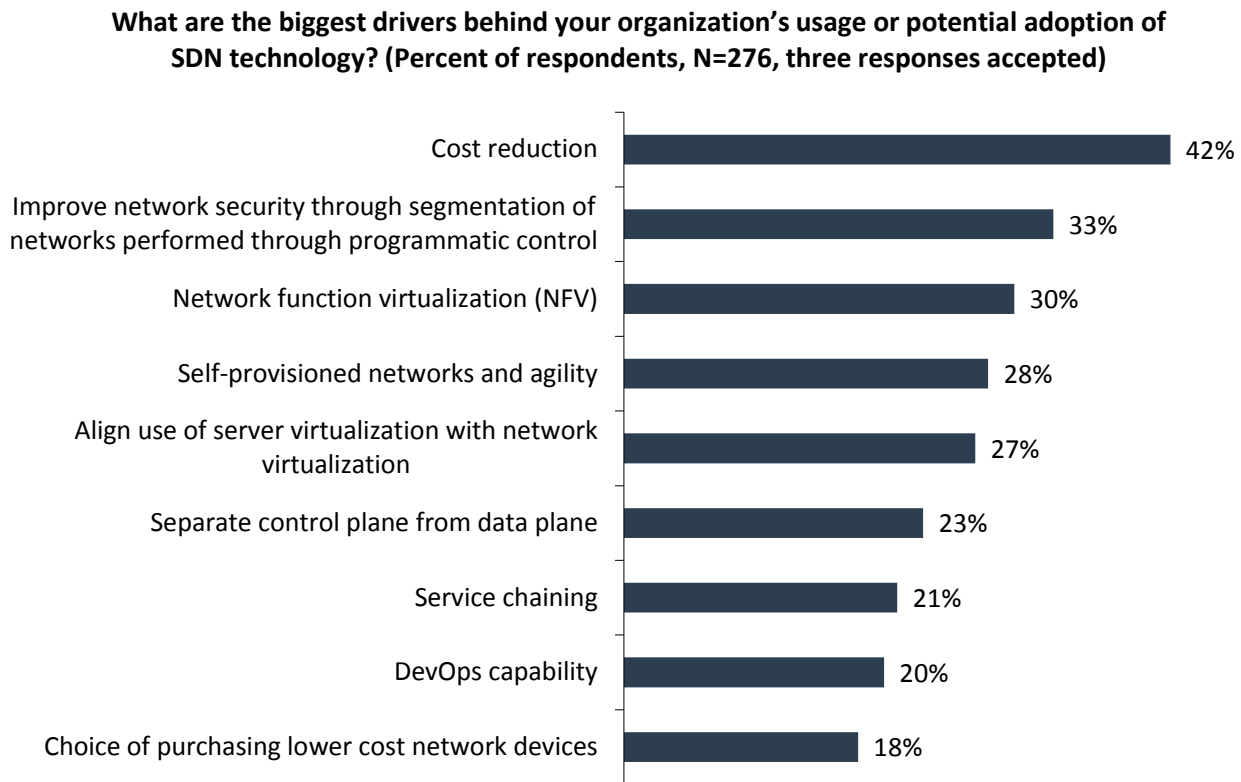
² *ibid.*

Technologies Have to Deliver Compelling Benefits

Promising technologies are not adopted for one reason. They need to deliver benefits across multiple areas. SDN is one such emerging technology that is adopted through multiple drivers. When surveyed by ESG, 42% of organizations responded that they are committed to SDN as a long-term strategy and are evaluating it, while 22% have begun to implement it. The main benefits of SDN that organizations are looking to leverage are cost reduction (42%), self-provisioning networks (28%), and the alignment of server virtualization with network virtualization (27%) (see Figure 2).³

We see that modernization of the network infrastructure aligns with the overall trends toward data center modernization. Although cost reduction was cited as a main benefit, the choice of purchasing lower cost network devices was the least cited driver of SDN initiatives (18%). Thus one can infer that the cost reduction that organizations are looking for is anticipated to come from operational savings, rather than the reduction of capital expenses.

