ManageEngine OpManager Sales Guide

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About OpManager

A First look at ManageEngine OpManager

ManageEngine OpManager is an end-to-end, comprehensive network and server management software for enterprises of all sizes. It supports managing multi-vendor, heterogeneous IT networks out-of-the-box and provides powerful fault and performance management functionality across critical IT resources viz. network, server and other IT infrastructure devices that otherwise can only be accomplished in high-end framework-based NMS offerings.

The software helps IT team to

- Stay informed about IT operational hiccups
- Troubleshoot and resolve network faults before it impacts the end-users and business
- Automate and orchestrate laborious IT management tasks and find more time for strategic IT
- Analyze usage and performance trends for capacity planning and resource optimization

Further, OpManager brings together the functionality that helps admins to easily deploy, use and maintain the solutions.

In short, a single console network management solution that is powerful, easy to use and affordable.

Product Features

1. Network Performance Management
    a. Network mapping - Automatic topology mapping and custom network maps
    b. Network Device[1]/ Interfaces availability and performance monitoring
    c. Cisco IP SLA based WAN RTT and VoIP monitoring [2].
    d. Network traffic analysis (Plug-in) – To find out which application or user is occupying the traffic.
    e. Network change, configuration and compliance management (Plug-in) – To track who did the change, what was it, did it breach the compliance, configuration base-lining, pushing configuration / firmware upgrades to multiple network devices [1] at once.

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f. IP address management and switch port mapper (Plug-in) – Helps manage IP address space, DNS scope, manage switch port and spot the device that is connected to a switch port.

2. Server Performance Management
    a. Server availability and performance monitoring – Supports monitoring Windows, Linux, HP UX, IBM AIX, UNIX and Solaris using SNMP or WMI for Windows servers/ CLI (Telnet/ SSH based connectivity) for UNIX platform servers.
    b. Virtual server monitoring - Supports monitoring VMware ESX/ ESXi & MS Hyper-V Hosts
    c. Hardware health monitoring – Supports Dell, HP & IBM servers
3. Essential Application Monitoring
    a. MS Applications - Exchange, Active Directory & MS SQL
    b. Other App essentials – Monitoring Windows Services, TCP Services, Processes, Files, Folders, HTTP/ HTTPS URLs, Scripts & Agent-based Log Files [2].
4. IT Infrastructure devices monitoring – WAN accelerators, Load Balancers, UPS, Printers, Sensors…
5. Fault and Performance Management
    a. Event detection
        i. Active event detection: Uptime, threshold-based alerting
        ii. Passive event processing - Supports Event Log, Syslog and SNMP Trap processing
        iii. Event correlation and actions – Successive events handling, device dependency configuration, downtime scheduler, alarm suppression
    b. Fault alerting
        i. For NOC admins: Web alerts, CCTV View dashboards, Network Maps, Raise a trouble ticket in ME ServiceDesk Plus, Forward Events through SNMP Trap/ Syslog to another management system, Infrastructure views & Alarms Tab
        ii. Alerting Remote admins: Email, SMS, Alarm escalation
        iii. Smartphone GUI – Support iPhone, Android, Blackberry & Windows mobile phones
    c. Fault Troubleshooting tools
        i. Ping, Trace route
        ii. Real-time graphs
        iii. Switch port mapper
        iv. Remote server process diagnostics
        v. Connect to device remotely (Terminal services/ Telnet or SSH connection/ Web connect)
        vi. SNMP MIB Browser and Syslog Viewer
    d. Fault remediation
        i. IT workflow automation
        ii. Run a remediation script or program
    e. Performance Reporting and Dashboards

i. Manager's dashboard – Service Level Management Dashboard
ii. Business snapshot based reports
iii. Over 100 in-built reports with option to construct custom reports
iv. Top N reports
v. Time of day/ Time window reports
vi. Schedule reports to be emailed periodically

