



## // Internship Case Study

July 2013 - September 2015

[riverbed.com](http://riverbed.com) | [kevinchisaki.com](http://kevinchisaki.com)

## About Riverbed

Riverbed makes applications, websites, networks, data centers, the cloud, and remote offices work better. “We bring the promise of digital transformation to life.”

A storied company with a long legacy of market leadership, Riverbed pioneered WAN optimization. Since then we’ve expanded our solutions for the software-defined era. Riverbed is at the center of hybrid networking, the cloud, SD-WAN, SaaS, mobile, big data, and infrastructure visibility.

In short, Riverbed is building software-defined architecture for digital business.

## My Role: Multimedia Designer

As a Multimedia Design Intern I produced event and tradeshow creative including collateral material, digital landing pages, corporate branded signage, and infographics to strengthen company brand.

Collaborated with cross-disciplinary teams to create motion graphics, print and digital assets.

Worked with projects based on advertising, sponsorship, or product launch programs.

All of the projects in this case study are made by me and some with other team members. Colleagues who I have collaborated with will be cited according to the project on each slide.

**riverbed**

Specification Sheet

# Dentusa ipsam volorem aboreritat

Virtual Steelhead Appliances are available in a range of models to suit the needs of any office.

Model	Small office SteelHead				Mid-size office SteelHead								
	Virtual 150 Series		Virtual 150 Series		500 Series		Virtual 1050 Series				Virtual 2050 Series		
Configuration	M	M	M	M	M	M	M	M	M	M	M	M	M
Optimized WAN Capacity	1Mbps	1Mbps	1Mbps	1Mbps	1Mbps	1Mbps	1Mbps	1Mbps	1Mbps	1Mbps	1Mbps	1Mbps	1Mbps
Optimized TCP and UDP flows	20	40	125	200	300	600	800	1,300	2,300	2,500	4,000	6,000	
QoS Bandwidth <sup>(d)</sup>	20	20	20	20	20	20	20	20	20	20	20	20	20
QoS Rules/ Classes <sup>(e)</sup>	20	20	20	20	20	20	20	20	20	20	20	20	20
Disk Capacity Required	20	20	20	20	20	20	20	20	20	20	20	20	20
Data Store Capacity	20	20	20	20	20	20	20	20	20	20	20	20	20
Virtual CPUs Required	20	20	20	20	20	20	20	20	20	20	20	20	20
Reserved Memory	20	20	20	20	20	20	20	20	20	20	20	20	20

NOTE: All WAN Capacity / Bandwidth, TCP Connections and UDP flows, and QoS specifications listed are maximums and may not be achieved in all environments.

(a) Requires RIOS 6.5.5a, 7.0.3a onwards  
 (b) Requires RIOS 8.0 onwards  
 (c) 90 Mbps WAN B/W license available on the V2050H only.  
 (d) Recommended maximum outbound QoS shaping capacity  
 (e) Total of classes plus rules



**Mosto et endaeerem et omniel hillendus**

**Nullitaquia nobit qui corum qui**

Loreruptiae dolupt ibusaped quatquam quis ut qui remporos nobitunt erferro estorest, omnimen imint, tem ditatest volupat eum net quasitas a aciet aceatiatur, cus, quam, tentur, net ligen ducia. Epeliqui doluptiam, sum duci magnam estissitin non re, culpa isquas natur? Ipit mos volupta dolestin conem ipsaperum, voluptatum etur? Ferum quo que volesciet la voloria.

**Quatquam**

Eque dolorere, se enduntusa vellororum arum et que nisciunt. Mosto et endaeerem et omniel hillendus am, corectio dem ent volliquam a sum rem nis cutureperum idus eum velendumto veniminti reptatem verferspe voloreribus id quam il maximol upata dolupta. Cus, occus.

Dita enda dendaessit omniminverum quae poriori squati aditabibus, ut haruntor similectem eosto dolestrum quiam que volume laut voluptae rem eresti dignatia.

**Con non pratem expelique**

Mosto et endaeerem et omniel hillendus am, corectio dem ent volliquam a sum rem nis cutureperum idus eum velendumto:

- Reptatem verferspe voloreribus id quam il maximol upata dolupta. Cus, occus.
- Dita enda dendaessit omniminverum quae poriori squati aditabibus, ut haruntor similectem eosto dolestrum quiam que volume laut voluptae rem eresti dignatia.

**Administrator Access**

Security policies are managed from a single point of administration

**Back-End Nodes**

These are the servers that provide the service

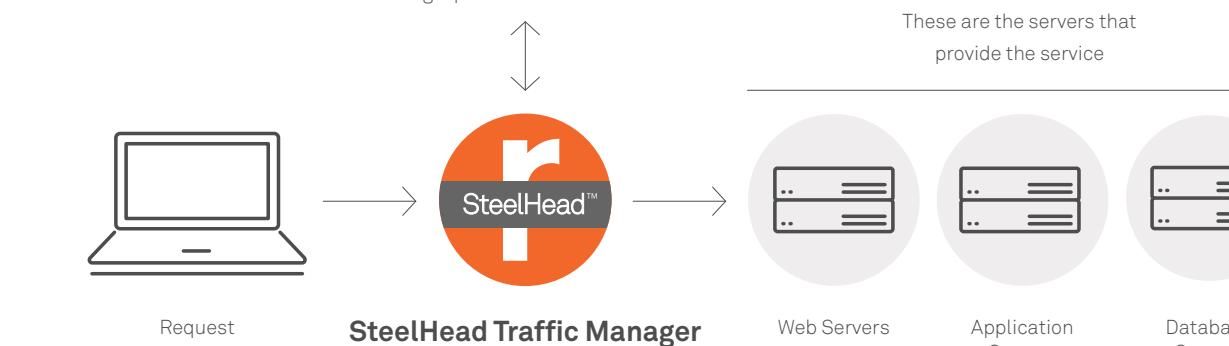
**SteelHead Traffic Manager with Web App Firewall**

