GFI Software™

GFI Exinda AI

L 100 certification training

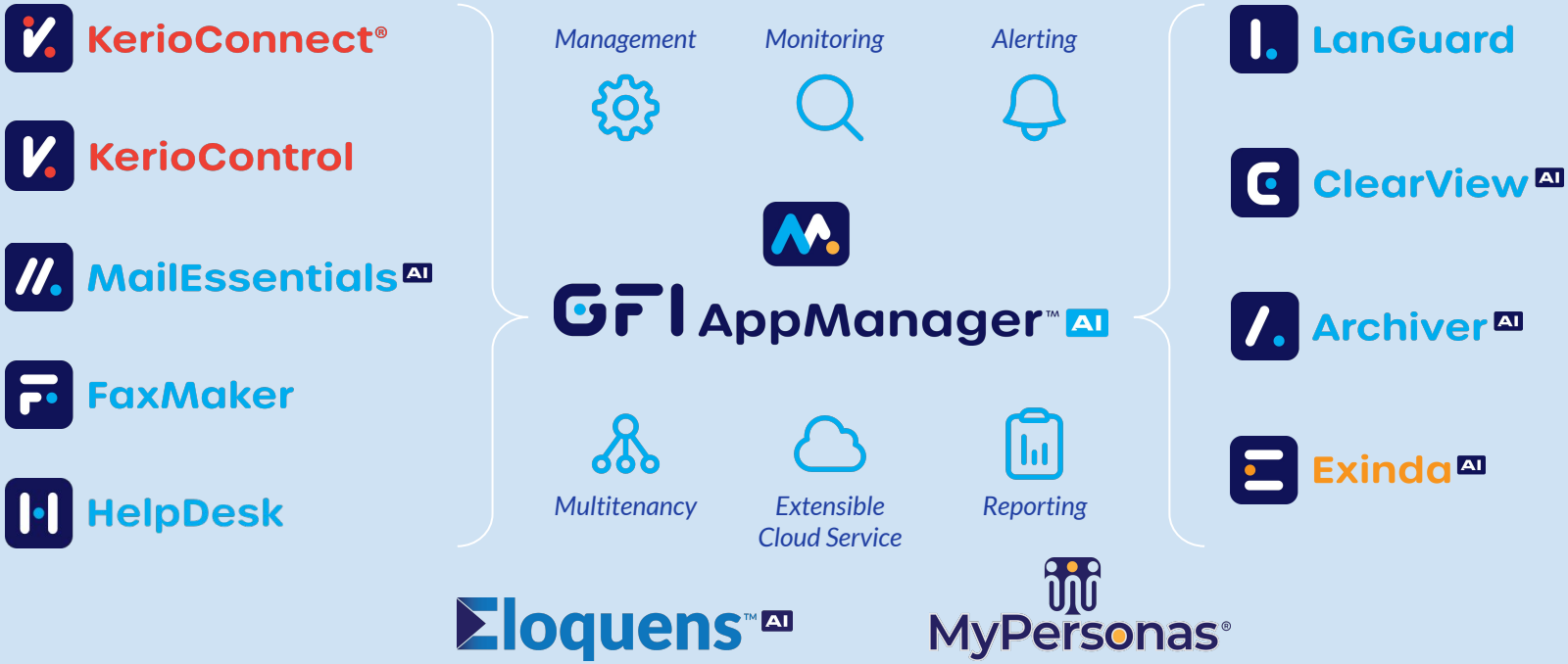


Agenda

1. GFI product family
2. Exinda AI product overview
3. Use cases
4. Main features
5. Deployment
6. Licensing

#1 GFI product family

GFI Product Portfolio



#2 GFI Exinda AI:

product overview

Network usage visibility 1

2 Advanced bandwidth shaping / QoS



Optimization 1

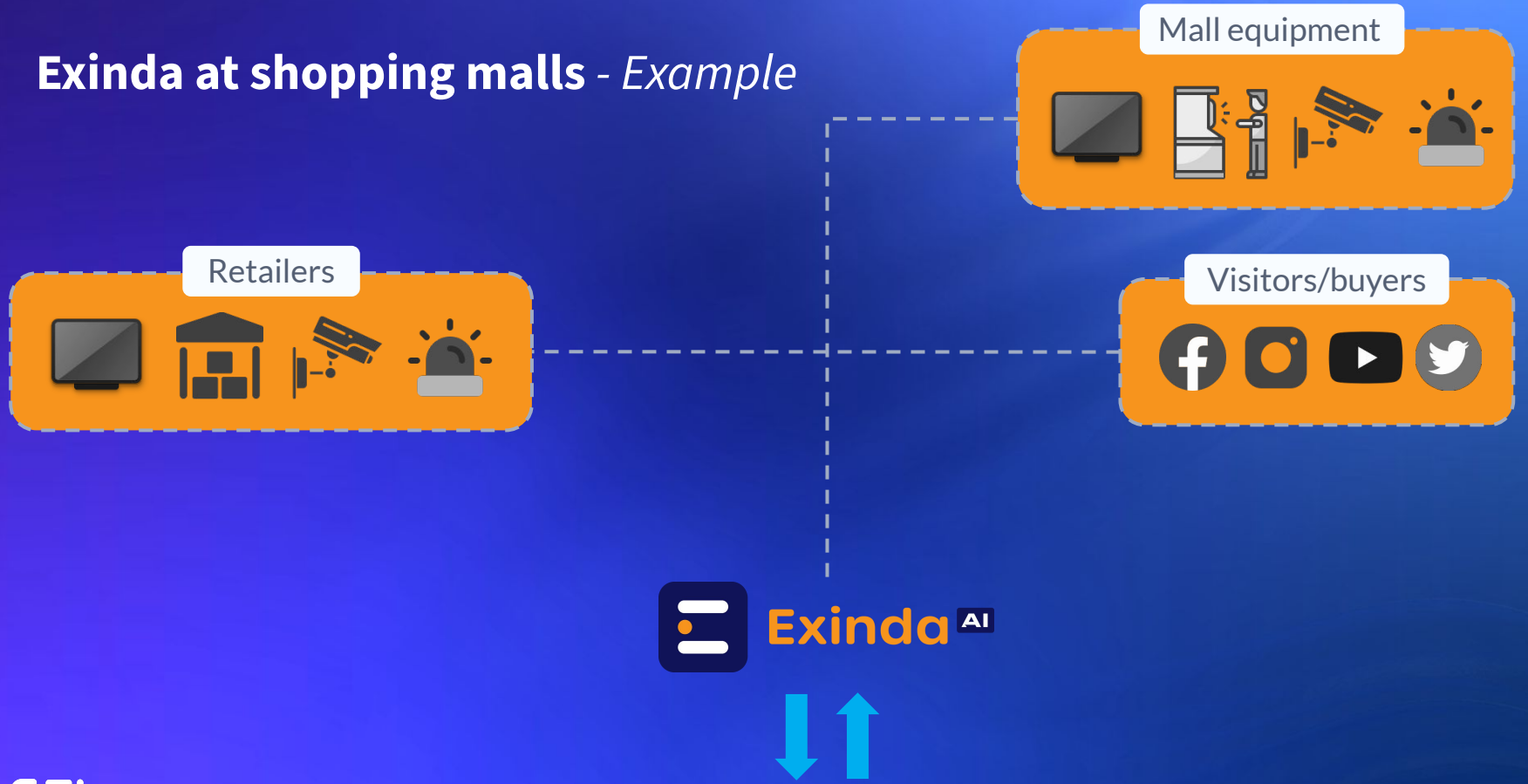
2 GFI Exinda AI

#3 Use cases

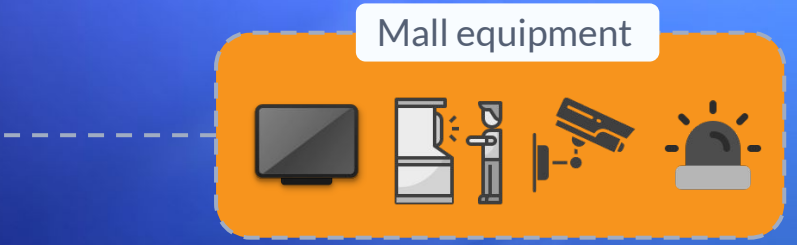
Common use cases

- Real-time monitoring
- Application performance tracking
- Usage history for trend analytics
- Control unsanctioned applications
- Prioritize key applications
- MSPs/Small ISPs

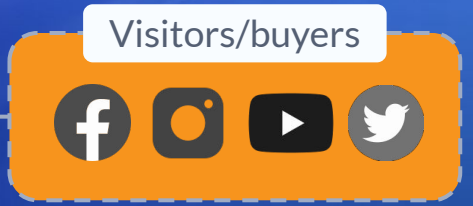
Exinda at shopping malls - *Example*



Exinda at shopping malls - *Example*







Advanced visibility (no decryption needed)
Dedicated BW per retailer
Dedicated BW per app. per segment
Dynamic control
Custom application
Prioritization
Granular reporting