FIGURE 2. Drivers Influencing Usage/Potential Adoption of SDN Technology



Source: Enterprise Strategy Group, 2017

It is clear that change is occurring and that new technologies, operational practices, and business models are required to handle higher levels of agility in order to better respond to dynamic environments. Organizations now have the difficult task of finding innovative technologies to enable those transformations and generate a compelling ROI. The ADC infrastructure is also changing and new technologies are emerging to enable compelling benefits. ADCs need to move past physical environments and even virtualized chassis to effectively enable cloud environments.

³ Source: ESG Research Report, [Trends in Data Center Networking](#), February 2016. All ESG research references and charts in this white paper are taken from this research report unless otherwise noted.

ROI and TCO Considerations for Delivering an Automated ADC Infrastructure

FIGURE 3. Top Ten Challenges Facing Networking Teams



Source: Enterprise Strategy Group, 2016

The need to meet budget constraints was identified as a significant challenge facing the network team by 38% of respondents (see Figure 3). However, many of the other challenges identified in the survey also have cost and ROI implications for IT organizations. Time and agility are key themes revealed by the survey. The survey data is about networking teams in general, and elements will apply to application delivery controllers, so it is worth investigating that as an example and to identify how to address the challenges listed in the survey results.

To better understand the potential return on investment and total cost of ownership, it is important to understand the key criteria that will impact the value derived from an application delivery controller and, more specifically, from creating an application-delivery-controller-as-a-service (ADCaaS) environment. Organizations should consider:

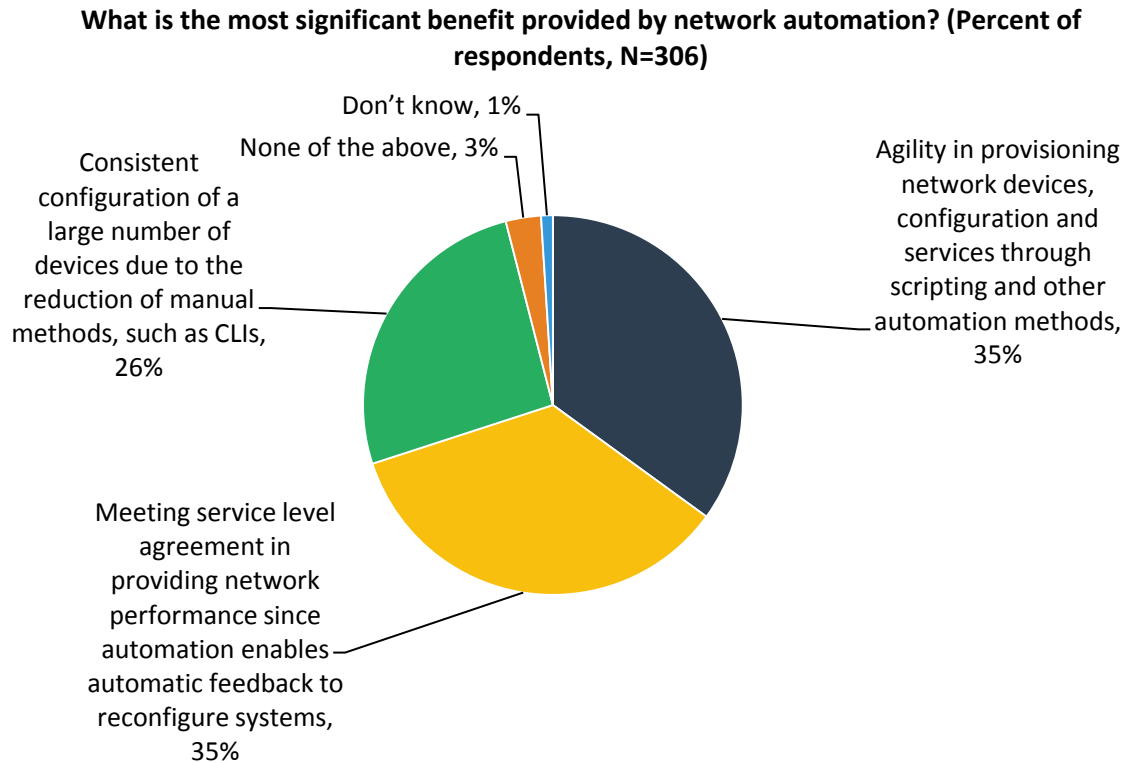
- Initial expense of deploying a solution.** This includes the capital costs for both hardware and software. One of the key considerations for this upfront cost structure is the size of the environment. For example, with a solution that requires a physical hardware appliance or even legacy ADC virtual machines (within a physical chassis), consideration must be given to both current and future needs. Do you buy according to current needs or overprovision for future requirements? Keep in mind that, for physical devices, even upgrading may require purchasing a whole new hardware appliance. While overprovisioning may accommodate future growth, it will require additional upfront investment. The ability to accurately assess current needs and predict future growth will be critical to getting these costs right. For global deployments, organizations may also need to factor in costs for shipping and customs if physical devices are used. Software-based solutions avoid many of the issues associated with hardware and more easily adapt to “pay as you grow” price and provisioning models.