A fully-integrated application delivery controller (ADC) and web application firewall system

**About Riverbed**

Riverbed, at more than \$1 billion in annual revenue, is the leader in application performance infrastructure, delivering the most complete platform for the hybrid enterprise to ensure applications perform as expected, data is always available when needed, and performance issues can be proactively detected and resolved before impacting business performance. Riverbed enables hybrid enterprises to transform application performance into a competitive advantage by maximizing employee productivity and leveraging IT to create new forms of operational agility. Riverbed's 26,000+ customers include 97% of the Fortune 100 and 98% of the Forbes Global 100. Learn more at [riverbed.com/XXXXXX](http://riverbed.com/XXXXXX)

**Figure 1**  
How SteelHead Web Accelerator works.



Request → SteelHead™ → Web Servers, Application Servers, Database Servers

©2015 Riverbed Technology. All rights reserved. Riverbed and any Riverbed product or service name or logo used herein are trademarks of Riverbed Technology. All other trademarks used herein belong to their respective owners. The trademarks and logos displayed herein may not be used without the prior written consent of Riverbed Technology or their respective owners. SS-XXX/XXXXX

**riverbed**

# Case Studies

**riverbed®**

Software Case Study

## Intuit

### How Intuit Survives Tax Season and Capitalizes on Future Opportunities for Cloud and SaaS

Intuit Inc. develops financial and tax preparation software and related services for small businesses, accountants, and individuals.

**Challenge:** Deliver flawless performance during tax season peaks and move more apps to the cloud

Although Intuit is best known for the TurboTax, Quicken, and QuickBooks product lines, the company actually has 170 business units and 800 applications. As the company makes more applications available online, ensuring fast, flawless application performance over the Internet is critical to the company's success.

Intuit's performance challenge is especially daunting, as the company must succeed under some of the most demanding conditions imaginable: U.S. tax season peaks. These are two, two-week-long periods of extraordinary traffic when millions of people log on to TurboTax Online to do their taxes.

The first peak comes in February, when people who are getting a refund file their returns. The second is in April, when people who owe money file to meet the April 15 deadline.

Intuit makes sure that TurboTax Online performs optimally by running a tax war-room during those four weeks, staffed 16 hours a day with representatives from every mission-critical vendor and every group within Intuit related to the delivery of TurboTax Online. Their task is to make sure that the software lives up to the company's goal of having all Web pages paint in two seconds or less.

Hosting the products already online, such as TurboTax Online, QuickBooks Online, and Mint.com requires 17,000 servers. The company's data center in Quincy, Washington has space for many thousands more. Which applications will be moved there is one of the many determinations the company is making as it rearchitects more applications for delivery as software as a service (SaaS).

### In Brief

**Challenges**

- Ensure application performance during peak tax season periods
- Make more applications available as SaaS

**Solutions**

Riverbed® SteelCentral™

- 24 SteelCentral AppResponse appliances
- SteelCentral Transaction Analyzer
- SteelCentral AppInternals
- SteelCentral NetSensor
- SteelCentral Dashboards

Riverbed Professional Services

- Technical Resident Service
- Application Performance Troubleshooting

**Benefits**

- Reduces root-cause identification time in tax war-room to minutes
- Decreases troubleshooting time by more than 80%
- Enables other groups within Intuit to use performance-management dashboard functionality to solve problems on their own
- Readies the company to seize opportunities presented by cloud and SaaS

### Solution: Performance analysis services team equipped with Riverbed SteelCentral for end-to-end application visibility

Intuit created the Performance Analysis Services team to ensure the performance of critical applications running in the cloud.

Ted Turner, senior network engineer in Performance Analysis Services, which is part of Intuit's Communications Services group, explains how the Performance Analysis Services team came to be: "We're a software company and the developers' big question is, 'Is the network getting in the way?' We started a troubleshooting window on the network team to help developers dig in and identify if issues were application-related or network-related. Then the team was created, and disconnected from the network to focus purely on building the application infrastructure."

Across the organization, Intuit has approximately 72 tools for monitoring and managing some aspect of network or application performance.

The Performance Analysis Services team's preferred tool is the Riverbed SteelCentral solution. Their deployment includes:

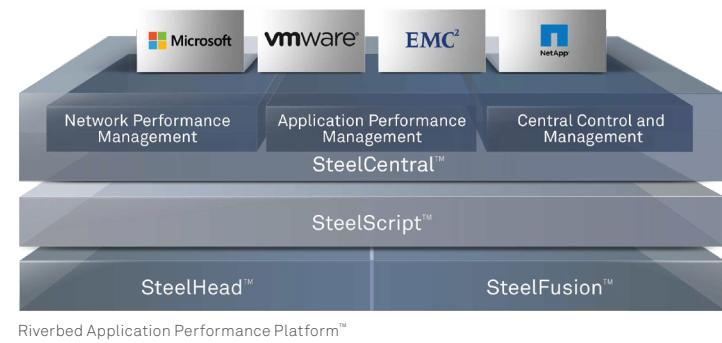
- **24 SteelCentral AppResponse appliances**—for network-based application performance and user-experience monitoring, with WTA™ (Web Transaction Analysis) for measuring response time at the page level
- **SteelCentral AppInternals software**—for enterprise-class application performance management (all licenses currently dedicated to monitoring TurboTax Online)
- **SteelCentral NetSensor software**—for agentless infrastructure and synthetic monitoring
- **SteelCentral Transaction Analyzer software**—for transaction trace-analysis and performance prediction
- **SteelCentral Dashboards**

# Product Names Cheat Sheet



## Product Naming

# Product Names Cheat Sheet



### OPNET, Cascade, NEOP » SteelCentral™

#### Network Performance Management

Old Name	New Name
Cascade® Profiler appliance	SteelCentral™ NetProfiler
Cascade® Profiler Virtual Edition	SteelCentral™ NetProfiler Virtual Edition