Exinda AI

L2 transparent bridges
Fiber/Copper
Up to 20Gbps

GFI Software

#4 Main features

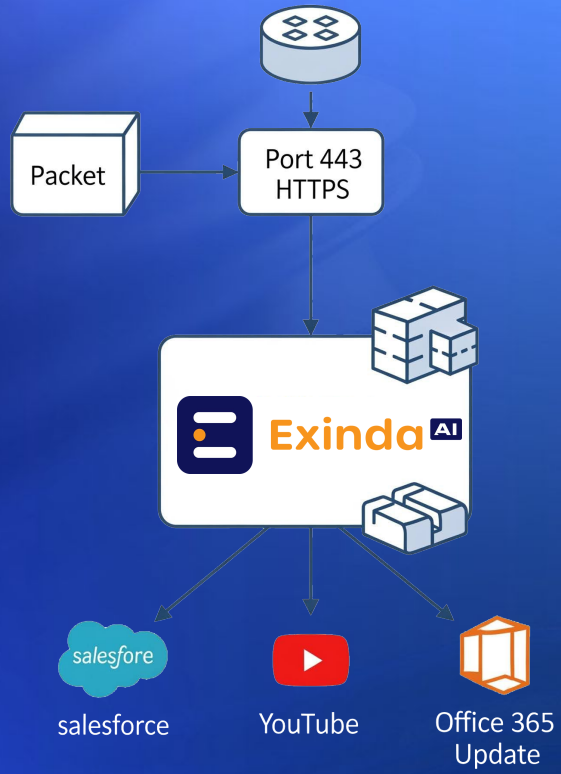
Control, Visibility & GFI Exinda AI

Visibility: *From Blind Networks to 20/20 vision*

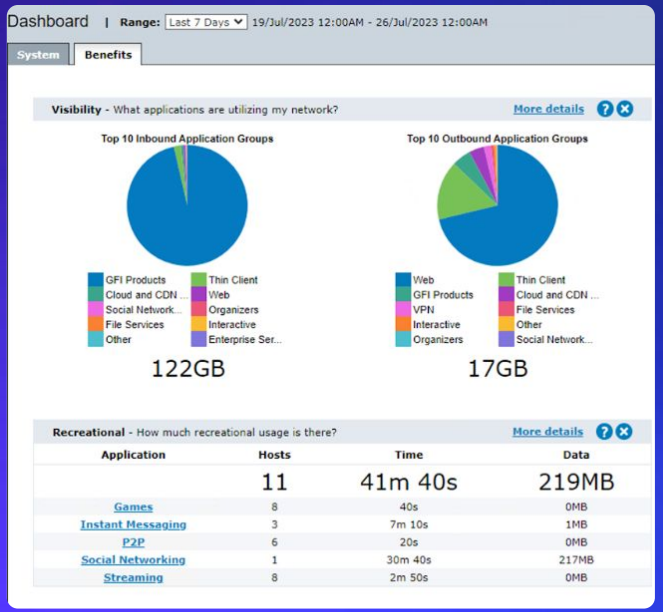
1. **Before GFI Exinda AI:**
    - Reactive troubleshooting after complaints
    - IT guesswork, assumptions, & generic performance metrics
2. **GFI Exinda AI Network Intelligence:**
    - Application-level visibility
    - Proactive performance optimization
    - Data-driven decision making

Visibility: *The Application DNA Engine*

1. Natively recognizes up to 2500+ applications without decryption.
2. Uses advanced deep packet inspection (DPI).
3. Updates signature database continuously
4. This is the "information source" that makes granular control possible.



Visibility: *Who, What, Where, When*



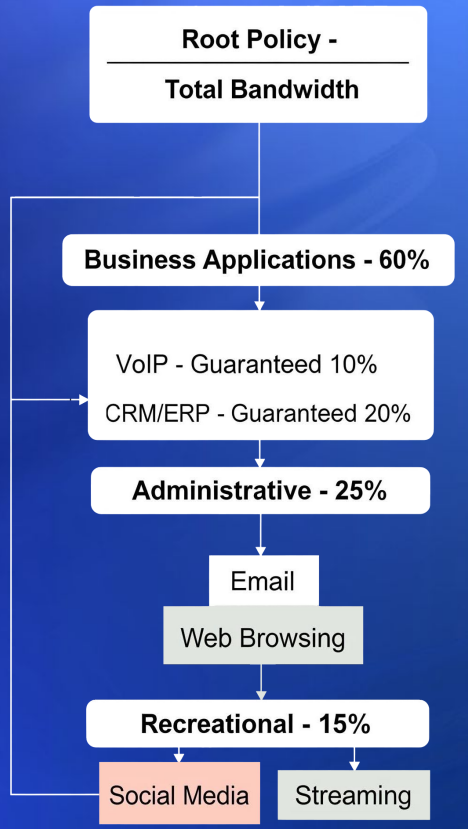
You can instantly see:

- Who are top consumers?
- What applications are they using?
- When are your peak usage times?
- Where is the traffic going?
- Network traffic classified by country (Geolocation IP)

From Visibility to Controlling:

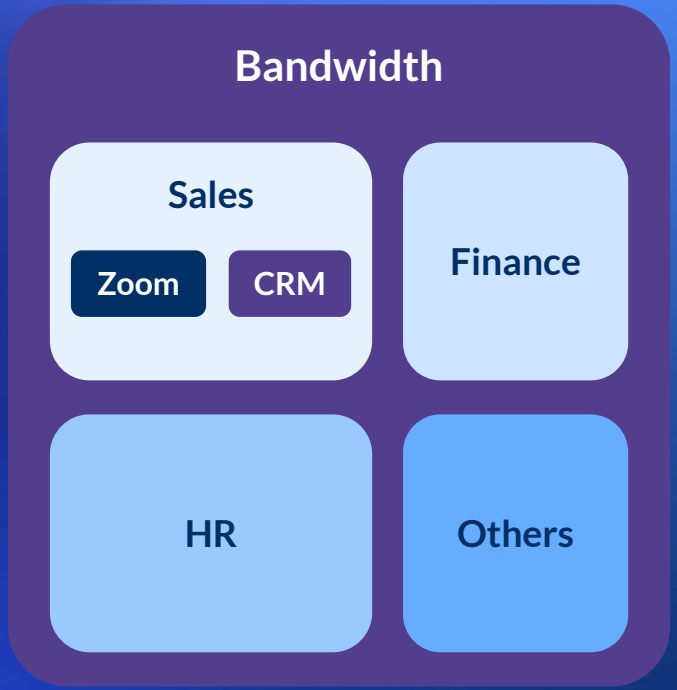
The Policy Tree

- Circuit - Total Bandwidth
  - Virtual Circuit #1
    - Policies #1
  - Virtual Circuit #2
    - Policies #2
  - Virtual Circuit #3
    - Policies #3

