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Avi Networks

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## Business Value Highlights

573%  
three-year ROI

5 months  
to payback

47%  
lower cost of operating

52%  
lower ADC solution cost

43%  
more efficient ADC  
management

97%  
faster to scale capacity

8%  
higher application developer  
productivity

# The Business Value of Avi Vantage: A Study of Enterprises Using Next- Generation Application Delivery

## EXECUTIVE SUMMARY

Driven by the acute imperative of digital transformation, enterprises and other organizations are adopting multicloud strategies as springboards to increase business agility and competitive differentiation. At the same time, monolithic application development is being superseded by microservices, which entail the decomposition of previously complex applications into independent, modular processes that communicate with each other using language-agnostic APIs.

Unfortunately, existing application delivery infrastructure was designed for the client/server era, not for this new set of needs. Physical application delivery controller (ADC) appliances made sense when there was a one-to-one relationship between applications and servers in an enterprise datacenter, but they are less tenable in cloud environments, where they often are unable to scale up and down elastically to accommodate changing application requirements and traffic patterns. Even the advent of virtual ADCs (vADCs) — which, architecturally, are still appliances — doesn't fully address these challenges.

As such, there is a need for application delivery to become more agile, more elastic, more distributed, and more orchestrated. We have entered a period where ADC functionality must be recast as application services, elastic pools of network and security services (often referred to as Layer 4–7 services) that ensure optimal application deployment and that also dynamically support the availability, performance, and security of applications. Typical application services address load balancing, application analytics/monitoring, application acceleration, auto-scaling, microsegmentation, and application security and also function as service proxies and enable service discovery.

Avi Networks offers the Avi Vantage Platform, adapting application services to adhere to the principles of software-defined networking (SDN), including the decoupling of the control plane from the data plane. Accordingly, Avi says it is in the business of providing “software-defined application services,” though we will refer to them as application services for the remainder of this white paper.

IDC interviewed organizations using the Avi Vantage Platform to deploy application services to understand how they are using the platform to support their business operations. Study participants explained that moving to Avi Vantage has changed how they pay for and consume application services. With Avi Vantage, they no longer must choose between overprovisioning and potentially having insufficient load-balancing capacity, while having virtualized application delivery resources with Avi Vantage ensures that their application development efforts and business operations are not slowed by manual provisioning processes. IDC’s analysis shows that study participants are achieving significant value with the Avi Vantage Platform, worth at an annual average of \$4.11 million per organization (\$230,891 per Avi Service Engine) by:

- **Reducing the cost of providing application delivery and load-balancing resources** through software-defined principles and use of commodity hardware
- **Providing real agility by sharply reducing the time needed to deliver new load-balancing capacity**, thereby enabling development teams and opening up new ways of serving customers including self-service offerings
- **Supporting the business with elastic scalability and improved network performance**, thus better addressing business opportunities and serving customers and internal application users