6 STEPS TO BETTER WEB DATA CONTROL

David Shepherd, VP Pre-Sales (EMEA)
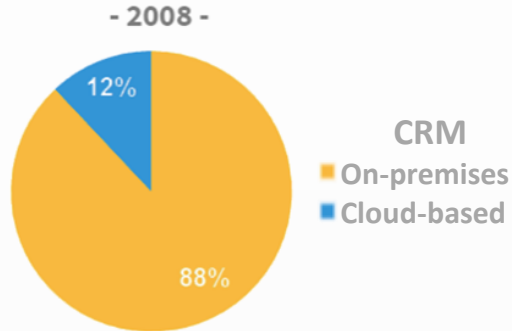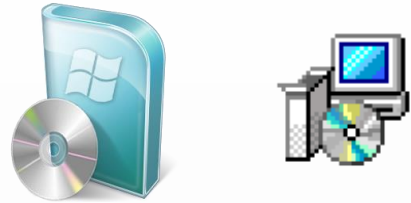
Peter Jones, CTO

About Avanite

Avanite's Mission Statement

- Multi-Browser and WebApp Management for the Digital Era

- Cloud-delivered optimization, security and monitoring for Web Apps and Web Browsers

- Deliver an online, real-time service to monitor, understand, gain insight, optimize, secure and protect desktop users of web browsers and web applications
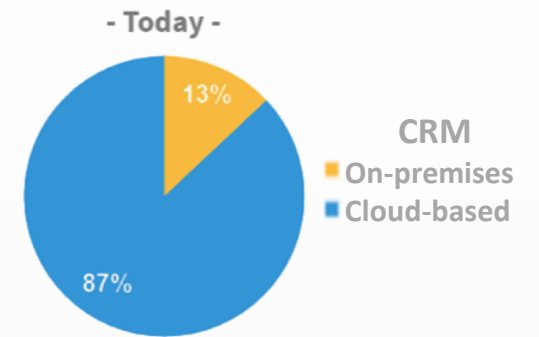
1. Rethink Browser Importance

10 YEARS AGO

TODAY

- 2008 -

CRM
- On-premises
- Cloud-based

12%

88%

- Today -

CRM
- On-premises
- Cloud-based

13%

87%

80% of apps in use were Win32, either COTS or in-house LOB

SaaS apps dominate user activity, accessed through a web browser

Understand the role of the browser

- Recognising the browser as a key component of the modern desktop is more important than ever
  - Most organizations have a requirement for a Multi-Browser strategy (short/mid term)
  - Maximise ROI from WebApp investment
  - Gartner predict 400% YoY growth for WebApps (SaaS) so the trend will continue making the browser a key element for the future
  - Microsoft are developing a version of Edge based on Chromium (currently in Beta)
  - Win32 apps are being replaced by Web Apps where possible
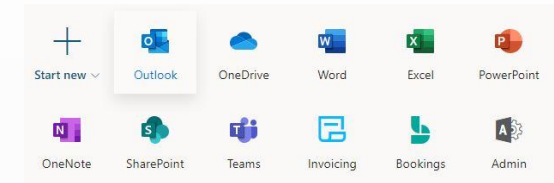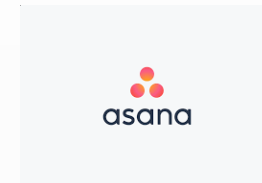
2. Browser Behaviours

- Web browsers store a variety of data in the user profile by default
  - Cookies
  - Browsing History
  - DOM Data
  - Image and File caches
  - Download History
  - Local Storage Data
  - Web SQL data
  - Application caches

- This data is shared for all web sites/web applications that are accessed
- Its essentially a profile in a profile

Profile Management for WebApps

Or?

- We treat the browser as an application where it is really a portal to other applications
- Should we manage the browser data to ensure we only retain data we need for our web applications?
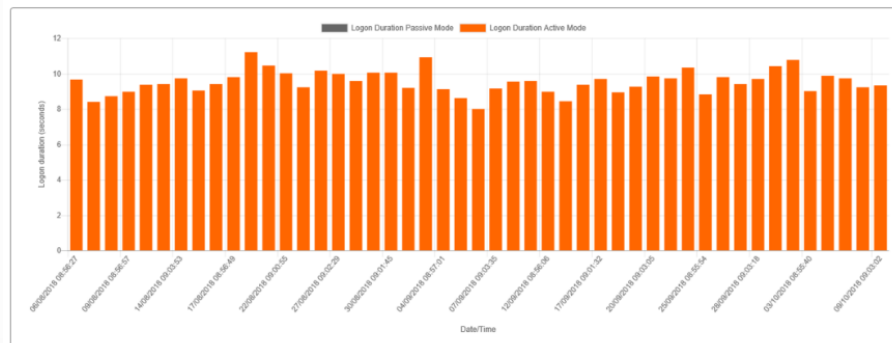
3. Optimization via Management

Before

After

3. Optimization via Management

Benefits with UWM/IWC

- Reduces SQL Server storage

- Reduces network traffic during logon and logoff

- Reduces host cpu and I/O during logon and logoff

- Improves logon times

- Provides granular control over web data (webcachev01.dat, log files and other databases, cookies, DOM store etc.)

- Helps with Archiving and Purge daily tasks on large databases

- Extends Application Control Browser Control features to support multi-browser redirection

Challenges in a Multi-Browser environment?

Make life simpler for users

Favorites Synchronization
Synchronize user created favorites across all browsers

- Favorites Synchronization
  - Keep all favorites aligned between IE, Chrome, Firefox and Edge
  - Create default favorites in each browser which do not sync
  - Enforce redirection of default favorites

- Browser Redirection
  - Allows for redirecting certain URL's to certain browsers based on policies eg.:
  - https://intranet always opens with Internet Explorer
  - https://www.salesforce.com always opens with Google Chrome

Browser Redirector
Redirect URL's to a browser of your choice

5. Data, Security and Privacy

WebData Management
Managing browser generated data

- ## With WebData Control
  - Remove unwanted tracking, advertising and analytics cookies
  - Keep only secure cookies
  - Remove expired cookies
  - Retain DOM/cache information for useful business websites
  - Remove non-essential web data

6. Demo

Questions?

Peter.Jones@Avanite.com