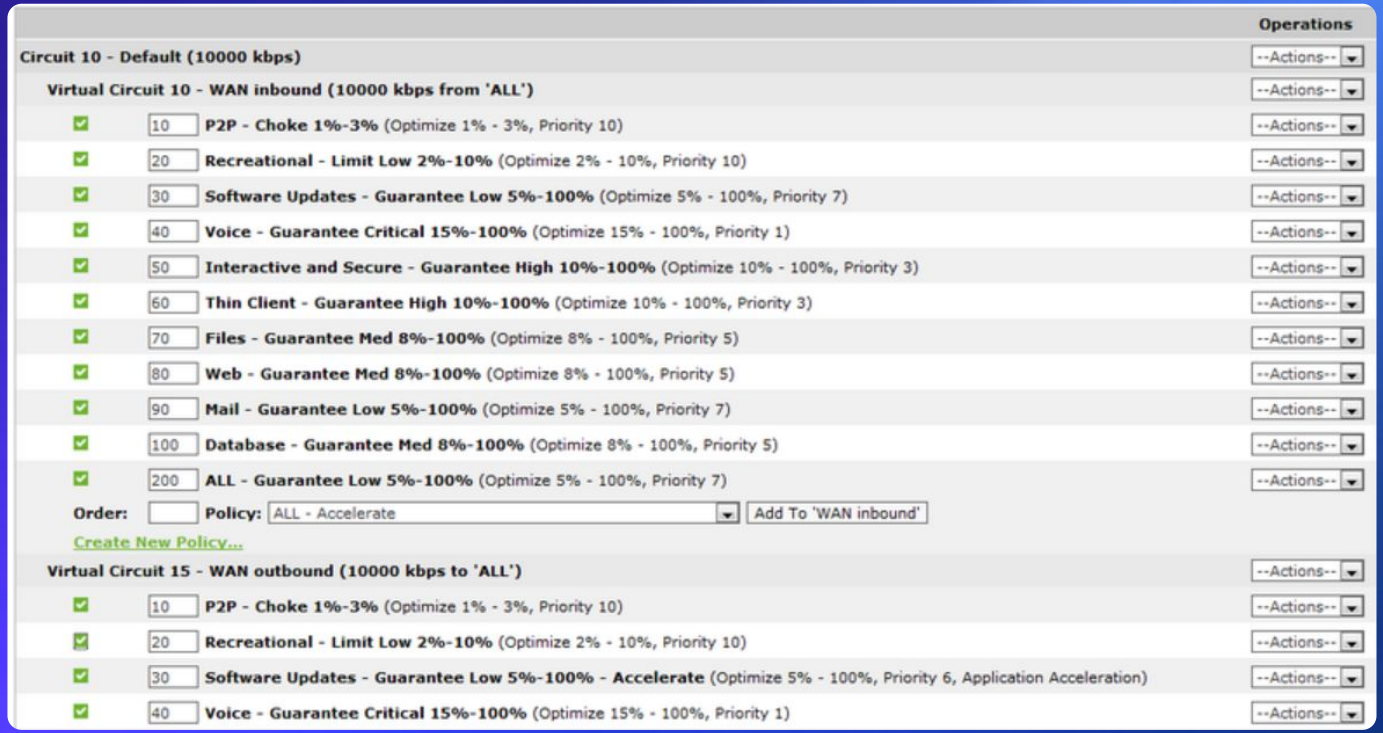


Control: *The Policy Tree*

1. **Virtual Circuit - Total Bandwidth**
   - Guaranteed minimum bandwidth for critical applications
   - Borrowing capability
2. **Policies**
   - Zoom: High Priority, Guaranteed 3 Mbps
   - Salesforce: Guaranteed 2 Mbps
   - Windows Updates: Scheduled for after-hours only