6. IT workflow automation – Automate and orchestrate IT management task and also use it to perform 1st level troubleshooting steps.
7. Enterprise-ready architecture
    a. Scales up-to 50,000 interfaces or 5,000 devices comfortably
    b. Distributed remote site monitoring
    c. Unique probe/ central architecture that pushes both performance data and events to the central console.
    d. Failover or hot-standby support [3].
    e. Faster discovery – Discovers 50,000 interfaces in 10 minutes
    f. Discovery Rule Engine – 10x faster deployment with an engine to automate initial monitor association, configuration and associating notification profiles
8. Integrations
    a. REST API
    b. Proprietary integration with ManageEngine software [Applications Manager, ServiceDesk Plus, Firewall Analyzer, NetFlow Analyzer, DeviceExpert]
    c. Forward OpManager events or received SNMP Trap/ syslog to another management system as SNMP Trap/ syslog
9. Multi-vendor, heterogeneous network monitoring - Supports industry standard protocols viz. SNMP, WMI, Telnet, SSH and more. Admins can configure custom performance monitors as well, or make use of the Script monitoring.
10. Do-it-yourself solution - Agentless monitoring with out-of-the-box support for over 100 vendors and 700 plus device types, web browser based intuitive GUI, bundled database and web server, making it an easy job to manage the network.

Always refer to www.opmanager.com/features.html page for the latest list of supported features.

[1] Network devices refers to Routers, Switches, Firewalls, WAN accelerators and Wireless access points

[2] Cisco IP SLA based WAN RTT & VoIP Monitoring and Agent-based Log File monitoring are add-ons for OpManager and they need to be purchased separately.

[3] Failover is add-on for Essential Edition and bundled by default with Enterprise Edition of OpManager.

Note: On top of these, NetFlow Plug-in also has add-ons (Cisco CBQoS monitoring, Bandwidth Billing, Advanced Security Analytics Module - ASAM), which can be purchased separately.

Product Positioning

The demand for Unified IT monitoring

The business demand for the IT keeps changing at a faster rate than ever before. To challenge the relentless expansion and complexity, IT requires simplified network management system that offers powerful visibility across the IT network to ensure acceptable service delivery. Right from the WAN links that connects the remote branch offices, to the datacenter's humidity sensors; there should be one tool to depend on for the performance monitoring.

In reality, an IT organization either resorts to multiple point products and custom scripts or opts to expensive frameworks, for managing their complete IT network. Both these models are proven expensive either in terms of visibility or in terms of cost and ease-of-use.

The traditional Big4 frameworks (HP, IBM, BMC and CA) offer the visibility needed, they are expensive and complex to configure and maintain. The deployment of these products usually end-up in expensive consultation too. On the other hand, if the IT team decides to go with free tools or marginally priced point product it helps them quickly deploy the product but the network visibility is negotiated.

OpManager offers in-depth visibility into IT infrastructure, and is affordable and easy-to-use. OpManager is designed to bring in the right mix of functionality to help visualize the complete IT network's performance. It brings the best of both worlds - rich functionality from the high-end frameworks and better usability and easy maintenance qualities from the free tools and point products.

Over 10,000 businesses and millions of administrators' worldwide trust OpManager as their complete network management partner for their everyday IT. OpManager serves businesses of all verticals, natures and sizes, ranging from SMBs to Large enterprises that are spread across multiple countries.

OpManager Benefits

Features	Benefits
Integrated solution to • Manage network (Network device health monitoring, IP SLA WAN and VoIP monitoring, Traffic analysis, Network Change Configuration & Compliance Management, IP Address management and Switch Port Mapper) • Monitor servers (Physical/ Virtual) and other IT infrastructure devices (Load balancer, UPS, Printers and more…) Support to wide spectrum of Industry standard	A single pane of glass for complete infrastructure management and monitoring. Offers complete visibility across IT devices rather than switching between multiple point products.