OPNET Unified Communications Xpert® software	SteelCentral™ UCExpert
OPNET AppSensor Xpert™ software	SteelCentral™ NetSensor

Cascade® Shark appliance	SteelCentral™ NetShark
Cascade® Shark Virtual Edition	SteelCentral™ NetShark Virtual Edition

Cascade® Pilot software	SteelCentral™ Packet Analyzer
Cascade® Pilot Personal Edition	SteelCentral™ Packet Analyzer Personal Edition

OPNET AppTransaction Xpert® software	SteelCentral™ Transaction Analyzer
OPNET AppTrace Xpert® software	SteelCentral™ Transaction Analyzer

Cascade® Gateway appliance	SteelCentral™ Flow Gateway
Cascade® Gateway Virtual Edition	SteelCentral™ Flow Gateway Virtual Edition

OPNET AppResponse Xpert® appliance	SteelCentral™ AppResponse
OPNET NetMapper® software	SteelCentral™ NetAuditor

OPNET NetPlanner® software (SP and IT Guru editions)	SteelCentral™ NetPlanner (single edition)
--	---

### Old Name      New Name

OPNET, Cascade, NEOP »	SteelCentral™
Flyscript »	SteelScript™
Steelhead »	SteelHead™
Granite »	SteelFusion™

OPNET VNE Server	SteelCentral™ NetCollector
OPNET Modeler® software	SteelCentral™ NetModeler
Cascade® Express	SteelCentral™ NetExpress
Cascade® Sensor appliance	SteelCentral™ NetShark

OPNET Modeler® software	SteelCentral™ NetModeler
Cascade® Express	SteelCentral™ NetExpress
Cascade® Sensor appliance	SteelCentral™ NetShark

OPNET Unified Communications Xpert® software	SteelCentral™ UCExpert
OPNET AppSensor Xpert™ software	SteelCentral™ NetSensor

Cascade® Shark appliance	SteelCentral™ NetShark
Cascade® Shark Virtual Edition	SteelCentral™ NetShark Virtual Edition

Cascade® Pilot software	SteelCentral™ Packet Analyzer
Cascade® Pilot Personal Edition	SteelCentral™ Packet Analyzer Personal Edition

OPNET AppTransaction Xpert® software	SteelCentral™ Transaction Analyzer
OPNET AppTrace Xpert® software	SteelCentral™ Transaction Analyzer

Cascade® Gateway appliance	SteelCentral™ Flow Gateway
Cascade® Gateway Virtual Edition	SteelCentral™ Flow Gateway Virtual Edition

OPNET AppResponse Xpert® appliance	SteelCentral™ AppResponse
OPNET NetMapper® software	SteelCentral™ NetAuditor

OPNET NetPlanner® software (SP and IT Guru editions)	SteelCentral™ NetPlanner (single edition)
--	---

Flyscript »	SteelScript™
Old Name	New Name
FlyScript® developer tools	SteelScript™ for Python
FlyScript® Python SDK	Open APIs

FlyScript® REST APIs	SteelScript™ Application Framework
----------------------	------------------------------------

FlyScript® Portal	
-------------------	--

Granite »	SteelFusion™
Old Name	New Name

Granite® appliance	SteelFusion™ Edge
Granite® Edge appliance	SteelFusion™ Edge Standard Edition

Granite® Edge Virtual Edition	SteelFusion™ Edge Virtual Edition
Steelhead® EX + Granite® appliance	SteelFusion™ Edge Enterprise Edition

Granite® Core appliance	SteelFusion™ Core
Granite® Core Virtual Edition	SteelFusion™ Core Virtual Edition

### Riverbed Technologies

Old Name	New Name
Riverbed® BlockStream™ software	Riverbed® BlockStream™ Technology

Riverbed® Optimization System (RiOS®) solution/RiOS® system	Riverbed® Optimization System (RiOS®)
Riverbed® SkipWare® software	Riverbed® SkipWare®

Riverbed® TurboCap® Driver software	Riverbed® TurboCap® Driver
Riverbed® SteelStore™ Connector for Symantec OpenStorage	Riverbed® SteelStore™ Connector for Symantec OpenStorage

### Wireshark Enhancement Products

Old Name	New Name
Riverbed® AirPcap® (Classic software, TX software, NX software)	Riverbed® AirPcap (Classic, TX, NX)

### No Changes

Riverbed® Gigabit NIC	
Riverbed® Command-Line Interface	

Riverbed® Turbocap® NIC	
Riverbed® WinPcap® software	

Wireshark® software	
---------------------	--

If you have questions, contact your Riverbed channel sales manager.

### About Riverbed

Riverbed, at more than \$1 billion in annual revenue, is the leader in application performance infrastructure, delivering the most complete platform for the hybrid enterprise to ensure applications perform as expected, data is always available when needed, and performance issues can be proactively detected and resolved before impacting business performance. Riverbed enables hybrid enterprises to transform application performance into a competitive advantage by maximizing employee productivity and leveraging IT to create new forms of operational agility. Riverbed's 26,000+ customers include 97% of the Fortune 100 and 98% of the Forbes Global 100. Learn more at [riverbed.com](http://riverbed.com).



**riverbed®**

Solution Provider Session (SPS124)

# Delivering Competitive Advantage to Clients: JLL & Riverbed Partnership

---



**Edward Wagoner**  
Americas CIO, JLL

Thursday, October 8  
10:15 – 10:45 am  
Dolphin-Americas Room

## Delivering Competitive Advantage to Clients: JLL & Riverbed Partnership

JLL Americas CIO Edward Wagoner will discuss the Fortune 500 company's unique technology and business methodologies, including Riverbed's role empowering the firm's 58,000 global employees to provide excellent client service. An InformationWeek Elite 100 firm, JLL specializes in commercial real estate services, using technology to build value and competitive advantage for organizations worldwide.