- **Operating costs.** As is the case with any technology, there will be costs associated with the installation of the technology, its ongoing operations, and maintenance. These costs will also vary based on the amount of work required to deploy these technologies and whether a service window will be required to bring them online. For example, deploying a physical appliance into a rack may require significantly more work when spinning up VM-based ADCs in a chassis versus an automated software-based container. These costs would extend to any upgrades and future expansion. Also consider the fact that when overprovisioning with physical devices, you will need to pay for power and cooling. Given that surveyed organizations cited the use of cloud computing as a cost containment measure as an alternative to in-house applications and/or infrastructure (27%), ADC plans need to accommodate cloud computing as part of the infrastructure.⁴
- **Time to deliver services.** As organizations design modern data centers to respond more quickly to changing business needs, the ability for an ADC to rapidly provision services as quickly and seamlessly as the VMs supporting the applications will be critical. According to ESG research, organizations report that self-provisioned networks and agility (28%), and the use of network function virtualization (30%) are drivers for use or potential adoption of SDN technology (see Figure 2).

Keep in mind that this is for ADCs that have available capacity. Acquiring additional capacity may require four to six weeks for the delivery of the physical appliance alone, plus installation time. In high growth companies, this will also mean that the ADC technology will need to rapidly scale when required. Translated into business value, the faster a service is brought online, the quicker it can begin generating revenue for a business.

- **Multi-tenant environments.** For service provider environments, the ADC has to support multi-tenant environments, not only in terms of security, but also from a licensing perspective. As highlighted, however, more enterprise environments are becoming multi-tenant and require the same capabilities (albeit perhaps not to the same scale), in most cases requiring dozens compared with thousands of tenants. Still, it is an important consideration, even if it is not implemented immediately.
- **Flexibility and scalability.** As mentioned, the ability for the ADC to scale on demand can have a significant impact on the cost and time to deliver a solution. Hitting a scalability wall and having to wait for hardware to be ordered, shipped, and deployed can dramatically slow down the time to market and impact revenue. The other major and often overlooked consideration related to flexibility and scalability is the ability to scale an environment back down. This would be especially important for test and development environments that are subject to constantly changing requirements. The ability to rapidly provision and decommission virtual instances of an ADC could prove to be beneficial, especially if you are just paying for what you use. Research has shown that delays and difficulties in provisioning network services are among the top most-cited challenges reported by networking teams (see Figure 3).
- **Automation.** The ability to eliminate time-consuming, repetitive manual tasks will be very important in delivering value to the business. Indeed, making the transformation to a highly automated environment will require the automation of a number of processes, including configuration and delivery of services, and will extend to the problem ticketing process. ESG research shows that 35% of respondents see agility as a benefit of network automation and another 35% state that it helps meet service level agreements (see Figure 4).