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monitoring and management protocols with ability to monitor heterogeneous, multi-vendor infrastructure.	
Visualization of network through dashboards and custom maps.	Brings in more agility to the IT team for faster fault resolution by helping them identify the performance setbacks at a glimpse along with the infrastructure element that has failed and the business unit that has affected.
IT workflow automation	A scientific approach to standardize fault resolution and perform laborious IT management tasks across your organization. Saves a lot of time and lets IT team do more strategic IT than performing firefighting tasks.
Powerful fault management and reporting modules	The most advanced fault management functionality in its class and enables operator productivity by allowing them to focus on fixing issues rather than trying to figure out the cause of the failure. The reports and graphs, present valuable information in a click and eliminate the need for manually compiling of reports.
A unique architecture for Enterprise Edition that pushes both performance data and network events. Independent fault management engine and user access at the probe and central level. Offers 5x scalability, when compared to the standalone instance & Hot standby engine.	Helps in effectively managing the distributed corporate networks from a centralized location. The ability to extract historical performance reports helps the IT team to plan the capacity across the corporate IT infrastructure and not just manage trouble tickets and incidents. Shareable NMS insights and templates across the IT infrastructure. The scalable and reliable solution that leaves lesser datacenter footprints to manage.
Integrations with ME products and REST API	Helps seamlessly integrate the IT management solution without affecting the existing management eco-system. This also ensures that the same system is available for managing present and future IT.
• Faster discovery • Discovery Rule Engine • 100% web-based • Enterprise Edition: Smart probes upgrade through one point pushing the upgrades	Setting up the product to the production becomes simpler. Any admin, who has an access to the network and appropriate user access, can get to the GUI. No need to deploy additional native clients.

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from the central server. • Bundled webserver and database.	The trouble-free management of the solution. In other words, you just need less number of human resources or even a shared resource is enough to manage the solution.
Linux and Windows installable	Flexibility to choose the server that is best suited for running OpManager, regardless of the platform it runs on.

Product Differentiation and the NMS market space

NMS Market space

To know the collection of NMS tools in the market today visit "http://www.slac.stanford.edu/xorg/nmtf/nmtf-tools.html", even this list is not complete.

If we broadly classify the NMS market at a 5000 mile view, here is some understanding:

	Category	Sample Product List
1	Open source – Freeware	Nagios, MRTG, Cacti
2	Low-end commercial products	Intermapper, NetMon, GFI Network server Monitor
3	Mid-size commercial products	ME OpManager, SWI Orion, WUG, PRTG, Quest Foglight NMS
4	Vertical Solutions – Server	MS SCOM, Nimsoft, up.time
5	Vertical Solutions – Network	Cisco Prime, NetQoS, NetScout , Splunk
6	Open source Commercial solutions	Zenoos, Zabbix, Groundworks, Hyperic, OpenNMS
7	Large frameworks from Big4	HP, IBM, CA, BMC

Open source – Freeware:

Products in this category are well known in the market for years. Mostly they have a powerful SNMP engine and graphs are done through RRD tools. Anything other than SNMP monitoring is mostly done through scripting. Their community is widespread and so powerful that you will find scripts for almost everything.

Pros	Cons
• Scalable and Reliable NMS Engine • Knowledgeable and large community base • Zero product cost	• Configurations are resource intensive • Community driven support – They have options for enterprise support, which drags the solution to the category 6. However to the most part, the support is dependent on community. • The L2 network management features viz. Traffic analysis, Configuration management are not usually a part of

	product offering

Competitive edge of ME OpManager

- Easy to setup with out-of-the-box support to most of the monitors
- Offers insightful functionality viz. traffic analysis, configuration management and IP address management as a part of single solution
- Dedicated support through email, telephone and online support, apart from the user community

Low-end commercial products

Usually these products are agent-less monitoring solutions, have SNMP based monitoring functionality with Microsoft WMI/ PowerShell based server monitoring features. The products are low priced, offer better usability when compare to the open-source freeware products. However the product insights are limited to the scope of SNMP and WMI/ PowerShell.

