

# Riverbed Releases Results of Semi-Annual Customer Survey

## Fall 2008 Survey of more than 1,000 Customers Highlights Cost Savings, Application Performance, Virtualizing IT Infrastructure and Improving Overall IT Performance as Top Purchase Motivators

**San Francisco – November 21, 2008** – Riverbed Technology (Nasdaq: RVBD), the technology and market leader in wide-area data services (WDS), announced today the results of its semi-annual customer survey conducted in October 2008. King Research, an independent marketing research firm serving technology companies for over thirteen years, conducted field research and provided analysis for the semi-annual customer survey. For this Fall '08 survey, more than 1,000 customers from companies of all sizes responded from around the globe. According to King Research, overall customer satisfaction with Riverbed® products, technical support and professional services exceeds the industry norm. With nearly 88% of customers surveyed saying that they would recommend Riverbed products and services to friends or colleagues, the survey results show that Riverbed and its wide area network (WAN) optimization products deliver as promised.

The semi-annual survey of Riverbed customers takes a third-party objective look at customer satisfaction with Riverbed products, technical support and professional services, supporting the company's focus on continuous product improvement and customer satisfaction. It also looks at the applications Riverbed customers are accelerating with Riverbed Steelhead® products, as well as customer purchase motivations, other vendors considered in the purchase process, and why customers continue to select Riverbed over the competition.

### **Customer Satisfaction**

87% of the customers surveyed gave Riverbed an overall company rating of eight or higher on a scale of 1 (poor)—10 (excellent), while a full 66% of respondents gave Riverbed a nine or 10 in overall customer satisfaction. Product performance, hardware and software quality and management capabilities were all highly rated, with application performance peaking at 8.8 out of a perfect 10. The Riverbed technical support team also received exceptional scores, with expertise of support engineers coming in at 8.7 out of 10.

"In the multitude of customer satisfaction studies we have conducted for technology companies over the past thirteen years, results have shown that the Riverbed customer base is among the most loyal and enthusiastic. The overall scores reported are some of the highest that we have seen," said Diane Hagglund, managing director for King Research. "Overall, Riverbed customers are thrilled with the cost savings across their IT infrastructure, application performance and ease-of-deployment and management of Steelhead products as well as with the knowledge and responsiveness of the company's global services organization."

"Riverbed offered the only complete WAN optimization solution built from the ground up to address a broad set of business requirement delivery challenges we faced with our IT infrastructure," said Emile Rashkovich, CIO and Senior Vice President, Sentinel Real Estate Corporation. "Once we tested Steelhead appliances in our environment, the buying decision became easy because Riverbed clearly out-



performed the competition and was much easier to deploy. It's one of the few technologies that works as advertised and has helped us save money across our IT infrastructure, while delivering on the performance requirements of the business.”

### **The Competitive Landscape:**

The data suggests that the competitive landscape remains largely unchanged. For WAN optimization, the only meaningful competitor to Riverbed remains Cisco WAAS. This complements additional analysis conducted by Riverbed that shows the company continues to maintain a 90% average win rate against Cisco, as well as all tier two competitors, driven by superior technology, customer support and ROI. Riverbed is well-known in the marketplace as the only vendor to provide the best-of-breed, integrated WAN optimization platform that deduplicates redundant data and accelerates the broadest range of application protocols for remote offices, data centers and mobile workers across WANs.

Customers are using Riverbed Steelhead products to consolidate and accelerate more applications than the competition, including Windows file sharing, Microsoft Exchange 2003, 2007 and 2008, Microsoft SharePoint, web-based applications, MS-SQL, FTP, backup/replication, custom applications, CAD, Oracle, VMware, Citrix, SAP, NFS, SSL applications, document/content management, Lotus Notes, streaming media and others. In fact, smart CIOs and IT managers know that Riverbed is the only end-to-end platform that can optimize performance while lowering the cost of their entire IT infrastructure, which is a strong value proposition in any economic environment. Customers can also extend their IT cost savings through consolidating more servers within their branch offices on the Riverbed Services Platform (RSP), including unified threat management, IP address management, active directories and domain controllers, print servers and streaming media.

