GFI Exinda AI

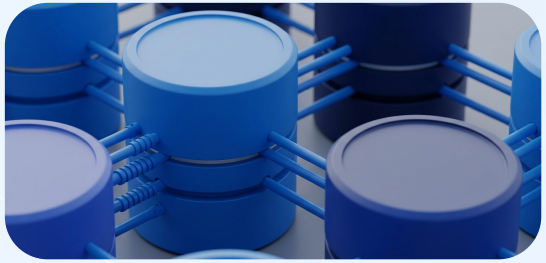
Visibility, control & intelligence for the modern network

GFI Software™

Agenda

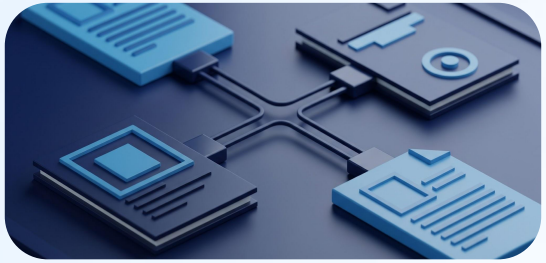
- The value
- A technical tour of the platform
- How it works in practice
- Fitting into a modern network
- How the AI speeds up daily work

“We have enough bandwidth, so why is the call dropping?”



Congestion is about timing, not size

A link that averages 40% utilisation can still saturate for the 200ms that drops a voice packet — capacity is rarely the real problem.



Recreational traffic competes with critical apps

Video, cloud sync, updates and downloads fight VoIP and line-of-business apps for the very same lane.



You can’t manage what you can’t see

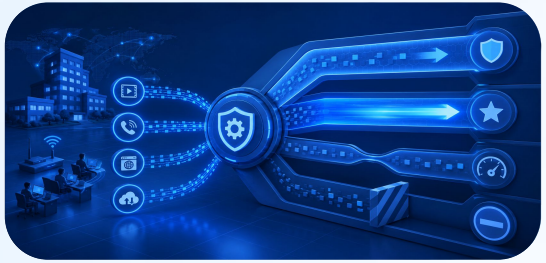
Without Layer-7 visibility, “the internet is slow” has no root cause — only guesses and a bigger bill.

What GFI Exinda AI is



See — Diagnostics

Layer-7 visibility into every application, user, device and location — in real time and historically.



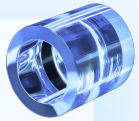
Control — Shaping & QoS

Policy-based bandwidth management: guarantee, prioritise, limit or block any class of traffic.



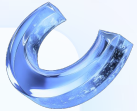
Accelerate — Optimization

TCP acceleration, deduplication and caching so key apps perform without a bigger link. One suite — no bolt-on modules.



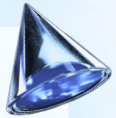
Layer-7 without decryption

Classifies apps by behaviour, not by cracking TLS, cutting troubleshooting time by up to 50% versus decryption-dependent tools.



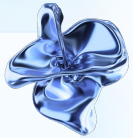
VoIP quality metrics

Built-in voice-quality reporting that competing shaping tools simply do not provide.



2 years of data, no extra cost

Full historical retention on the appliance — no add-on storage licence and no separate collector required.



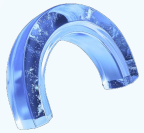
AI included, not upsold

Advisor, Wizard live inside the product already licensed — no separate portal, no extra login.

Not a black box, a continuous loop

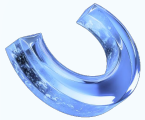
Exinda orchestrates the network as a continuous process, not a one-off scan.

Insights → Optimization → Recommendations → Reporting: the engine flags new top apps and bandwidth shifts automatically, then reports for planning, performance and governance.



Measurable savings

Orchestrating traffic where connectivity is genuinely scarce and mission-critical — the same technology available to every GFI customer.



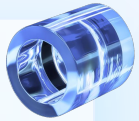
Proven where it counts

Up to 40% lower network costs.

Organisations using GFI Exinda report up to a 40% reduction in network costs — real proof, not marketing.

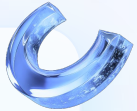
Report Engine

Real-time and historical reporting, dashboards, application scoring and SLA tracking.



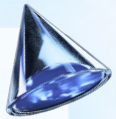
Acceleration & Shaping Engine

TCP acceleration, WAN Memory / deduplication, compression and Edge Cache.



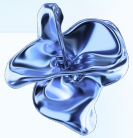
Policy Engine

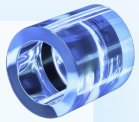
Evaluates traffic against your objects and applies the Optimizer's shaping, QoS and blocking rules.



Recommendation Engine

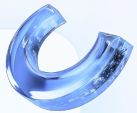
Studies patterns and trends and suggests fixes — the foundation for the AI capabilities. All four run on one ExOS; identical on hardware and virtual.





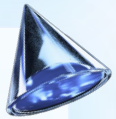
Network & User objects

Subnets, IPs and FQDNs (static or auto-maintained), plus Active Directory users and groups — see and shape by user, not just IP.



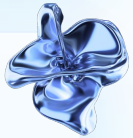
VLAN, Protocol & Schedule

802.1Q tags, transport-layer definitions, and time/day schedules — e.g. relax backups after hours.



Application objects

Layer-7 signatures, plus custom applications you define yourself for anything unclassified.



Adaptive Response

Quota-based objects that trigger when a host exceeds a data limit. Define an object once; reuse it in reports and Optimizer policies alike.