⁴ Source: Source: ESG Research Report, [2017 IT Spending Intentions Survey](#), March 2017

FIGURE 4. Benefits of Network Automation

Source: Enterprise Strategy Group, 2017

Respondents to ESG's 2016 IT Spending Intentions Survey indicated that data center modernization was an important IT issue that they will be paying attention to. ADC technology, which lends itself to adapting to new IT infrastructure, can help make the journey to modernization easier for organizations.

Pulse Secure vADC Solutions Enable ADC-as-a-service

The Pulse Secure vADC solution has been designed from the ground up to help organizations make the transition to modern computing environments. This is evidenced by the fact that the core component of Pulse Secure vADC, known as Pulse Secure Virtual Traffic Manager (Pulse Secure vTM), was created as a software-based, cloud-ready solution. And with support for container-based architectures, Pulse Secure vTM has evolved to a new platform that enables organizations to run a large number of instances of the ADC as a high-density multi-tenant solution. This is important because this advance is critical to creating a highly automated ADC infrastructure, and thus to creating an ADC-as-a-service (ADCaaS). Pulse Secure defines ADCaaS as an elastic solution with a controller to manage application delivery services over the lifecycle of an application. This includes provisioning, deploying, metering, managing inventory, providing service templates for agility, seamlessly integrating with various virtualizations and orchestration environments, and delivery via a software-defined architecture.

The new Pulse Secure vADC platform consists of a centralized Pulse Secure Services Director and a number of lightweight Pulse Secure vTM ADC instances. The lightweight nature of these instances enables organizations to spin up hundreds or thousands of them very quickly to accommodate individual applications or tenants. The controller takes responsibility for licensing and managing Pulse Secure vTM ADC instances, tracks the activity level of all deployed ADCs, and provides monitoring and reporting, including billing or chargeback. It should also be noted that the Pulse Secure vTM instances are full-featured ADCs, implemented as 64-bit software for layer seven services that have optional web application firewalls and other options available.

This technology platform will allow organizations to transform from deploying and managing their application delivery infrastructure in vendor-constrained static configurations and operational models to being able to orchestrate their ADC services on demand, i.e., ADCs-as-a-service. In turn, this will enable enterprises and service providers to deliver:

- **Automated pools of ADC resources.** Pulse Secure vADC enables organizations to transform legacy ADC environments into highly automated pools to better serve private cloud environments. Organizations will be able to dramatically reduce time to deliver services by leveraging automation.
- **Optimal utilization.** This model eliminates costly overprovisioned and underutilized legacy ADC resources. This will help to reduce capital and operational costs. Also, by leveraging the same full-function ADC in the test and development environment that is in the production environment, each ADC can be tuned for a specific application, ensuring a rapid transition to production and enabling an uneventful end-of-life spin down.
- **Cost structures that are in line with a service model.** With Pulse Secure vADC, organizations can move to a usage-based commercial model. Plus, all licenses and fees can be tied to a customer or tenant for accurate billing or chargeback.
- **Scalable multi-tenant environments.** The Pulse Secure vADC solution is capable of supporting hundreds of ADCs per node, and with many nodes per service, organizations can quickly scale this environment while still maintaining an ADC per application/tenant and tuning that ADC per app. In order to continue to scale, organizations simply need to add more nodes.
- **Highly available and elastic services.** Each Pulse Secure vTM ADC instance has full isolation and can be configured for high availability. Additionally, the Linux containers allow ADCs to be spun up and down as required, and where required. This will be critical in highly virtualized, dynamic environments.
- **Ease of installation and use.** Leveraging a software-based, cloud-ready ADCaaS solution can dramatically accelerate the time to value. Organizations can simply download the software and install it where they have existing capacity. The intuitive interface enables organizations to quickly learn and deploy ADCaaS technologies.

