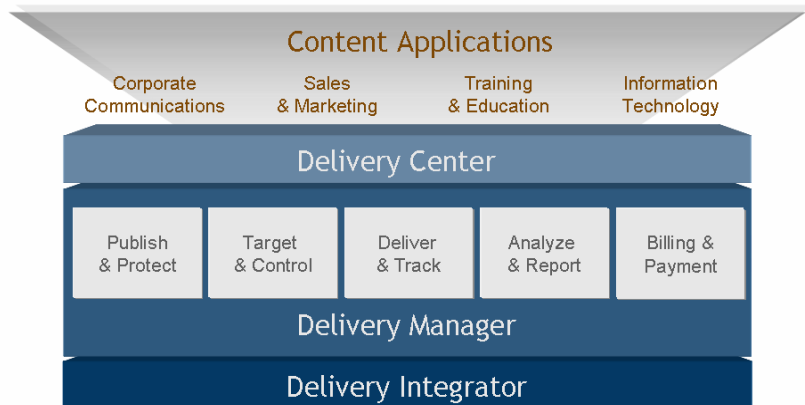


Ignite provides the industry's most secure and scalable Content Delivery Solution, enabling customers to efficiently publish, deliver, and manage digital assets – from rich media content for training and communications to software patches and virus updates – to anyone, anywhere, at any time. Ignite's patented Content Delivery Solution overcomes network and connectivity constraints that have limited the ability to reach online audiences with the highest quality, secure rich media. Ignite's Solution has been deployed around the globe at companies like Accenture, BearingPoint, Sabre, and Procter & Gamble.



## Enterprise-Wide Reach

Enterprises are changing. The rapid expansion of highly-distributed and complex computer systems with a wide variety of network, hardware, and software environments has created challenging systems management issues. Mobile computers, which often serve dual-purpose roles inside and outside the corporate environment, have only added to the complexity. Point solutions attempt to address some of these issues but are unable to reach 100% of corporate users. Only Ignite offers a well-proven, integrated solution that can reach any system, anywhere, regardless of network connection type, with complete tracking, reporting, and security capabilities.

Ignite's Content Delivery Solution has been deployed across hundreds of thousands of users around the globe to efficiently deliver all types of digital content – from full screen video to critical software updates. Ignite goes far beyond generic content delivery to provide the robust resources you need for a full spectrum of content applications. Enterprise users in Corporate Communications, Sales & Marketing, Training & Education, and Information Technology can quickly realize tangible benefits from deploying the Ignite solution.

## Meeting Critical IT Needs

When it comes to enterprise-wide software delivery and updates, Ignite gives you unprecedented global reach while efficiently leveraging your existing infrastructure. The Ignite solution provides reliable and usable

computer system inventory, asset management, software delivery, and patch management functionality.

This document describes how actual Ignite customers have benefited from using the Ignite solution and how the various components of the solution can give *your* IT department the same advantages.

## Usage Scenarios

Ignite's Content Delivery Solution provides the power and flexibility to meet your most challenging software distribution demands. For example, a global management consulting company with over 100,000 employees around the world uses the Ignite solution to deliver the latest software, firewall security, virus definitions, and operating system patches in a secure and cost-effective manner. Ignite enables the company to minimize end-user interaction and costs so it can reliably update its computers worldwide faster than ever before.

The following additional usage scenarios demonstrate some of Ignite's many practical applications.

### Computer Asset Management

Enterprises around the globe use Ignite's System Inventory module to keep track of deployed assets throughout their organizations, regardless of physical location. Ignite automatically links a computer system to its user, so accurate usage and hardware information is available at all times. In addition, Ignite's flexible reporting capabilities allow inventory data to be easily

exported from the Ignite system and imported into other enterprise data mining or analysis tools.

### Security Patch Delivery

Administrators can use Ignite to reliably deploy security patches to any or all computers under their control. Ignite's background delivery not only delivers, but also manages the installation of the updates and reports on completion of this process – even if the user is not online at the time of installation.

### Virus Definition Updates

Most commercial virus protection applications have the ability to periodically update themselves. However, none of these applications can report on the virus protection status of all the computers within an organization, especially those which remotely access the corporate network or are always being used in the field.

Ignite's background delivery, offline execution, installation tracking, and reporting capabilities allow Administrators to account for all computers within their organization and ensure that they are up to date on virus definitions. In addition, the Reporting module's export capabilities can be used in conjunction with a company's own security, VPN, and network access systems to prevent a computer with outdated virus definitions from accessing sensitive corporate network resources until its virus definitions are brought up to date.

### Driver Updates

As hardware vendors issue increasingly frequent driver updates, IT organizations often struggle to keep users up to date. This problem is further complicated by the lack of simple, centralized driver tracking mechanisms.

Ignite's System Inventory module gives Administrators the ability to continuously query, track, and monitor drivers. Administrators can set up criteria based on computer attributes and target computers based on specified criteria. Ignite's robust targeting module enables targeting, delivery, installation, and tracking of specific driver installations. For example, if an Administrator runs an inventory of all new and existing equipment and determines that a new driver is needed for a specific model of laptop containing a specific video chip, the Administrator can target and install the new driver to only the computers meeting those criteria.

