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Peribit Takes the "BYTE" out of WAN Capacity Problem For Companies Around the World

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Peribit Takes the "BYTE" out of WAN Capacity Problem For Companies Around the World

For the majority of young companies, establishing an overseas operation is a considerable challenge. Whether the goal is to build lasting distributor relationships or have "feet on the street" company representatives, there is a lot to consider when planting your corporate flag on foreign territory.

Peribit Networks of Santa Clara, Calif., is one company that may hold the record (or come close if there is one) for establishing a successful global organization in less time than many companies take to get their products to market. In just two and half a years, Peribit has established operations throughout North and South America, Europe, Middle East and Asia Pacific.

The speed at which Peribit has become a global market player is unique. But then speed - and efficiency - is what Peribit is all about. The company is the world leader in bandwidth creation products that boost application performance. The "instant WAN capacity" that Peribit enables is the result of patent pending technology rooted in what to many may seem unlikely - DNA research techniques.

Today, companies are continually running out of capacity and despite the availability of broadband, the cost of transmitting data continues to be a top five IT budget item. "The need to maximize network efficiency is paramount to the enterprise," emphasized Jef Graham, Peribit CEO, formerly the senior vice president of 3Com's Commercial and Consumer business.

Peribit's technology is the result of research in the use of computers to identify and code patterns in DNA sequences. Company founder Amit Singh was researching this technology while working toward his PhD in Computational Science Biomedical Informatics at Stanford, and realized that the same DNA pattern-recognition principles could be applied to the analysis of network data. That research was the genesis of the company, launched in May 2000 with initial funding from Accel Partners and Foundation Capital and a later investment from Mayfield.

"Up to 90 percent of network traffic is repetitive," said Graham. "By identifying repeated patterns in network traffic and replacing them with smaller symbols, you can effectively increase transmission from bytes to megabyte to increase WAN capacity up to 10 times."

While other compression technologies exist, Peribit's Molecular Sequence Reduction (MSR) technology is unique in its ability to scan for patterns in real time at high speed with low latency, across a variety of data - from email to SAP - over many megabits and while continuously learning and encoding. The MSR is productized in the Peribit SR-50, a box that is installed at each node of the WAN on the LAN side of the WAN router.

Peribit Solution Strikes Chord with Companies Around the Globe



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For large companies doing business on a global scale, Peribit's value proposition resonates loud and clear. In some countries, such as India, available capacity is at a premium and companies are desperately looking for a way to enhance their existing networks. In Europe costs remain high to transmit data from one country to another because of the need to deal with multiple operators.

According to Shane Buckley, Peribit's president for Europe Middle East and Africa, there is a major issue for many European companies hoping to implement an ERP system, such as SAP, given the bandwidth constraints faced by remote offices. "In branch offices dependent on 64K circuits, SAP causes all the available bandwidth to be consumed with two to three concurrent users. The choice facing companies is to increase the bandwidth or consider a solution from Peribit where the same circuit can support many more users - between five and eight in the case of a typical SAP implementation at the end of a 64K line".

In a short period of time, Peribit has assembled a prestigious client roster that includes such major industry players as BroadVision, IDEXX Laboratories, Chevron, Finisar, Quaker Chemical Corporation, Network Appliance, and many others.

Part 2 of this column: [Peribit Management Know the Ropes of Going Global](#)

"Across the Pond - A Transatlantic CEO's Perspective on Establishing A Global Business" is a monthly column that takes a look at an emerging technology company whose business needs require establishing operations in some other part of the world. Whether it's a Silicon Valley company setting up operations Europe, Asia or Latin America or an overseas company establishing a presence in Silicon Valley -- Barbara Kohn in SV and Jeffrey Peel in Northern Island -- look at the steps - and missteps - companies make when going global. [More about Barbara & Jeff...](#)

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