Customer Case Study

In order to validate the ROI that ADCaaS can deliver, ESG spoke with a number of organizations that were currently using Pulse Secure vADC platform to understand the value and benefits derived in terms of both business process improvement as well as capital and operational cost savings. To illustrate the value of automating the ADC platform, we have highlighted the details of one of the Pulse Secure vADC customers below.

Organization Profile

Industry: Online retailer

IT Environment Profile: Two private clouds DCs, and three public clouds DCs

Challenges: Transition from a legacy hosted data center to dynamic hybrid cloud environment capable of bursting to accommodate high traffic demands.

Solution: Pulse Secure vADC and ADCaaS

Benefits: Achieved dramatically improved business processes, accelerated times for new applications, and saved hundreds of thousands per month on CDNs.

Online Retailer

About the Organization

This organization is a well-recognized consumer brand with a significant web presence that includes e-commerce. The websites are a major source of business, and keeping them up and optimized is critical to the success of the brand.

Business Need

The retailer was looking to make the transition from a “legacy” hosted data center environment based on mainly physical devices to a more modern and dynamic hybrid cloud environment. In making this transition, the IT team had to rethink everything. Once the decision was made to change the paradigm to a cloud environment, the team quickly realized they could not burst physical devices to the cloud. For the ADC environment, this meant looking beyond the traditional vendors that they had experience with to explore new options. As one of the network engineers put it, “All of a sudden it hit us: How am I going to bring that device into the cloud with me?” The company was also struggling to rationalize its monthly expenditure for its content delivery network, having grown into several hundreds of thousands of dollars each month.

The Pulse Secure vADC Solution

That is when the team first realized they would need to find innovative solutions that would enable them to make this transition. Instead of looking at physical ADCs, the company focused on organizations with virtual ADCs. This is how it was first exposed to the vADC solution. Leveraging a full-functioned, software-based, cloud-ready ADC solution would enable the organization to not only rapidly transition services from private cloud to a public cloud environment, but it would also provide an innovative solution to accelerate the transition from test and development to production. In the words of the network engineer, “When the vADC was brought in and I saw the layer seven traffic scripting they could do, I was sold.”

“If I can’t use it when I burst out into the cloud, then what’s really the point of having it?”

Benefits

The online retailer was able to achieve a number of benefits by deploying the Pulse Secure vADC including:

- Improved business processes.** In its prior legacy environment, the organization needed to maintain three test and development environments, but nothing that focused on performance in a production environment. Its new environment that leverages Pulse Secure vADC is a full-scale test and development environment that mimics the production environment. The engineer stated, “With the Pulse Secure vADC, we were able to go from being the bottleneck for development to becoming an enabler.” In fact, the company claims it has been able to reduce ADC provisioning times down from four to six hours to about 30 seconds. With the way the organization built its traffic scripts, adding a new environment is as simple as cutting and pasting.

- Dramatically reduced costs.** Making the decision to move to a software-based, cloud-ready ADC will certainly save organizations money by eliminating the need to purchase physical appliances, but in this instance, a far greater cost reduction was achieved by leveraging Pulse Secure’s vADC solution to replace an expensive CDN. With costs exceeding a quarter of a million dollars per month for the CDN, this company was able to leverage the content

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caching capabilities of Pulse Secure vTM in its public cloud environment to deliver images with the same or better performance. This enabled the organization to reduce its CDN costs to only \$6,000 a month.









- Truly dynamic environment.** Most modern data center environments share the need to be highly dynamic, and often have to rapidly scale to meet demands. By leveraging software-based, cloud-ready vADC solutions from Pulse Secure, the organization eliminates many of the painful and time-consuming steps required in the physical domain—so much so that the network engineer we spoke with phrased it in this way: “I’ll never go back.” The engineer cited that the problem with physical ADCs is that when you need more capacity, in many cases you have to buy a bigger box. As a result, the IT team needs to write out a request for additional capital and justify the expense to a review board, which may require admitting there was poor planning involved. Even if the

money is approved, there is the wait time for the device to be shipped (up to a month), then finding and deploying into an available rack with network capacity. As the engineer put it, “This could be a five to six week process—in comparison, for me to spin up a new virtual ADC in a cloud node takes me seconds. So no, I’ll never go back.”