### Capacity Monitoring and Reporting

Administrators can schedule recurring system inventory events to execute hardware and software inventories at regular intervals. Since results of these inventories are

stored on a centralized server, trend analysis can be performed on an individual computer or group basis. For example, IT Managers can use trend analysis of disk space usage to make more informed decisions about future technology purchases.

### Specific File Searches

Ignite's System Inventory module gives Administrators the ability to perform wildcard searches to locate and report on all occurrences of a specific wildcard. For example, in a Windows environment, .DLL conflicts are commonplace. To help resolve these conflicts, an Administrator can instruct the System Inventory module to search any or all computers for all occurrences of a specific .DLL. The next time a user's computer polls, it will receive that instruction, execute it, and return the results to the central Ignite database, where the Administrator can view or report on it. Since the data contains date/time, version, location, and other information, the Administrator can then determine what action, if any, is needed on any given computer. Further instructions can be sent to individual computers to remove or replace specific .DLLs, if needed.

### Ignite's Content Delivery Solution

Now that you've seen some of the ways Ignite customers have benefited, let's see how the major components of the Ignite solution can help make *your* software delivery process even more efficient and easier to manage.

The mission of Ignite's delivery technology is to identify and leverage the most secure and efficient routes for delivery based on individual user needs and content delivery demands. Ignite is built on a client/server platform, with the client (Delivery Center) and server (Delivery Manager) connected via private (e.g., corporate) and/or public (Internet) networks.

### Ignite Delivery Center

The Ignite Delivery Center enables confirmed, efficient, and secure delivery of your content to end user desktops and other mobile devices. Administrators can proactively deliver software patches and updates, and end users can request software from the Delivery Center in the same way they would make these requests from a Web portal. For example, if a user requests a copy of Microsoft Office, Ignite will securely deliver and install the software and also provide a record of the delivery and installation for software inventory auditing purposes.

With the Ignite Delivery Center, your employees, business partners, and customers can reliably and

securely receive software deliveries, regardless of where they are or how they are connected to the Internet. Ignite's intelligent routing and delivery processes ensure that your users experience fast delivery and access to content wherever they are, notwithstanding global or local traffic conditions.

### Ignite Delivery Manager

The Ignite Content Delivery Solution is built on a single unified publishing, packaging, and delivery platform. The Delivery Manager is a web-based application comprised of modules that support your workflow and lifecycle of publishing and delivering content: Publish & Protect, Target & Control, Deliver & Track, and Analyze & Report. In addition, this centralized application enables administration of user and system level roles, security parameters, and delivery options.

Following is a brief overview of how each Delivery Manager module improves the software delivery process.

#### Publish & Protect

Ignite's Publishing capabilities are provided via an easy-to-use web-based application that enables Administrators to inventory and combine pieces of content into delivery packages. Ignite's easy-to-use publishing wizards provide a streamlined method to publish and control the delivery of your content.

Administrators have several options to control the delivery method for each content package. For example, Administrators can specify how they want the content to be delivered: pushed and/or pulled on demand. The Ignite platform provides "application politeness" which helps avoid interruptions to an end user's normal activities. For example, content downloads and notifications can be suspended when critical applications are running on the end user's computer. Certain content or communications, such as virus description updates, system security patches and company-wide alerts, may require urgent delivery. In those cases, the Ignite platform can be instructed to force a non-polite delivery of content to targeted end users. In addition, Administrators can choose when and how users are notified of new content deliveries (e.g., via an on-screen notification or via a customized email). Administrators can also choose not to notify users at all. For example, the Administrator can choose a silent, background install for virus patch upgrades. For additional information about Ignite's delivery technology, please refer to the *Ignite Delivery Technology Overview*.

Ignite protects your content during all phases – publishing, targeting, delivery, receipt, and use – through a multi-layer combination of encryption, digital signatures, and DRM capabilities. Multiple security barriers around your critical assets provide the most secure protection possible, making unauthorized content capturing, viewing, duplicating, and altering virtually impossible. For complete details on Ignite security, please refer to the *Ignite Security Overview*.

#### Target & Control

Ignite's Targeting capabilities enable Administrators to pinpoint the delivery of content to whom and to where it is needed by performing criteria-based distributions. The Ignite Targeting module uses data collected through system inventories (discussed later in this document) to build a rich set of targeting criteria in real time. For example, a security package can be targeted to all computers that match the following criteria: Windows XP, service pack 2, along with Windows Media Player 9 with DirectX version 10. Ignite's targeting engine allows you to deliver content to millions of users based on complex criteria in real time.

Ignite's Targeting module also supports delivery triggers, which are set by rules that can be invoked to create customizable delivery events. For example, you can set up an event trigger to automatically send security patches to out-of-date computers, such as those that do not have the latest Microsoft patches. These event triggers can be based on regularly scheduled time intervals or when a computer's System Inventory data is processed (see below for details about System Inventory).