Pros	Cons
• Low Pricing • Enterprise support • Agent-less monitoring • Easy configuration when compare to open source products	• Scalability and reliability • Zero or feeble support to remote infrastructure monitoring • The L2 network management features viz. Topology maps, Traffic analysis, Configuration management are not usually a part of product offering

Competitive edge of ME OpManager

- Offers insightful functionality viz. traffic analysis, configuration management and IP address management as a part of single solution
- Scalable and reliable solution with high availability support and enterprise-grade architecture
- Dedicated support through email, telephone and online support, apart from the huge user community
- Large customer base and with worldwide presence

Mid-size commercial products

The products in this category are scalable, reliable, easy to deploy, offers powerful insight on network and server performance than the previous two categories. It supports wide variety of protocols to monitor the complete network performance. Mostly the SMB and emerging large enterprises prefer to have this kind of solutions. The average IT infrastructure size catered in this category will be less than 250 devices.

Note: ManageEngine is also a part of this category.

Pros	Cons
• Affordable Pricing	• Scalability – This is something that every

• Enterprise support • Easy configuration • Agent-less monitoring (Mostly) • Complete IT monitoring • Scalable when compared to the previous categories & provides HA engine	product works into. Still there is lot of room for future growth • Lack of complete operations monitoring • Per second granularity is negotiated with agentless monitoring • User community base is not as strong as open source products

Competitive edge of ME OpManager

The recent introducing of IT workflow automation, Agent-based log file monitoring, self-monitoring feature, 10x faster discovery, scalability engine and Probe/Central architecture for remote location monitoring are some of the features that we can talk about.

As we are also a part of this category, a detailed comparison document is made available in the partner portal for each competitor. In every release ME OpManager, tries to reach to the category 7 of this list for features and scalability.

Vertical solutions - Server

The current and the following one in this list, is a category of specialization. When the number of devices monitored in server or in network grows over 250, it becomes essential to have a specialized solution to carter these verticals for in-depth monitoring and management. In large organizations the company has separate teams to manage these verticals and that's the sweet spot for them.

Though the product is specialized on one particular vertical, it also supports some basic functionality of the other segment. Say the server management vertical solution, supports SNMP based monitoring for network devices and vice versa.

Pros	Cons
• Enterprise support • Complete Server and Applications Management – Agent-based/ Agent-less • Scalable when compare to the previous categories & provides HA engine	• High price • Basic network devices monitoring with SNMP support • Deployment procedure gets little tricky and usually done through consultants

Competitive edge of ME OpManager

OpManager

- Offers insightful functionality on the network performance management viz. traffic analysis, configuration management and IP address management as a part of single solution
- Does monitor the essential servers (Physical/ Virtual) and applications performance. For in-depth LoB (Line-of-Business) application performance monitoring, OpManager integrates with ManageEngine Applications Manager.
- Scalable and reliable solution with high availability support and enterprise-grade architecture

- Economically priced with humanized licensing model
- No need for expensive consultation, the product is easy-to-deploy, use and maintain
- Dedicated support through email, telephone and online support, apart from the huge user community

Note: If the prospect's need is to monitor and manage servers, it is preferable to suggest ManageEngine Applications Manager + Security Manager Plus or Desktop Central to fight the competition than suggesting OpManager.

Vertical solutions – Network

Similar to the above category, everything else remains the same except they focus more on the network side when compared to the servers.