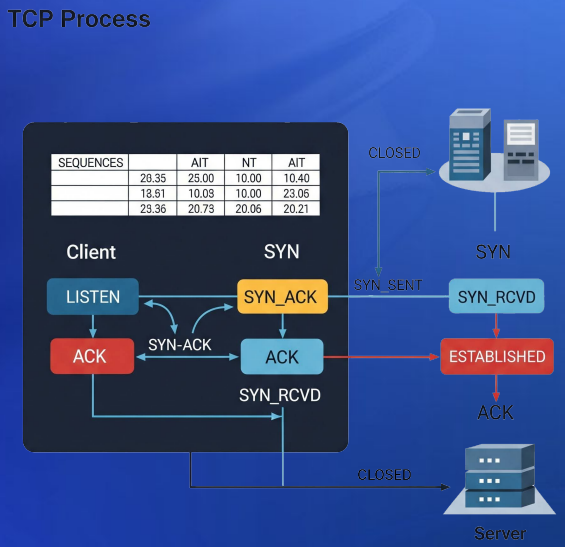


Policy Tree


Operations
Circuit 10 - Default (10000 kbps)
--Actions--
Virtual Circuit 10 - WAN inbound (10000 kbps from 'ALL')
--Actions--
10 P2P - Choke 1%-3% (Optimize 1% - 3%, Priority 10)
20 Recreational - Limit Low 2%-10% (Optimize 2% - 10%, Priority 10)
30 Software Updates - Guarantee Low 5%-100% (Optimize 5% - 100%, Priority 7)
40 Voice - Guarantee Critical 15%-100% (Optimize 15% - 100%, Priority 1)
50 Interactive and Secure - Guarantee High 10%-100% (Optimize 10% - 100%, Priority 3)
60 Thin Client - Guarantee High 10%-100% (Optimize 10% - 100%, Priority 3)
70 Files - Guarantee Med 8%-100% (Optimize 8% - 100%, Priority 5)
80 Web - Guarantee Med 8%-100% (Optimize 8% - 100%, Priority 5)
90 Mail - Guarantee Low 5%-100% (Optimize 5% - 100%, Priority 7)
100 Database - Guarantee Med 8%-100% (Optimize 8% - 100%, Priority 5)
200 ALL - Guarantee Low 5%-100% (Optimize 5% - 100%, Priority 7)
Order:
Policy: ALL - Accelerate
Add To 'WAN inbound'
Create New Policy...
Virtual Circuit 15 - WAN outbound (10000 kbps to 'ALL')
10 P2P - Choke 1%-3% (Optimize 1% - 3%, Priority 10)
20 Recreational - Limit Low 2%-10% (Optimize 2% - 10%, Priority 10)
30 Software Updates - Guarantee Low 5%-100% - Accelerate (Optimize 5% - 100%, Priority 6, Application Acceleration)
40 Voice - Guarantee Critical 15%-100% (Optimize 15% - 100%, Priority 1)

Optimization: *TCP Acceleration*

1. Before TCP Acceleration:
   - Client ↔ [ACK] ↔ [ACK] ↔ [DATA] ↔ [ACK] ↔ Server
   - (Multiple round trips = High latency impact)
2. After TCP Acceleration:
   - Client ↔ [GFI Exinda AI] ↔ [Optimized] ↔ [GFI Exinda AI] ↔ Server
   - (Reduced round trips = Lower latency)



Optimization: *Edge Caching*

1. **Without Edge Cache:**
   - User Request → WAN → Internet → Download (Uses full bandwidth)
   - Same Request → WAN → Internet → Download again (Wastes bandwidth)
2. **With Edge Cache:**
   - User Request → WAN → Internet → Download + Cache locally
   - Same Request → Local Cache → Instant delivery (Zero WAN usage)

Control

Bandwidth shaping
Prioritize how and when users, applications can consume bandwidth on your network

Edge cache
Cache repetitively accessed data to save on internet resource usage

Acceleration
Block malicious file and attachments download across multiple protocols

Recommendation engine
Studies patterns and trends in the network and automatically makes suggestion to repair issues and improve network performance

Adaptive response
Assign usage quotas for hosts and apply policies upon reaching the limit



Visibility

Real time monitoring
Discover, with **up to 1s granularity**, the network usage by users, applications, hosts, etc.

Historical usage history
Retain traffic history for **up to 2 years** for trends analysis and audits

Interactive dashboard
Review application groups (e.g. social media apps) consuming most bandwidth in detail

Application performance tracking
Monitor and get alerted when your critical applications are not performing optimally

Purpose built reports
Complete library of reports that can be scheduled, generated on-demand, and emailed.

Cut complaints and boost satisfaction by identifying network and application issues before they happen

Exinda AI: *The AI Revolution in Network Management*

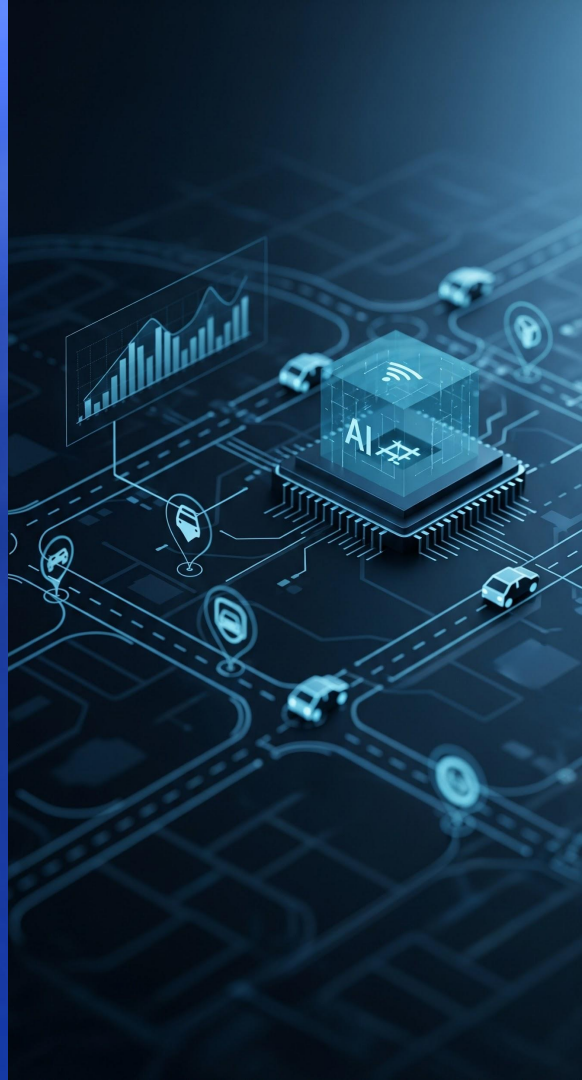
1. **Traditional Approach:**
   - Hours of complex policy configuration
   - Manual troubleshooting
   - Steep learning curve
2. **Exinda AI Approach:**
   - Natural language commands
   - AI-driven policy creation
   - Intelligent recommendations