In addition, a set of checks and balances produces an auditable chain of custody, enabling you to establish a customized, secure content control and approval process.

#### Deliver & Track

Ignite's powerful, patented delivery technology enables you to centrally manage and control your content delivery network. Ignite's bandwidth management intelligence and delivery optimization technology provide for low- to no-impact delivery of large files over your network.

The Delivery Center client polls the Delivery Manager on a regular basis looking for new deliveries or requesting an on-demand delivery. Based on delivery rules established during the Publish & Protect process, the client is notified that a new Delivery Package is available and is provided with the names of each content element,

along with digital signatures of each file to validate the content's authenticity. Ignite uses an Intelligent Delivery Optimization (IDO) hierarchy to efficiently and politely deliver content. For more information about IDO, please refer to the *Ignite Delivery Technology Overview*.

### Analyze & Report

With Ignite's Reporting capabilities, business users and Administrators can quickly and easily measure the effectiveness of content deliveries. Ignite's Reporting goes beyond just summary information to provide true business analytics, which help you identify trends and patterns. This feature allows you to respond to dynamic content demands automatically and in real time. Ignite's analysis can occur at an aggregate level or at a granular level – even down to an individual person or a single device. For example, the Administrator can run a report to see what software is installed on all company computers so they can find out how many people in the company have a particular application and compare this information to the number of licenses purchased.

### Ignite Delivery Integrator

Ignite's Delivery Manager is built on open standards and Web Services/XML-based design features that provide an extensible platform for integration with existing enterprise applications and data sources. By using these secure interfaces, existing applications and data can be leveraged as sources of content, directory lists for targeting and delivery of content, as well as initiating triggering events for delivery of content.

For additional details about the Ignite Content Delivery Solution, please refer to the *Ignite Content Delivery Solution Overview*.

### System Inventory Fundamentals

Ignite's System Inventory module allows you to gather detailed inventory information about installed computers and then store that data in a centralized database. Delivery Manager sends inventory-gathering policy definitions (e.g., what data should be gathered and when) to all Delivery Centers. Data gathered by the System Inventory module is compressed, encrypted, and politely upstreamed to the Ignite Delivery Manager to ensure data security.

System inventory data is accessible for reporting, targeting, grouping, and on-demand criteria purposes. The data can be used by other modules, such as Analyze & Report, and it can also be used as profile information to filter end users or computers for reporting and targeting. For example, the Administrator can

choose to send an updated driver or patch to computers that meet specific criteria captured via the System Inventory module.

### Data Categories

Data captured by the System Inventory module includes attributes of the following categories:

- **Installed Software** – CODECs, desktop configuration, operating system, etc.
- **Hardware** – 1394 controllers, buses, CD-ROM drives, etc.
- **Network Information** – default gateway, DNS search order, clients, etc.
- **File Search** – by type, name, content, etc.
- **Registry Data** – registry key, registry value or registry hive (up to three levels deep)
- **Exchange Profile Information** – complete Microsoft Exchange information
- **Symantec & McAfee Anti-Virus Properties** – information regarding what anti-virus programs are running on a computer and when they were last updated

### Asset Management Module

Administrators can use Ignite's Asset Management Module to manage their enterprises' IT assets, regardless of the device or location. This data can be used to:

- enforce compliance with corporate software policies
- maintain software license integrity
- accurately predict procurement budgets
- create ad-hoc reports
- target content

For example, you can see how many assets, such as computers, printers and routers, you have in your organization at any given point in time. You can also see how many of these assets have been sent in for service, how many have been scrapped, and how many are in use. You can even track the movement of assets between people within your company and integrate the Asset Management module with your fixed asset system so you can make informed decisions about when to replace assets.

This module can be accessed via any Internet connection. Data can easily be imported from and exported to your current asset management system. Updated asset information is derived from polling your network nodes. The Asset Management module uses System Inventory information to update all asset information, including tracking changes of ownership, changes of location, etc.

## Summary

The Ignite Content Delivery Solution meets your most critical needs for reliable and usable computer system inventory, asset management, software delivery, and patch management functionality. Only Ignite offers a well-proven, integrated solution that can reach any computer, anywhere, regardless of network connection type, with complete tracking, reporting, and security capabilities.

To experience Ignite's Content Delivery Solution firsthand, visit [www.ignitetechnology.com](http://www.ignitetechnology.com) and click on the "Experience Ignite" link.

## Measurable, Real-World Results

Ignite's customers consistently achieve tangible software delivery success. For example:

- A large global management consulting and technology services firm **delivered over 30 Terabytes of software updates in 10 months with less than 1% passing through its corporate WAN.**
- A large global enterprise needed to reach more employees with quicker, guaranteed delivery of software updates. Using Ignite, the enterprise was able to **reach 98% of its almost 21,000 devices with critical software updates in 28 countries in less than 48 hours.**