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- Accelerated ROI.** Given these described benefits, the organization was able to realize a return on investment in six months and significantly enhance its ability to quickly respond to a rapidly changing environment. Plus, it achieved the ability to burst workloads running an on-premises deployment into the public cloud (IaaS).

FIGURE 5. Benefits Achieved with Pulse Secure vADC

	TIME AND EFFORT FOR INITIAL DEPLOYMENT	TIME TO PROVISION SERVICES	BURST TO CLOUD	CDN COSTS
Pulse Secure vADC	 Hours	 ~ 30 Seconds	 YES	 ~ \$6,000/month
Legacy ADC Appliance	 1 – 2 Months	 4 – 6 Hours	 NO	 ~ \$250,000/month

Source: Pulse Secure and Enterprise Strategy Group, 2017

Pulse Secure vADC Delivers Real Value

ESG spoke with a number of enterprise and service provider customers to collect their thoughts on their ADC environment, and some notable advantages to an ADCaaS model consistently presented themselves. In fact, these advantages closely follow those benefits achieved in virtual compute environments. The table in Figure 6 demonstrates the correlation between virtual compute environments and ADCaaS, and contrasts them against the legacy ADC environment. These advantages translated into real value for businesses in the virtual compute environment by reducing costs, accelerating business processes, and delivering high levels of automation and agility.

FIGURE 6. Comparing Virtual Compute Attributes with Pulse Secure vADC and Legacy ADC

	 PROVISION IN SECONDS	 TEST / DEV EQUAL TO PRODUCTION	 EASY TO USE	 SIMPLE TO INSTALL	 WIDELY DEPLOYED	 CLOUD CAPABLE	 COMPELLING ROI
Virtual Compute	✓	✓	✓	✓	✓	✓	✓
Pulse Secure vADC	✓	✓	✓	✓	✓	✓	✓
Legacy ADC Appliance	✗	✗	✓	✗	✓	✗	✗

Source: Pulse Secure, 2017

To provide additional details surrounding the benefits provided with the Pulse Secure vADC platform compared with the legacy ADC approach listed in Figure 6, consider the following information cited from the organizations ESG spoke with. Those advantages include:

- Faster time to provision ADC services.** Pulse Secure vADC customers reported the ability to spin up new services in about 30 to 60 seconds compared with those with legacy ADCs that would report times in the two to six hour range. It should be noted that all times cited were in environments that had existing capacity. This maps directly to the ability to improve business processes. Clearly, automation plays a big role in accelerating the time to provision services.
- Ability to move rapidly from test/dev to production.** A common complaint among users of physical ADCs was that, typically, the test/dev environment did not match the production environment. As a result, the ability to rapidly transition an application or service into a production environment took significantly longer. In many cases, the cost of duplicating the production ADC environment was prohibitive. However, those with the Pulse Secure vADC reported they could now support test/dev, provide all the capabilities of the production environment, and deliver those services in record time. Again, this presents another opportunity to improve a business process and accelerate time to market, in much the same way virtual compute environments do.
- Ease of use.** This is becoming more important as IT environments continue to consolidate, becoming much larger and more complex, while having to remain highly agile. The days of needing to understand complicated

command line interfaces and get advanced degrees to run an ADC are quickly passing. Technologies need interfaces that are simple to understand and use and that help to configure and deploy services, even for untrained resources. In one conversation, the network admin admitted that even the web developer was able to provision the ADC for the test/dev environment. Technology that is easier to use helps to reduce operating costs, and it also means that fewer skilled resources are needed to configure and provision services.

