

# Riverbed Launch Briefing - WAN Optimisation

Submitted by: Mulberry Marketing Communications

Thursday, 4 November 2004

---

WAN (Wide Area Network) optimisation specialist Riverbed [www.riverbed.com](http://www.riverbed.com) is launching in the UK and Continental Europe. The launch follows hot on the heels of Riverbed's spectacular take off in the US.

We invite journalists to meet Riverbed's European head, Rob Mustarde, for an in depth briefing on its powerful new technology on 15th or 18th November.

Riverbed's Steelhead appliances simplify IT management and makes applications across WANs perform up to 100 times faster. They enable organisations with offices in multiple locations to consolidate resources and lower costs without limiting performance for remote office users. The technology offers a foundation for a new era of the serverless office.

Steelhead appliances are a truly unique combination of technologies enabling customers to consolidate IT infrastructure, improve application performance, improve security and compliance and reduce bandwidth consumption. The appliances are the first to minimise the impact of both the primary causes of slow application performance over the WAN: limited bandwidth and high latency.

If you would like to receive an in-depth one-to-one briefing in London on Monday 15th November or Thursday 18th November please contact Alison King [aking@mulberrymc.com](mailto:aking@mulberrymc.com) or James Hughes [jhughes@mulberrymc.com](mailto:jhughes@mulberrymc.com) on 0207 928 7676.

Telephone interviews may also be available on request.