Pros	Cons
• Enterprise support • Complete Network Management – includes packet capturing, VoIP call monitoring, etc… • Scalable when compared to the previous categories & provides HA engine	• High price • Basic SNMP monitoring is available in the base product. Customization is required to monitor the server infrastructure • Deployment procedure gets little tricky and usually done through consultants

Competitive edge of ME OpManager

- Offers insightful monitoring on the server performance. Monitors Windows, Linux, HP UX, IBM AIX, Solaris, VMware ESX/ ESXi, MS HyperV, essential applications viz. Exchange, MS SQL & Active Directory as a part of single solution.
- On the network management front, OpManager provides device and interfaces health monitoring, Cisco IP SLA WAN RTT and VoIP performance monitoring, bandwidth/ traffic analysis, configuration management and IP address management.
- Scalable and reliable solution with high availability support and enterprise-grade architecture
- Economically priced with humanized licensing model
- No need for expensive consultation, the product is easy-to-deploy, use and maintain
- Dedicated support through email, telephone and online support, apart from the huge user community

Open source commercial offerings

Important one to note: NOT ALL OPEN SOURCE PRODUCTS ARE FREE. There are open source products, which are priced on a device basis, similar to OpManager or priced for the support and maintenance. Most of the times they will be cost prohibitive when compared to OpManager. They also promote other services such as consultation, turn-key deployments & more. Usually a lighter edition is available for free with just community support.

These products have a complete suite for monitoring/ managing servers, network and other infrastructure devices and also offer service level management.

Pros	Cons
• Large community base • Feature rich product to manage complete IT – Supports agent-based and agent-less monitoring • Scalable when compare to the previous categories & provides HA engine	• High price • Deployment procedure gets tricky and usually done through consultants

Competitive edge of ME OpManager

- Economically priced with understandable licensing model
- Scalable and reliable solution with high availability support and enterprise-grade architecture
- No need for expensive consultation, the product is easy-to-deploy, use and maintain
- Dedicated support through email, telephone and online support, apart from the huge user community

Large frameworks from Big4 (HP, CA, BMC, IBM)

Their products are well known in the market for years. They typically cover the complete gamut of IT management suite. You name it and it there, kind of solutions. There is nothing impossible at this top zone, but just that the price at which it is done will be massive. Typical maintenance renewal would cost over a million dollar.

Pros	Cons
• Good community base • Feature rich product to manage complete IT – Supports agent-based and agent-less monitoring • Scalable & Reliable	• High price • Deployment procedure is the most trickiest of all and usually done through consultants • Mostly acquired products, which consumes lot of effort to integrate and customers end-up paying for the integration cost • Heavy maintenance, high TCO and longer ROI period

Competitive edge of ME OpManager

- Economically priced with understandable licensing model
- No need for expensive consultation and years together implementation , OpManager is easy-to-deploy, use and maintain
- Easy integration with ManageEngine products which are built from the ground-up in a similar platform
- Quick ROI and minimum TCO

- Scalable and reliable solution with high availability support and enterprise-grade architecture
- Dedicated support through email, telephone and online support, apart from the huge user community

Target Audience

Market potential

In 2010, the NMS market size was 2,320.4 Million (USD). Sure it is around 2.6 Billion now. In 2005, the top four vendors were CA, BMC, IBM and HP (In short, BIG4). It is evident from the below chart that the top players in this space are losing market share and the fat solutions, expensive consultation isn't a fancy any more.

Worldwide Network Management Software and Appliance Revenue by Vendor, 2010

	Revenue ($M)	Share (%)
CA Technologies	327.1	14.1
NetScout	284.0	12.2
IBM	245.9	10.6
HP	199.0	8.6
Visual Network Systems	164.8	7.1
Other	1099.6	47.4
Total	2,320.4	100.0

Source: IDC, 2012

This is right time to capitalize and drive more customers towards ManageEngine.

Even if we manage to scratch 5% of the market share, it is of huge value.

Target Market

OpManager is best-suited NMS for all enterprises running critical business applications over their IT network. With the integral management capabilities of network devices, servers (physical and virtual), essential applications, OpManager enables organizations with a decisive business advantage by providing complete visibility to manage all the critical IT assets.