Monitoring & reporting you can trust

From one-second real time to two years of history



1 sec

Historical data retained on-box



2 years

Real-time monitoring granularity



+2,500

Applications natively recognized

Control: the Optimizer hierarchy

Circuit → Virtual Circuit → Policy. The Circuit is your physical link; Virtual Circuits partition its bandwidth and define which traffic belongs where; Policies set the action on matched traffic.



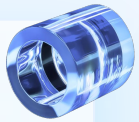
Three levels, ten priorities

Actions: rate shaping (TCP-friendly), bandwidth guarantees & limits, prioritisation, ToS/DSCP marking, discard/block, and scheduled rules.

Critical apps stay protected

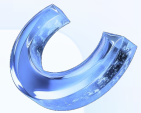
Because control is hierarchical, your VoIP and line-of-business apps keep their bandwidth even when the link is under pressure.

Traffic that falls outside one virtual circuit is simply evaluated by the next — nothing is left unmanaged.



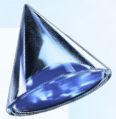
1 · Discover

Real-time and historical views reveal that a cloud backup job and streaming saturate the link at 11:00.



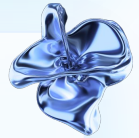
3 · Prioritise & limit

A virtual circuit guarantees VoIP/ERP bandwidth; a policy caps the backup and streaming.



2 · Classify

Objects separate VoIP and the ERP from recreational and backup traffic — at Layer 7.



4 · Measure

ARM and VoIP-quality reports confirm the calls recovered — with evidence, not opinion. Same loop fits any contended link.

In practice: taming an unknown app

By port / protocol

Bind the application to specific ports and its transport protocol.

By DSCP marking

Match traffic already tagged with a particular ToS / DSCP value.

By Layer-7 pattern

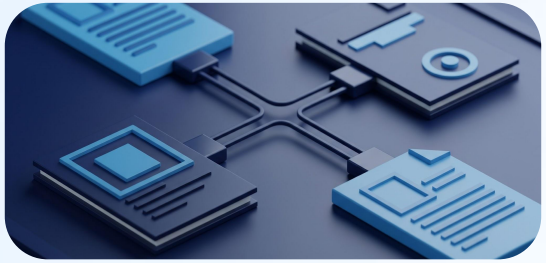
Match on host, URL or a signature pattern. Once defined, the custom app is an object — usable in reports and any Optimizer policy.

Acceleration: when it helps, and when it doesn't



TCP Acceleration

Local acknowledgements, larger windows and connection pooling defeat WAN latency and protocol chattiness.



WAN Memory (dedup)

Repeated data is sent once as a small token — the same attachment isn't re-sent for every user in a branch.



Edge Cache

Web and object caching serves repeated content locally. But real-time voice/video gain nothing from compression — they need prioritisation. Knowing which lever to pull is the skill.

Where Exinda sits in the network

Deployed in-line between the LAN core switch and the WAN/Internet router, it sees all traffic both ways — which is what makes the visibility and control possible.

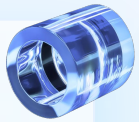
Inside the firewall

Placed on the internal side, it sees real internal IPs rather than just the firewall's NAT address — preserving per-user insight.

Never a single point of failure

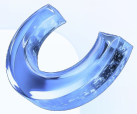
Hardware wire bypass fails traffic to pass-through on power, hardware or software failure.

Best practice: install the appliance powered off and confirm bypass before it ever carries a live policy.



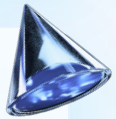
Flexible deployment modes

Transparent bridge, WCCP or PBR — it fits the topology you already run.



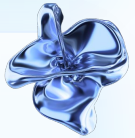
Multi-site & branch

Single-unit sites give visibility and shaping; paired units add TCP acceleration between locations.



Virtual or physical

VMware, Hyper-V, KVM and XenServer — identical software to the hardware appliances.



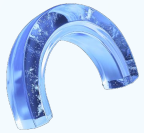
Centralised management

GFI AppManager provides one cloud-based pane of glass across the whole estate.

Complements the firewall, it doesn't replace it

Different jobs. Exinda answers a question the firewall can't.

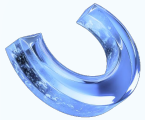
Positioned as a performance layer, Exinda extends the security stack rather than competing with it.



The firewall asks

Security and routing.

"Should this traffic be allowed at all, and by which path?" A different question entirely.

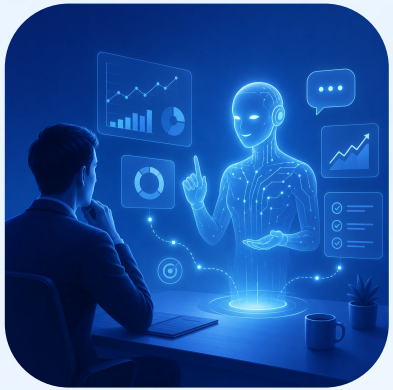


Exinda asks

Performance and experience.

"Given the traffic is allowed, how much bandwidth does it get, and how well is it performing?"

The AI: two tools, inside the product



AI Advisor

It analyzes your traffic, your network, your users and applications behavior and it will generate actionable recommendations.



AI Wizard

Generates the exact CLI commands to achieve a specific result. Without having to navigate through the options or knowing the syntax by heart.

15% discount for Exinda AI for all live attendees.

GFI Software™

gfi.ai