

ASCEND *Competitive Analysis*

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Pipeline® 220 Vs. VPNet VSU-1000 and VSU-1010

Pipeline 220 Target Market

The Ascend Pipeline ® 220 is targeted at medium to large companies or branch offices and Internet Service Providers (ISPs) who are looking for a secure and flexible Internet access solution with a clear growth path towards multiple LAN segments, Virtual Private Networks (VPNs) and scalable networking.

VPNet Product Description:

VPNet, a San Jose-based company started in late 1995, makes dedicated WAN access hardware designed to create secure VPN links for small to medium sized companies, branch offices and remote sites. The VPNet products support IPsec, but do not support VPN protocols like PPTP, L2F or L2TP.

VPNet's VPN Service Unit (VSU) products - VSU-1000 and VSU-1010 - provide Stac™ compression, authentication and management services, as well as hardware-based encryption. When used in conjunction with a PC running VPNet's VPNRemote™ Client Software for Windows™ 95, the VSU can be used as a remote access server. Earlier this year, VPNet added RADIUS, CHAP, Secure ID, and embedded compression support to its software. Their management software, VPNmanager™ Tool Suite, is a Java-based application for remote configuration and management of multiple VSUs and VPNremote clients.

The VSU-1000 was introduced in fall of 1996 and claims to support up to 400 remote access clients. It has one Ethernet port and T1/E1 or Frame Relay WAN interfaces.

The VSU-1010 is designed for LAN segments only - it has two Ethernet ports, but no WAN interface. This newer product is promised to support "thousands" of remote users and to handle IPsec at Ethernet wire speeds.

Pricing	domestic	international
VSU-1000	\$3,995	unknown
VSU-1010:	\$4,995	\$5,699
VPNremote client software:	\$99	\$115
VPNmanager Tool Suite	\$3,995	\$4,595

Pipeline 220 Competitive Advantages

- Most comprehensive security solution on the market for the medium- to large-sized business and branch offices; integrated Firewall using Secure Access Manager; support for industry standards based IPsec encryption
- Most complete, scalable high-speed solution with integrated CSU/DSU, T1 support and high-speed serial port for Frame Relay
- Dual integrated 10Base-T ports for two LAN segments
- PCMCIA expansion slot makes future flash memory upgrades quick and simple
- Management flexibility with support for Java, telnet, Syslog and built-in alarms and tests
- Cost effective routing and security from the leader in Internet access
- Concurrent multiprotocol routing standard (IP, IPX and AppleTalk)
- Optional support for PPTP, ATMP, L2TP and L2F tunneling protocols

Selling Against the VPNet VSU-1000 and 1010

VPN Net VSU-products' weaknesses	Ascend Advantages
<p>Have no track record VPN Net is primarily an encryption product company that is trying to get into the access router space. VPN Net has no track record in terms of selling/supporting Access Router products.</p> <p>High-Priced Higher than the price of the P220 when management and CSU costs are included, with considerably less number of features compared to the P220</p> <p>Do not provide dual LAN support and high speed WAN support in one box</p> <p>Do not support industry standard tunneling protocols</p> <p>Only support IP routing</p> <p>Are not fully integrated</p> <p>Lack security options and flexibility—The VPN products do not provide any firewall or authentication capabilities</p>	<p>Ascend is a proven leader and has been shipping access router products for over three years with over 500,000 installations</p> <p>Less price, more value</p> <p>Ascend's Pipeline 220 has</p> <ul style="list-style-type: none"> - Two 10Base-T ports for two independent collision domains (LAN Segments) - T1 interface with integrated CSU/DSU - Frame Relay <p>Ascend supports PPTP, ATMP, L2TP and L2F (when standard)</p> <p>The Ascend Pipeline 220 provides concurrent IP, IPX and AppleTalk routing between any of the LAN/WAN ports</p> <p>The Ascend Pipeline 220 is ready out of the box — integrated CSU, 10Base-T ports, optional firewall and tunneling</p> <p>Ascend has optional integrated stateful inspection, dynamic firewall as well as full IPSec encryption support. The Ascend Pipeline 220 can be configured to have any of the ports (LAN or WAN) configured with varying degrees of firewall protection — an ideal solution for both protecting the internal network while allowing flexible access to Web servers. Ascend also supports unique firewall management options like remote control of the firewall — a necessity for secure information exchange with corporate partners. Additionally, Ascend provides authentication combined with encryption and firewall in one package.</p>

Feature	Ascend Pipeline 220	VPNet VSU-1000	VPNet VSU-1010
List price Hardware Firewall with IPSec VPN Tunneling Total CSU cost	\$2,995 \$2,000 \$1,500 \$6,495 None	\$3,995 \$3,995 – management - \$7,990 Extra	\$4,995 \$3,995 – management - \$8,990 Extra
Routed/Routing protocols I P IPX AppleTalk RIP OSPF	Yes Yes Yes Yes Yes	Yes No No No No	Yes No No No No
LAN connectivity Ethernet Segments supported	10Base-T 2	10Base-T 1	10Base-T 2
WAN connectivity T1 interface Integrated CSU V.35/RS-449 Sync Frame Relay (RFC 1490) PPP over FR (RFC 1661)	Yes Yes Yes Yes Yes	Yes No Yes Yes Yes	No No No No N/A
Expansion slots Expansion slot applications	PCMCIA/DRAM Memory	No N/A	No N/A
Security Firewall Network Address Translation DHCP server spoofing Encryption DES/ Triple DES	Yes Yes Yes Yes Yes	No* No Yes Yes Yes	No* No Yes Yes Yes
VPN tunneling/encryption protocols	ATMP, PPTP, L2F, L2TP, IPsec	IPsec	IPsec
Management and control Java GUI configurator SNMP support TelNet T1 loopback test	Yes Yes Yes Yes	Yes Yes Yes No	Yes Yes Yes No

* Bypass mode for non-VPN traffic, Reverse address translation for DHCP clients