Some specific prospects include:

- Enterprises with small to large LANs, or multi-location network deployments
- Service providers offering network-based services
- Government IT departments and autonomous organizations
- Educational institutions such as schools and universities
- Financial institutions & banks

The purchase influencers and decision makers

Enterprise system and network administrators will typically play the role of influencers in the decision to purchase OpManager. They would generally be involved in evaluating the software, ensuring system compatibilities, and identifying the benefits to the organization. They may either make the final decision to buy OpManager, or provide feedback to the management to do so. Some of the key influencers and decision-makers for such products include:

- Network Administrators
- System or Server Administrators
- Virtual Infrastructure Administrators
- IT Managers

Prospecting - Qualifying the prospect

The best way to prospect is to make the evaluator speak by asking right open ended questions. Listen to the keywords and pain points they state. Your sale is half done.

Questions to qualify the leads

Technical questions:

1. What do you wish to monitor?

OpManager is a complete IT infrastructure monitor product.

At the device or node level, the evaluator can pretty much use OpManager to monitor right from their WAN links, to routers, switches, firewalls, wireless access points, servers, applications, storage devices and datacenter devices (UPS, Sensors, Cameras & more.). At times the evaluator might even come-up with saying traffic analysis, network configuration management, IP address management and switch port mapper. So get a clear idea of what they wish to monitor or manage.

Plug-ins alone: If the monitoring or management requirement is only at the plug-in level (I mean traffic analysis, network configuration management, IP address management and switch port mapper), suggest the individual products viz. NetFlow Analyzer, DeviceExpert and OpUtils. If they wish to have it as a single console solution along with the NMS, then we can pitch them as plug-ins.

For applications monitoring, if the requirement is anything other than the essential applications monitoring as listed under OpManager product features, refer them to use Applications Manager and have it integrated with OpManager for single console navigation.

For Cisco IP SLA based WAN RTT and VoIP monitoring:
Refer the below links to get a better understanding of what we monitor, how we monitor and which devices are supported for Cisco IP SLA based WAN RTT monitoring. Remember IP SLA is

a Cisco proprietary protocol; do not try to suggest this feature for other network devices.
www.opmanager.com/wan-network-management.html: Cisco IP SLA WAN RTT monitoring FAQs
www.opmanager.com/voip-faqs.html: Cisco IP SLA VoIP monitoring FAQs

2. How many devices (nodes) or interfaces you wish to monitor (approximately)?

This question helps us decide whether the prospect has to go with standalone or enterprise edition of OpManager. Since OpManager pricing and licensing depends on the number of devices and edition, this information will be useful to determine the licensing requirements and cost involved.

Note: The standalone can scale up to 1,000 devices/ nodes and 10,000 interfaces. Given the room for expansion suggest standalone for evaluators, who have below 500 devices or 5000 interfaces to monitor. It is recommended suggesting enterprise edition after the above ceiling. The Enterprise Edition can scale up to 5,000 devices/ nodes and 50,000 interfaces comfortably.

3. How many users will be accessing the NMS system and what is their primary role?

OpManager supports multiple users with access control and is ideal for managing networks involving multiple teams across various locations. Further this helps you identify the number of users that might access the application and at times even to know the IT team size and the hierarchy on how they operate.

Intern this also reflects to be a scalability analyzing question. A single bundled web-server in OpManager can serve up-to 50 concurrent users. In case of large infrastructure, the load will be split across the probe's and the central's web-server.

4. Which vendor devices you have for your network, servers (physical and virtual), applications, storage and other datacenter devices?

This question is a continuation to the 1st question. For every device category they say, try to get the vendors they go with. This helps realize whether or not we support monitoring that particular devices.

Note: OpManager support monitoring over 700 device types out-of-the-box and list is enhanced almost at every release. So refer to the product's admin tab -> device templates to know the latest list of supported devices.

5. Do you have devices to monitor in remote locations? If yes, how many remote location devices you wish to monitor and how are they interconnected?

Multi-location networks present the challenge of coordinating network management across locations, while skilled IT personnel are usually concentrated at the head office or central location.

For enterprises with multiple locations connected via WAN links, monitoring those links is critical to ensure that all branches have connectivity to the central data center or warehouse.