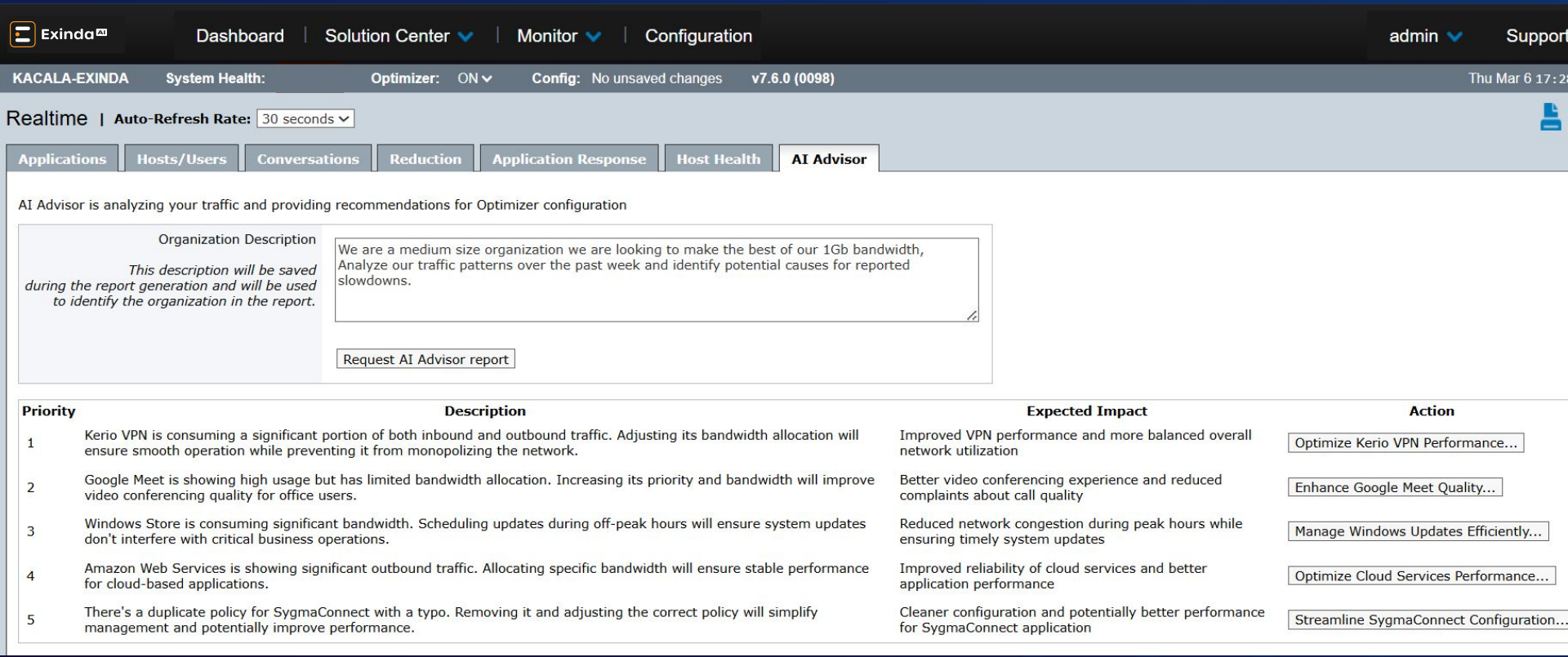


GFI Exinda AI makes expert level network management accessible to everyone

Exinda AI: *AI Advisor Capabilities*

- Traffic data analysis and pattern recognition
- Performance optimization recommendations
- Predictive problem identification
- Automated solution suggestions