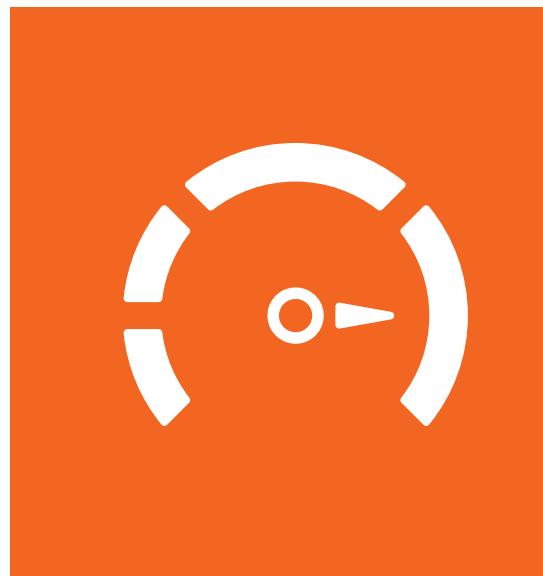
---

**JOIN US AT OUR SESSION  
AND ENTER TO WIN  
A NEW IPAD AIR!**

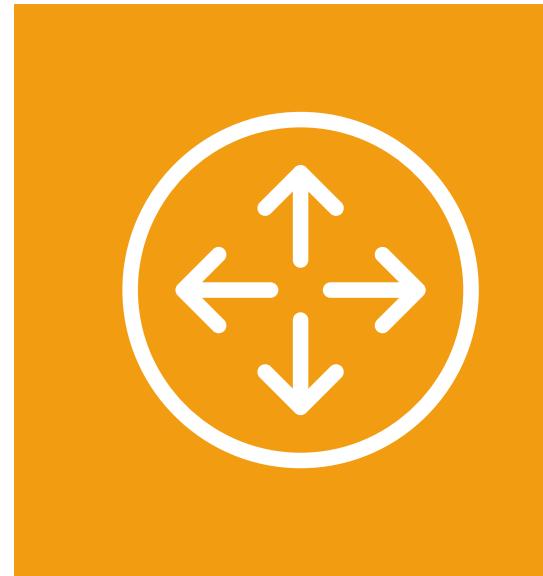


**riverbed®**

# Partner Competencies Icons



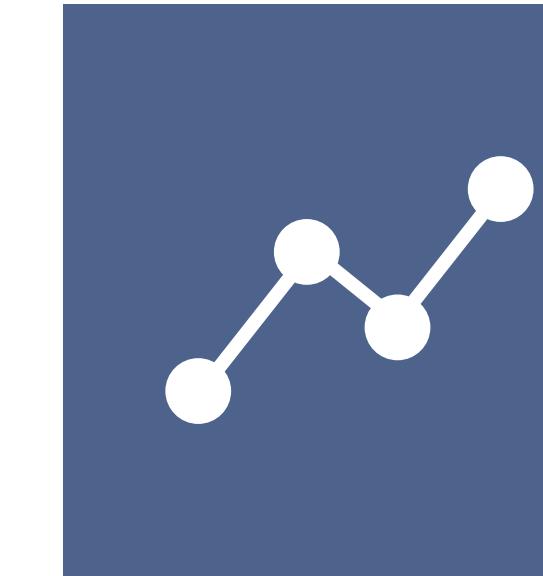
WAN Optimization



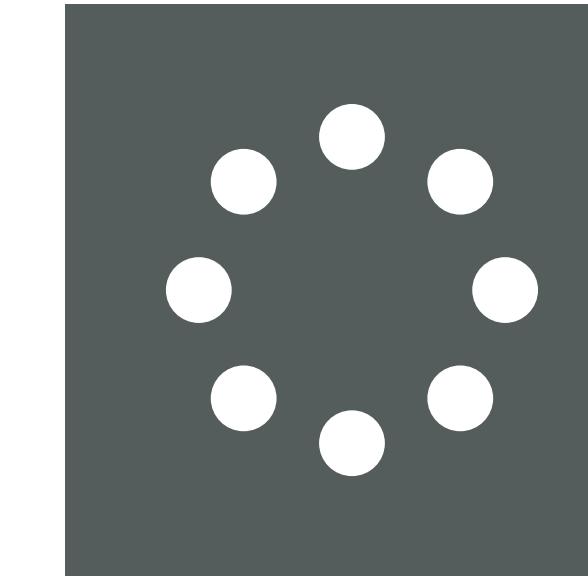
APM



Storage Delivery



NPM



General

Partner Competencies				New Partner Competency
Action	#	Competency Name	Status	Reg Prod Discount
Edit   Del	1	WAN Optimization (W)	<input type="radio"/> Inactive	20%
Edit   Del	2	Performance Management (PM)	<input checked="" type="radio"/> Active	35%
Edit   Del	3	Storage Delivery (SD)	<input type="radio"/> Inactive	20%
Edit   Del	4	Application Delivery (AD)	<input type="radio"/> Inactive	20%
Edit   Del	5	General	<input checked="" type="radio"/> Active	Not Applicable

Old Icons

Partner Competencies				New Partner Competency
Action	#	Competency Name	Status	Reg Prod Discount
Edit   Del	1	WAN Optimization (W)	<input type="radio"/> Inactive	20%
Edit   Del	2	Application Performance Management (APM)	<input checked="" type="radio"/> Active	35%
Edit   Del	3	Storage Delivery (SD)	<input type="radio"/> Inactive	20%
Edit   Del	4	Network Performance Management (NPM)	<input type="radio"/> Inactive	20%
Edit   Del	5	General	<input checked="" type="radio"/> Active	Not Applicable