### **Customer Purchase Motivations: Speed, Simplicity and IT Cost Savings**

King Research surveyed the Riverbed customer base to determine their primary business reasons for selecting Riverbed as one of their strategic IT partners.

- 79% of respondents selected Riverbed for application acceleration
- 60% of respondents selected Riverbed to reduce costs by saving bandwidth
- 32% of respondents selected Riverbed to consolidate and virtualize IT infrastructure

Other considerations included disaster recovery or backup acceleration, laptop/mobile worker collaboration and productivity, recommendations from colleagues and third-party experts, and the company's position as the WDS market and technology leader.

### **The Mobile Workforce: A Major Factor**

64% of customers surveyed said that acceleration of mobile worker collaboration and productivity has become a priority. According to the survey, the top three complaints from the mobile workforce were:

- Application performance (80%)
- Connectivity (72%)
- Security (9%)



Conversely, IT managers surveyed rank security as their top priority (49%) and application performance (25%) second when developing their IT infrastructure for mobile workers. With Steelhead Mobile 2.0, customers can get the best of both worlds with the benefits of up to 80X application performance improvement and SSL security out to their mobile workforce.

"In this tough economic environment, CIOs are under the gun to deliver an IT infrastructure that is optimized for performance and cost," said Eric Wolford, senior vice president of marketing and business development at Riverbed. "We are pleased to, once again, hear from our customer base that Riverbed products have been an enabling technology to keep key constituents in the business happy, from the CEO to the CFO to the remote worker thousands of miles away from headquarters."

### **Steelhead Products**

Riverbed WDS solutions enable organizations of all sizes to overcome a host of severe problems, including poor application performance and insufficient bandwidth at remote sites. By speeding the performance of applications between data centers, remote offices and mobile workers by five to 50 times and in some cases up to 100 times, the Riverbed award-winning Steelhead WDS products enable companies to consolidate IT, improve backup and replication processes to ensure data integrity, and improve staff productivity and collaboration. Steelhead products have been deployed in organizations ranging from the world's largest corporations with offices around the globe to small companies with a couple of sites that are just miles apart. To learn more, view Riverbed's demo: [www.riverbed.com/pr/jack](http://www.riverbed.com/pr/jack).

### **Forward Looking Statements**

This press release contains forward-looking statements, including statements relating to the expected demand for Riverbed's products and services, and statements relating to Riverbed's ability to meet the needs of distributed organizations. These forward-looking statements involve risks and uncertainties, as well as assumptions that, if they do not fully materialize or prove incorrect, could cause our results to differ materially from those expressed or implied by such forward-looking statements. The risks and uncertainties that could cause our results to differ materially from those expressed or implied by such forward-looking statements include our ability to react to trends and challenges in our business and the markets in which we operate; our ability to anticipate market needs or develop new or enhanced products to meet those needs; the adoption rate of our products; our ability to establish and maintain successful relationships with our distribution partners; our ability to compete in our industry; fluctuations in demand, sales cycles and prices for our products and services; shortages or price fluctuations in our supply chain; our ability to protect our intellectual property rights; general political, economic and market conditions and events; and other risks and uncertainties described more fully in our documents filed with or furnished to the Securities and Exchange Commission. More information about these and other risks that may impact Riverbed's business are set forth in our Form 10-Q filed with the SEC on October 30, 2008. All forward-looking statements in this press release are based on information available to us as of the date hereof, and we assume no obligation to update these forward-looking statements. Any future product, feature or related specification that may be referenced in this release are for information purposes only and are not commitments to deliver any technology or enhancement. Riverbed reserves the right to modify future product plans at any time.

### **About Riverbed**

Riverbed Technology is the technology and market leader in wide-area data services (WDS) solutions for companies worldwide. By enabling application performance over the wide area network (WAN) that is orders of magnitude faster than what users experience today, Riverbed is



changing the way people work, and enabling a distributed workforce that can collaborate as if they were local. Additional information about Riverbed (Nasdaq: RVBD) is available at [www.riverbed.com](http://www.riverbed.com).

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