In another business case, the enterprise IT team might wish to monitor the entire corporate network, including the remote branch offices from the centralized location. So listen to their response very carefully before suggesting the right edition.

If the requirement is inclined towards centralized monitoring. Make sure to enquiry them on the number of remote locations to be monitored and how they are interconnected.

To monitor devices at the remote office which doesn't have a proper stable MPLS/ VPN connectivity, we are left with no other choice than to deploy the monitoring probe (Enterprise Edition) at the remote branch office to collect the data and send them to central console through internet connectivity. If the branches have stable network connectivity, the response to question no. 2 would help you decide which edition to suggest.

If the requirement is to monitor just the WAN connectivity to the remote branch offices, it is enough if you suggest the Essential Edition. However, if the devices are more, suggest Enterprise Edition. I mean the question no. 2 should help you suggest the right edition.

6. How do you manage it today? and why are you looking in for a change?

Very important question to understand the current tool(s) they use and the present pain points. If our solution could address their pain points, there is a brighter chance for them to buy our solution.

Sales questions:

7. What is the proposed date of this project implementation? Or when do you think you will buy the solution?

It is necessary to categorize a prospect as cold, warm and hot to help you in your future follow ups. For instance, if the prospect says 'before last quarter next year' it is better to have lengthy follow up cycle and categorize as cold or warm lead.

8. Do you have any rough budget in your mind?

This gives an idea of how much the prospect can spend. If they don't have one, give our ballpark number, for allocating the budget. If they say a lesser value, set the expectation right on how much it would cost, if they wish to choose our product and why.

Sales trigger

- Single console to manage IT
- Networking management – routers, switches, etc. performance monitoring, traffic analysis, configuration management
- Ability to monitor Linux, Solaris and Windows server in one console.
- In-depth server management (physical and virtual server)
- Custom device management
- SMS, e-mail, event notification with e-mail correlation and escalation

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- Web-based GUI access
- SNMP based management – Including SNMP Traps
- The prospect wants to monitor the availability of WAN links
- The prospect wants to monitor availability and performance of Servers
- The prospect wants to monitor CPU, memory and disk utilization of servers and set thresholds for the same.
- The prospect wants to monitor essential applications like MS SQL, MS Exchange, MS Active Directory and Web Server etc.
- The prospect wants daily or monthly reports for availability of servers and/or services
- The prospect wants to be notified immediately of any problems in the network
- The prospect wants to centralize the performance and network events management across remote offices.
- Tired or using framework products but did not work out, due to cost and associated complexity
- Tired or using multiple point products but did not get enough insight and consumes more time to identify the root cause.

Key phrases to listen for

- Low cost network management
- Integrated event console
- Network devices
- Network monitoring
- WAN monitoring
- Availability of WAN links
- Server monitoring
- Bandwidth utilization
- Optimal performance monitoring
- LAN monitoring
- Router management
- SNMP Manager
- Network optimization
- WAN traffic analysis
- Cisco NetFlow
- Network configuration management
- IP address management
- Switch port mapping
- Switch port to device tracker
- Troubleshooting and automation

Dealing with objections

Is the product scalable? Or how many devices can it monitor?
OpManager Enterprise Edition can concurrently manage up to 5,000 active devices (servers, routers, switches, etc.) or 50,000 interfaces with optimal performance on recommended hardware and software requirements. The standalone version (Essential Edition) can manage up to 1,000 active devices or 10,000 interfaces. Since v9 release, in every service packs we are enhancing the scalability aspect. Though we have customer using it to monitor over 5,000 devices for Enterprise Edition and 1,000 devices for Essential Edition, we claim these numbers based on our in-house lab tests. Note: It is important to know that all devices on a network are not generally managed. Only critical devices are continuously monitored.

How stable is the product?