New Icons

## Partner Network Program Logos

---



# Infographics

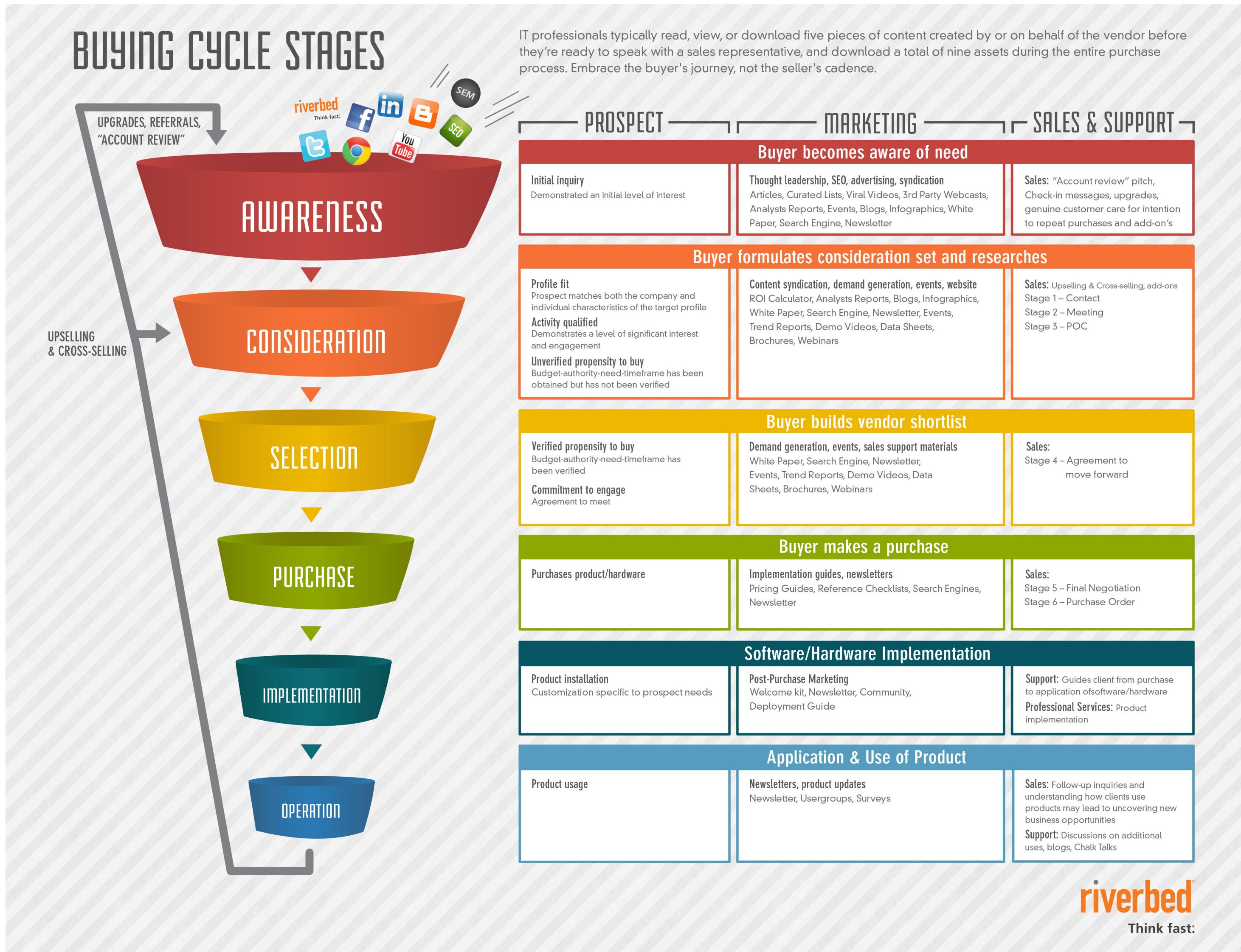
## // Buying Cycle Stages

My first interactive infographic from 2013 at Riverbed.

I collaborated with my co-intern [Jerilyn Guerrero](#) with some of the design and did 100% of the coding.

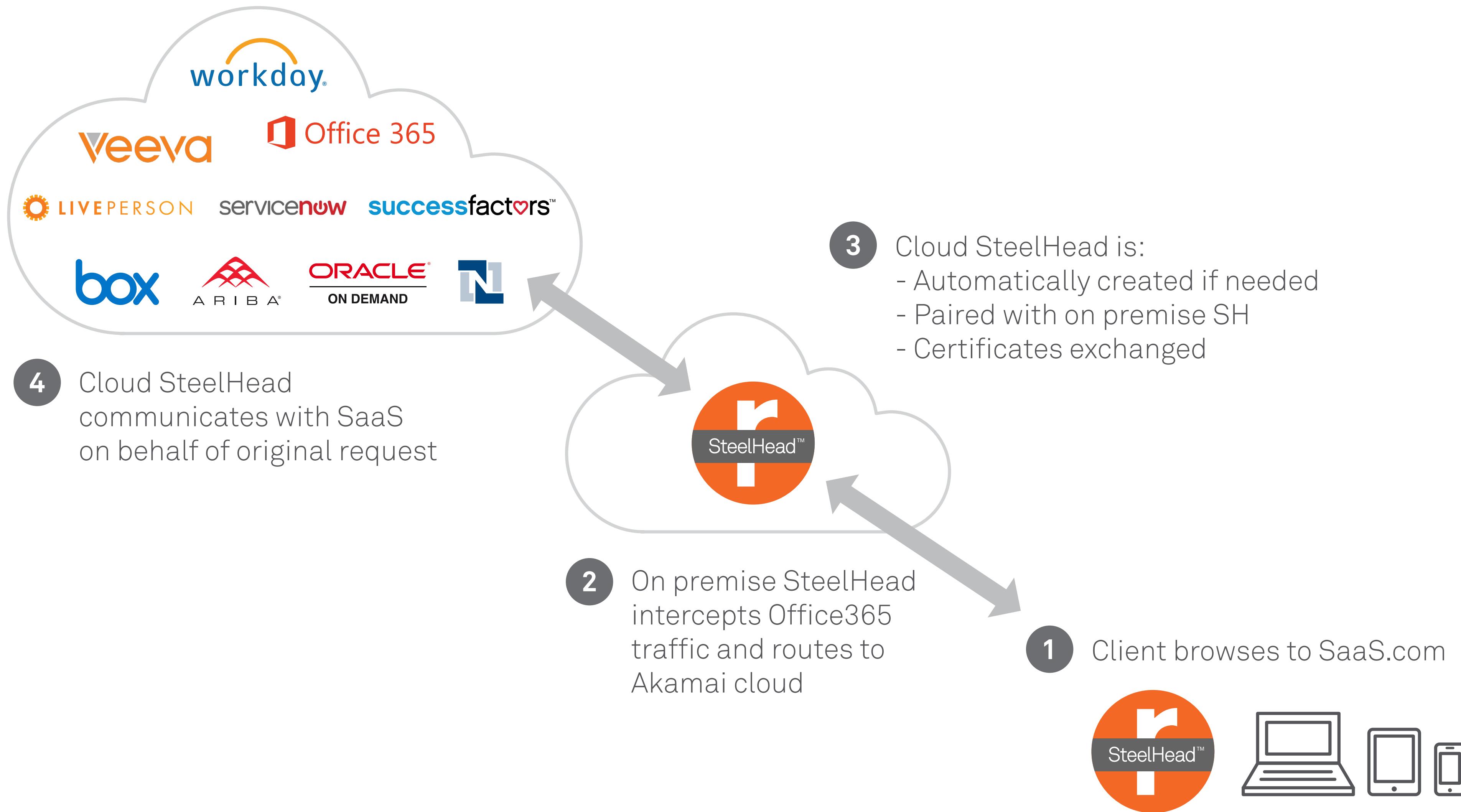
This infographic is (Desktop Only) due our timeframe. Would have loved for this to be responsive and also made with more javascript instead of pure html/css.