- **Accelerating the time to value.** During the interviews, it was not uncommon to hear about installation times ranging from four to nine months for physical ADCs to be deployed. In many cases, the first two months were spent just waiting for the devices to arrive. Then the devices needed to be physically loaded into racks and powered up. Contrast that with a customer who stated that, during the POC, he simply downloaded the software, typed in the license key, and was operational in a matter of hours. For global deployments, organizations also need to factor in any shipping and customs charges.
- **Rapidly scaling the environment.** This is another area where Pulse Secure's software-based, cloud-ready software was able to differentiate itself. By leveraging a pay-as-go licensing model and the ability to deploy solutions in the cloud (IaaS), Pulse Secure vADC helped cloud-enabled organizations to scale rapidly to meet demand, but only pay for what they were using, as they were using it. For physical ADC environments, organizations had to carefully plan for peak loads and then buy to that maximum level (or just above it). As a result, organizations would have massively overprovisioned infrastructure taking up critical data center space, power, and cooling. Even worse, respondents indicated, was having to go before an internal capital expense review board to ask for more money because peak requirements were not calculated correctly.
- **Bursting to the cloud.** With organizations needing to be able to scale quickly, hybrid cloud environments are getting a lot of attention. Indeed, Amazon Web Services (AWS), Google Cloud, Microsoft Azure, and Rackspace all aim to help organizations take advantage of capacity in the cloud. However, to ensure performance and continuity, it is imperative that the environment uses the same tools with the same policies or rules. In the case of the legacy ADC infrastructure, it is simply not possible to deploy a physical device in an IaaS environment. However, software-based solutions are easily deployed and many cloud providers either offer solutions by the hour/month or have bring-your-own-license (BYOL) programs in place. The ability to burst to the cloud dramatically lowers capital and operational costs because organizations only need to pay for the services they need when they need them, and are not overprovisioning physical devices and paying maintenance fees.
- **Decommissioning services.** Typically, discussions center around rapidly scaling ADC services up, but not down. Many organizations find benefits in network policy systems that enable application owners and admins to submit network infrastructure requirements in an automated fashion. Pulse Secure vADC has the concept of lifecycle of services built into it so it can attach rules or policies to an individual application and, therefore, organizations can quickly decommission a service without risking service to other applications. This also helps with license costs as organizations only pay for what they are using.

The Bigger Truth

IT environments are rapidly transforming to accommodate the business. As organizations make the shift from legacy to modern environments, they will require enabling technology that will help them deliver IT services with greater levels of flexibility, agility, and efficiency. Enterprise organizations are increasingly looking more like service providers, delivering services to different business units in multi-tenant environments, and looking to leverage cloud services to handle additional capacity when required. While many focus solely on server virtualization, a number of technologies are needed to make a successful transition.

Application delivery controllers will play an increasingly important role during this transition because organizations need to ensure application availability and performance in a highly virtualized and dynamic environment. Unfortunately, the legacy physical appliances that have taken us this far don't have the capabilities required for the shift to the cloud. Moving forward, organizations will need technology specifically designed for these new modern data center and cloud environments. Even more importantly, given the reluctance to increase budgets, organizations need to be able to fully justify any purchases to the business by demonstrating how that technology will deliver a significant return on investment or dramatically improve a business process.

Based on interviews with enterprise and service provider IT organizations, it is clear that new technologies are required in the ADC space. By leveraging a software-based, cloud-ready ADCaaS approach with high levels of automation, organizations have been able to provide impressive ROIs (typically six months) and significantly improve business processes (months to days to install, hours to seconds to provision). The case study from just one of the customers that ESG spoke with clearly shows the business value achieved when deploying a highly automated and dynamic ADC infrastructure, and, more specifically, the value of Pulse Secure vADC when deployed as a service. The Pulse Secure vADC platform is an enabling technology that goes beyond automating the ADC infrastructure; it can also accelerate the transition to a hybrid cloud and deliver compelling ROI and business process improvements.

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