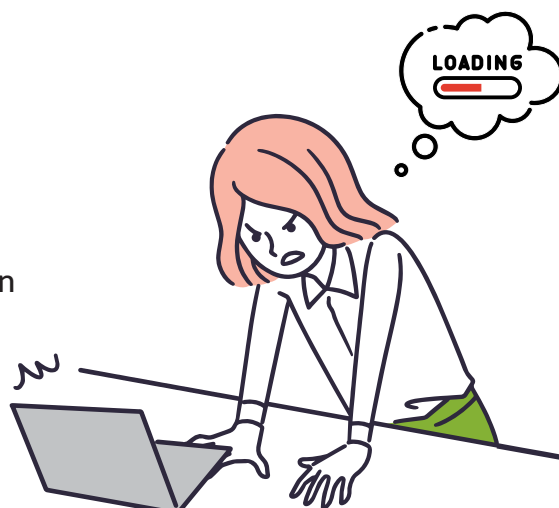


# Is your network suffering from “Badput?”

## What is Badput?

Badput is the percentage of non-application related information bits delivered by the network, including protocol overhead and retransmitted data packets.



## Is Badput serious?

**Yes.** Too much Badput can interfere with network performance and lead to a poor user experience.

## What are the Symptoms of Badput?

Look for **ANY** of these signs of Badput:



Tunneling protocols are making the network overly complex.



Loss of critical DNS/DHCP requests/responses, delaying network availability or access to sites.



Dropped audio and/or fragmented video on Teams/Zoom calls.



Too much time spent troubleshooting network issues and poor performance.



Having to pay for backup LTE connections even when they're not in use.



Inability to scale and deploy new applications and services as fast as the business needs.

## Badput has also been known to cause these symptoms in IT professionals:

- Headaches
- Heartburn
- Nausea

More serious side effects like job abandonment can occur.



## Is there a cure for Badput?

**The good news is yes!** Through recent innovations in routing developed by Juniper Networks, Session Smart™ Routers and AI-Driven SD-WAN can minimize Badput and maximize Goodput, ensuring your network delivers the best possible experience for your users.



## Experiencing one or more of these symptoms?

It could be Badput!

Contact Juniper today.