[View Infographic](#)



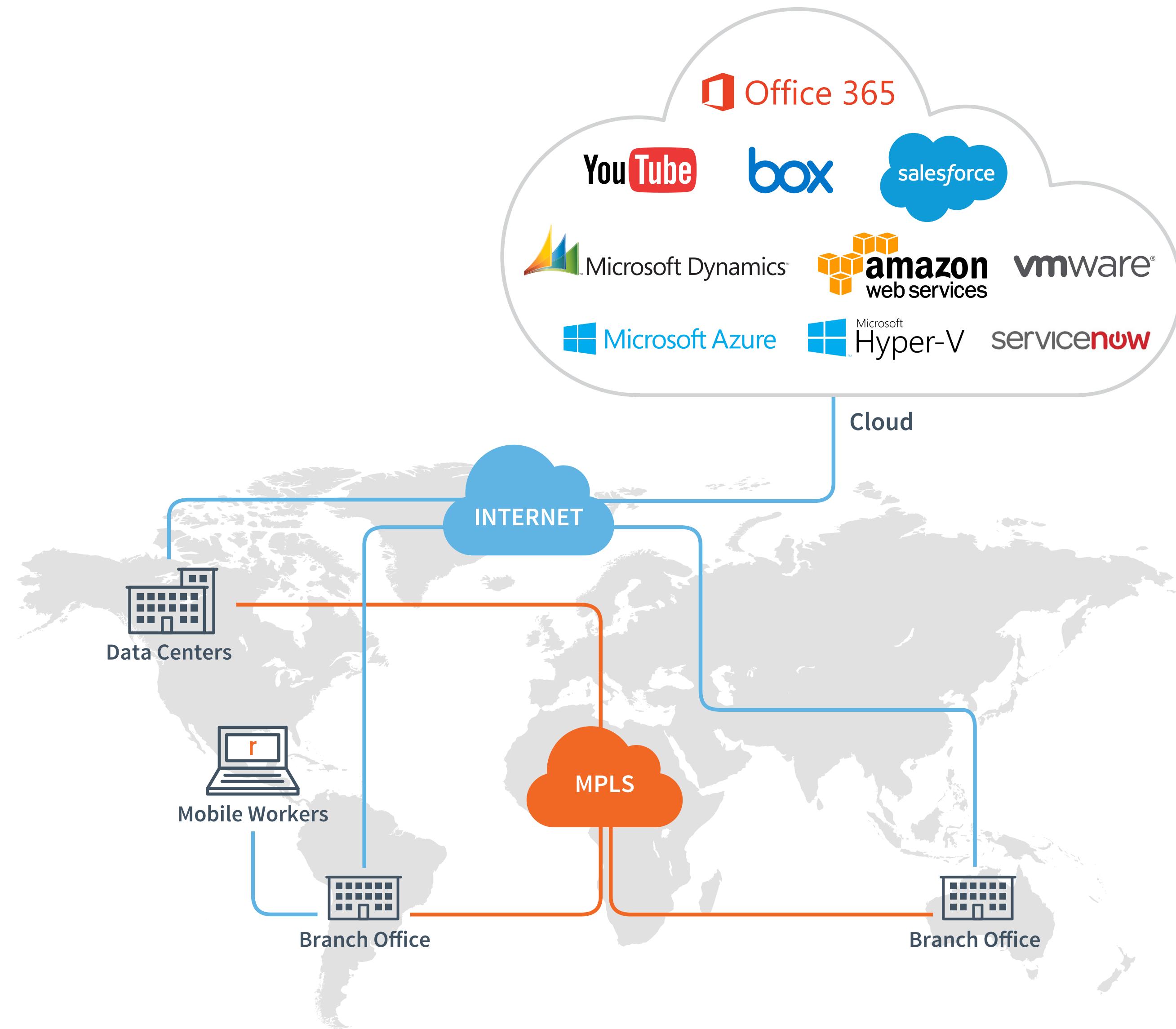
# Infographics

// SteelHead 9.1



# Infographics

## // RIV - WAN