Exinda AI
Dashboard
Solution Center
Monitor
Configuration
admin
Support
KACALA-EXINDA
System Health:
Optimizer: ON
Config: No unsaved changes
v7.6.0 (0098)
Thu Mar 6 17:2
Realtime | Auto-Refresh Rate: 30 seconds
Applications
Hosts/Users
Conversations
Reduction
Application Response
Host Health
AI Advisor
AI Advisor is analyzing your traffic and providing recommendations for Optimizer configuration
Organization Description
This description will be saved during the report generation and will be used to identify the organization in the report.
We are a medium size organization we are looking to make the best of our 1Gb bandwidth, Analyze our traffic patterns over the past week and identify potential causes for reported slowdowns.
Request AI Advisor report
Priority
Description
Expected Impact
Action
1
Kerio VPN is consuming a significant portion of both inbound and outbound traffic. Adjusting its bandwidth allocation will ensure smooth operation while preventing it from monopolizing the network.
Improved VPN performance and more balanced overall network utilization
Optimize Kerio VPN Performance...
2
Google Meet is showing high usage but has limited bandwidth allocation. Increasing its priority and bandwidth will improve video conferencing quality for office users.
Better video conferencing experience and reduced complaints about call quality
Enhance Google Meet Quality...
3
Windows Store is consuming significant bandwidth. Scheduling updates during off-peak hours will ensure system updates don't interfere with critical business operations.
Reduced network congestion during peak hours while ensuring timely system updates
Manage Windows Updates Efficiently...
4
Amazon Web Services is showing significant outbound traffic. Allocating specific bandwidth will ensure stable performance for cloud-based applications.
Improved reliability of cloud services and better application performance
Optimize Cloud Services Performance...
5
There's a duplicate policy for SygmaConnect with a typo. Removing it and adjusting the correct policy will simplify management and potentially improve performance.
Cleaner configuration and potentially better performance for SygmaConnect application
Streamline SygmaConnect Configuration...

GFI Exinda AI: *AI Wizard Capabilities*

- User: Create a policy that
  - Blocks Facebook, Instagram, Twitter from 9 AM-12 PM and 1 PM-5 PM, allows access from 12 PM-1 PM
  - Applies Monday through Friday
  - Allow LinkedIn for sales team
- AI Wizard: Outputs CLI Command…
- User: Simply click apply to create policy

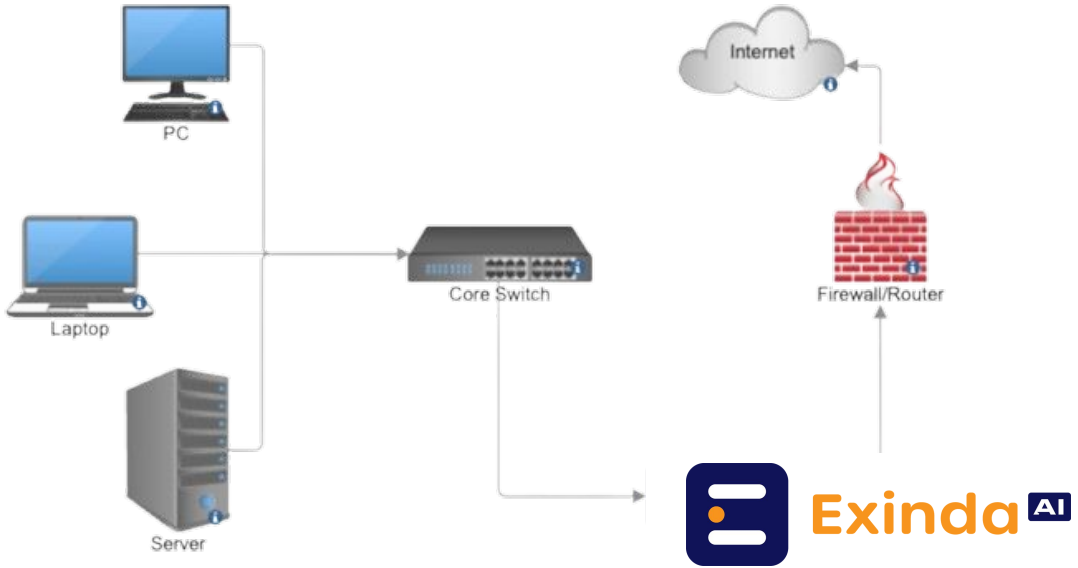


#4 Deployment

Exinda Deployment options

Infrastructure	
Physical Appliance	Virtual Machine
Operating System	
Exinda ExOS (Linux Based)	
Deployment	
In-line	Out-of-path
Architecture	
Single-appliance	Multi-appliance
Management Console	
Local	GFI AppManager AI

Network diagram



Hardware box
Virtual appliance (VMware, Hyper-V, KVM)

Hardware appliances

GFI Exinda AI Appliances	Exinda 4065	Exinda 8065	Exinda 10065	Exinda 12065
				
Traffic Shaping				
Shaping Throughput	1.2 Gbps	6.5 Gbps	11 Gbps	20 Gbps
Concurrent Flow	260,000	650,000	1,300,000	1,800,000
New Connections Rate	11,000/s	25,000/s	32,000/s	38,000/s
Packets Per Second	260,000/s	950,000/s	1,400,000/s	1,800,000/s
Traffic Policies	1024	2048	4096	5500

FAQs

- Bridge bypass on failover
- **Supported NICs:**
  - Copper
  - Fiber (Short/long range)
  - 1G/10G/40G (depending on device)
- In path & out-of-path supported