Optimization



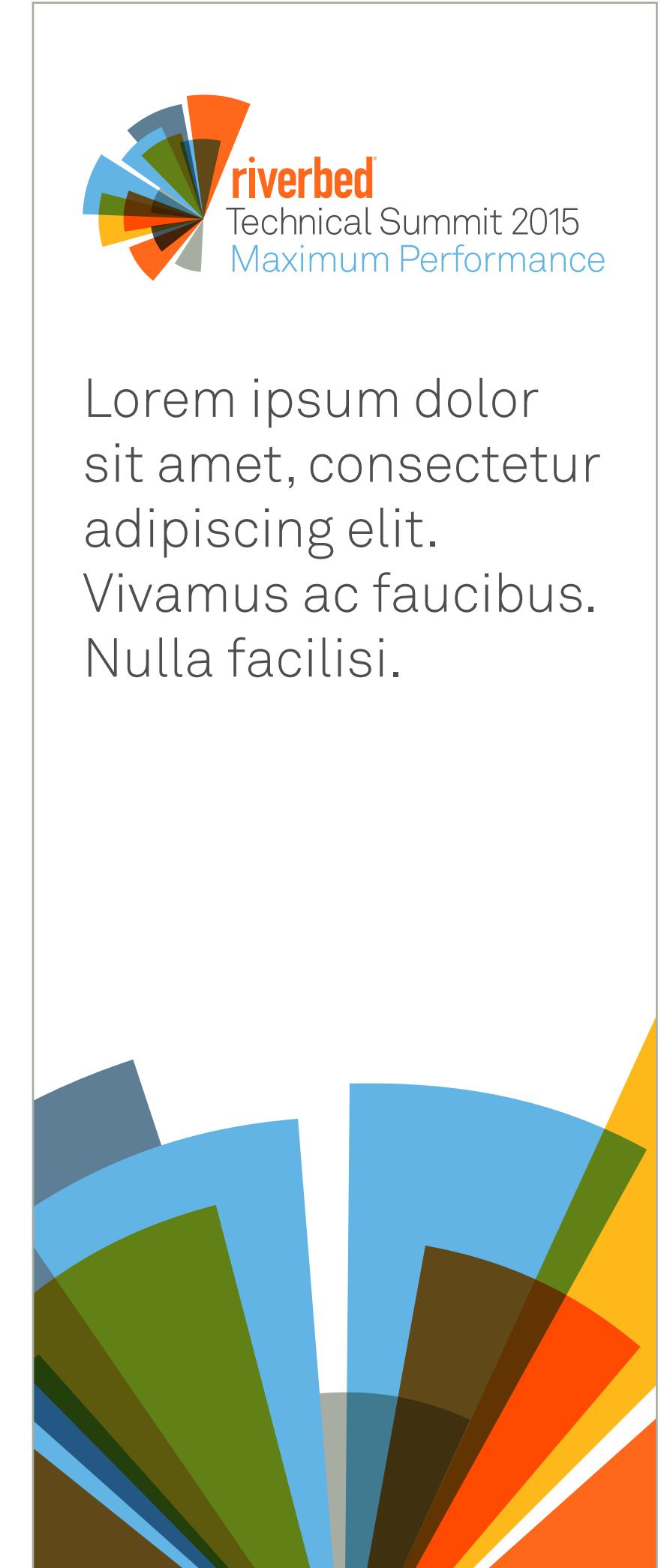
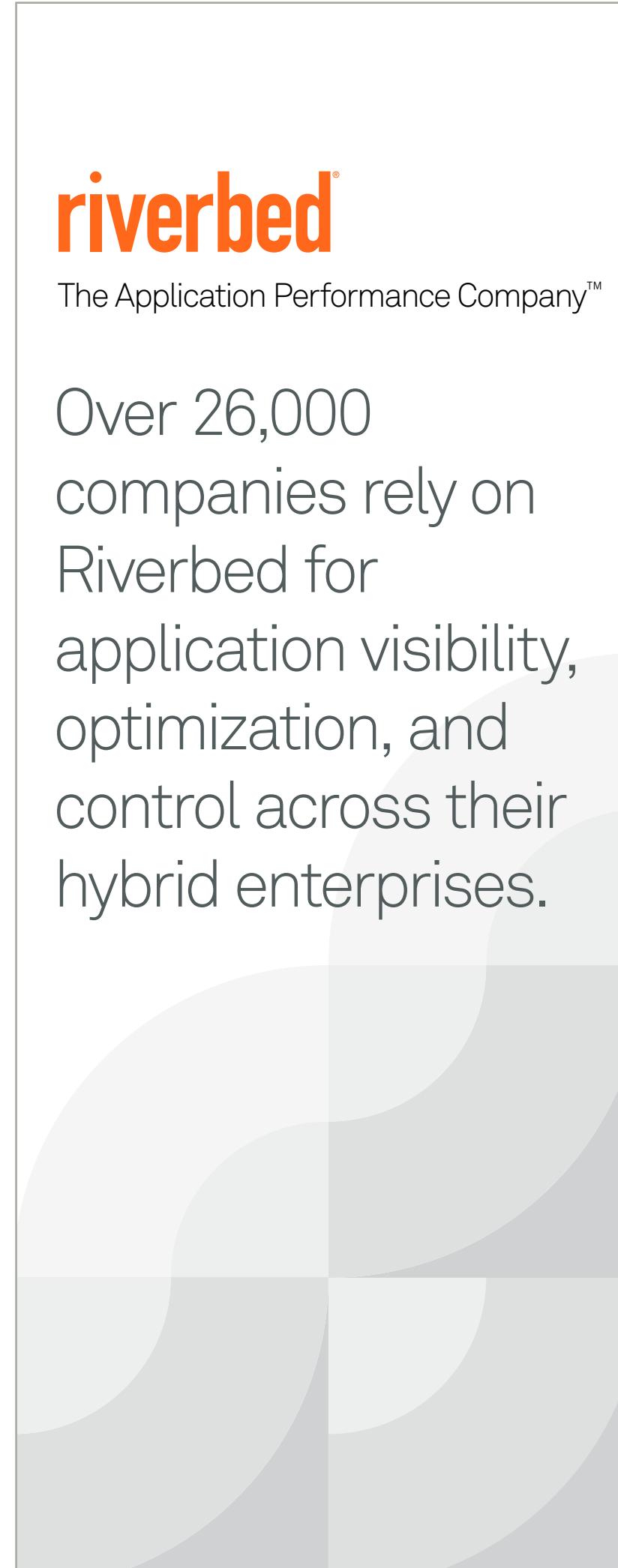
## Booth Graphics & Signage



# Booth Graphics & Signage

---

## // Pull-Up Banners



## T-Shirt Designs

---

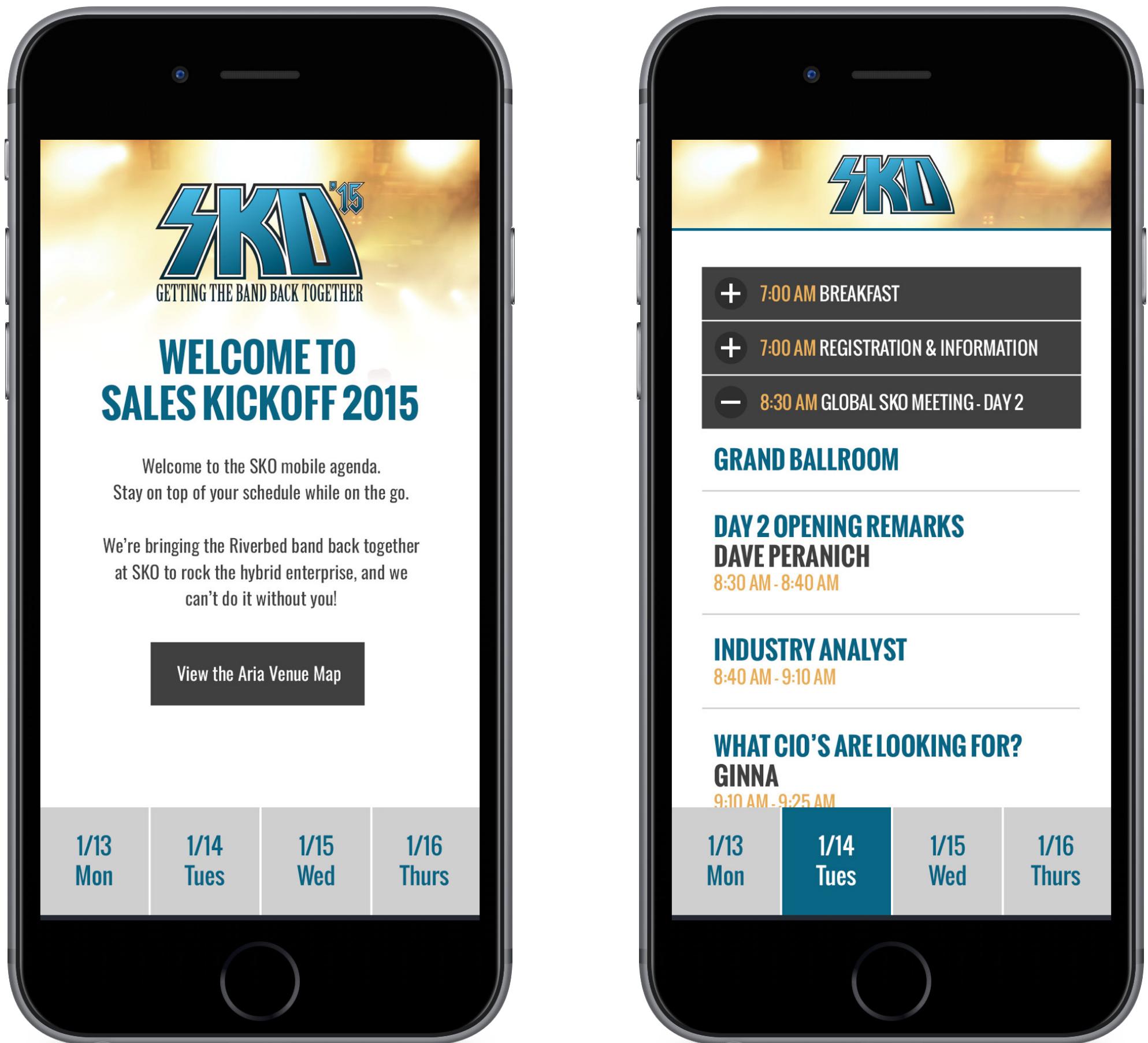


## T-Shirt Designs

---



# SKO Mobile Agenda



The SKO mobile agenda was my biggest project for myself every year at Riverbed. Visual Design, UX/UI, and Web Development was all done by yours truly.

The agenda works cross platform for all screens from desktop to mobile. Over 500+ people used this agenda to navigate throughout the event.

All updates were made through an FTP to a web server live whenever changes were made.

[View Agenda](#)

## SKO Marquee Display



The SKO Marquee Display was made for multiple monitors around the venue. The displays showcased information about events, seminars, and happy hours.

The overall design of the sign was made by me as well as the background animations of the sign itself.

The text animations and typography treatments were made by my senior designer [Chris Jensen](#).

[View Display Animation](#)



The Riverbed Technical Summit 2015 logo was made in collaboration of myself and my senior designer [Chris Jensen](#).

# Technical Summit

## // Stage Animations



This animation was made for the main stage of the event on a 30 second loop as guests took their seats.  
All animations were made by me using After Effects.

[View Stage Animation](#)

# Thank You.

[riverbed.com](http://riverbed.com) | [kevinchisaki.com](http://kevinchisaki.com)