#6 Licensing

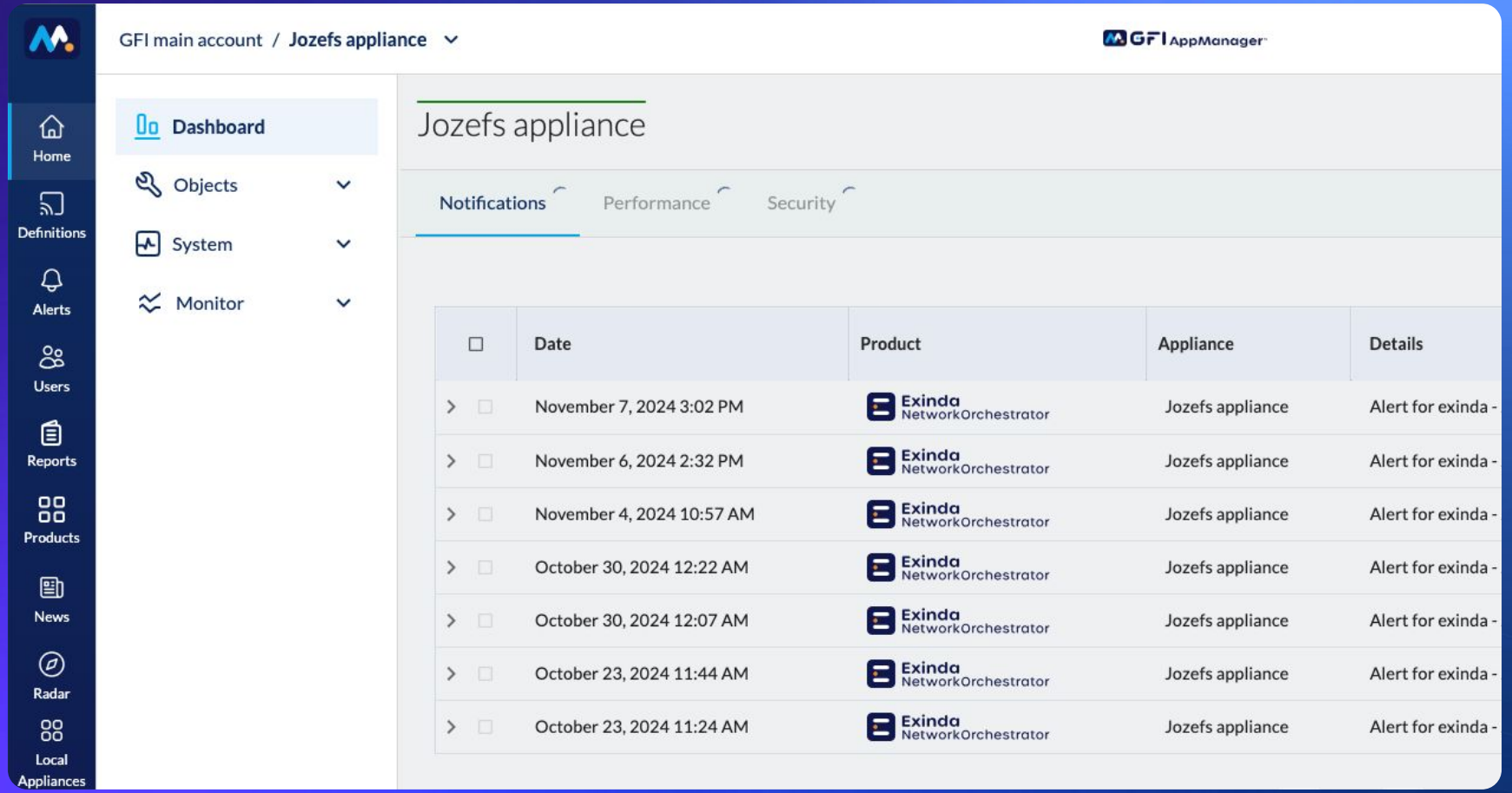
Annual subscription, licensed by the amount of bandwidth to be managed

(From 1 Mbps to 20Gbps)

Shaping, acceleration, edge cache, technical support included

**Exinda Training Course are separately billed*

GFI Exinda AI in GFI AppManager AI


GFI main account / Jozefs appliance
GFI AppManager
Home
Definitions
Alerts
Users
Reports
Products
News
Radar
Local Appliances
Dashboard
Objects
System
Monitor
Jozefs appliance
Notifications
Performance
Security
Date
Product
Appliance
Details
November 7, 2024 3:02 PM
November 6, 2024 2:32 PM
November 4, 2024 10:57 AM
October 30, 2024 12:22 AM
October 30, 2024 12:07 AM
October 23, 2024 11:44 AM
October 23, 2024 11:24 AM
Exinda NetworkOrchestrator
Jozefs appliance
Alert for exinda -

Exinda AI | Unique Selling Points

1. Application performance scoring
2. Advanced application visibility
3. SSL common name
4. Easy licensing (all features included)

Exinda AI | Ideal Customer Profile

1. Large corporations
2. Maritime industry
3. Military and Government
4. Customers with poor or expensive bandwidth
5. Customers with high latency between branches or HQ/DR/DC

Thank you!

GFI Software™

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