OpManager is developed on ZOHO Corporation's Web NMS, which has been built with more than one million man-hours of effort. Web NMS is a framework for building network management applications, and has grown to be one of the best players in its category. Web NMS offers a framework to develop carrier-grade NMS applications. OpManager retains the stability & maturity of Web NMS.

Can OpManager manage devices that do not support SNMP?

Yes, although OpManager primarily uses SNMP to monitor critical parameter on devices, if a device doesn't support SNMP, OpManager can still perform the following tasks:

- Monitor the device for availability
- Collect flows for bandwidth or traffic analysis (NetFlow Plug-in)
- Manage network change, configuration and compliance (NCM Plug-in)
- Manage IP Address space (IPAM Plug-in)
- Monitor the Windows servers using WMI and Linux/ UNIX platform devices using CLI (Telnet/ SSH based connectivity)
- Monitor virtual server infrastructure by leveraging VMware's API for ESX/ ESXi environment and WMI for MS Hyper-V environment.
- Monitor essential applications performance viz. TCP services, Processes, Windows Services, Scripts, Websites, File/ Folders and Log Files (agent-based)
- Process passive events through Syslog, Event Log and SNMP Traps

SNMP gives access to a wealth of performance-related information through standard interfaces. Hence, when a device does not run SNMP, OpManager cannot perform the following tasks:

- Identify the device type and category during the initial discovery as a Server, Router, Switch, etc... These categorizations have to be done either manually or through Discovery Rule Engine.
- Monitor device interface or port utilization statistics
- Monitor network or other infrastructure device's health and performance metrics.

Important note: Even if the ICMP Ping is disabled on a device, OpManager can still monitor the device availability using TCP port check.

Why should I consider OpManager?

While multiple point products offer limited visibility across the network and zero/ limited correlation of events for easy root cause analysis, OpManager lets you manage the complete network, servers, virtual environment and other IT devices under one single console and helps you pin point the root cause and resolve the performance hiccups faster.

If you were to compare it with complex vertical frameworks, OpManager is built from the scratch using the next generation development languages to offer ease of use, intuitive GUI, leaves lesser datacenter foot prints to manage & low in Total Cost of Ownership and faster Return Of Investment.

In short, OpManager brings the right balance between the comprehensive network visibility, ease-of-use and affordability. Over a million administrators worldwide use OpManager for their day to day network management.

Frequently Asked Questions

Refer to 'http://www.opmanager.com/faq.html'

Selling against competition

Refer to **Competitive edge of ME OpManager** under NMS market space section of this document for a general overview of the competition and how ManageEngine OpManager is better.

For detailed comparison document refer to **Comparison Documents** section of OpManager product page in partner's portal.

Elevator pitch

- **30 words**

  OpManager is an end-to-end NMS for managing heterogeneous enterprise IT networks. It offers fault & performance management across critical IT resources and brings in the right balance between powerful features, ease-of-use and affordability.

- **50 words**

  OpManager is an end-to-end NMS for managing heterogeneous enterprise IT networks. It consolidates the diversified, disparate tools to one cohesive network management console that is capable of monitoring and managing the complete underlying IT infrastructure devices. Thus it helps bringing actionable faults to the front, reducing the time to resolve and allows stress-free network management.

Existing Customer base and Customer quotes

Over 10,000 enterprises and a million administrators use OpManager for day-to-day network management. Here is a short list of our renowned customers.

More @ www.opmanager.com/customers.html

Customer quotes:

"My network guy likes the ability to map and view everything down to the port without a lot of effort. I like to see all services on my servers and see issues. It has a lot of flexibility and I can monitor everything or even add monitoring metrics. With the Netflow Plug–in, I can better understand of traffic flow and what eats up bandwidth. With EMC Smarts, it did a lot and I needed a large team to manage the network. With OpManager, I don't need to spend money on training and spend time writing policies and scripts. I don't need a whole team to monitor the network. The TCO is much lower." **Calvin Lovett, Technical Lead, US Army Criminal Investigation Laboratory (USACIL).**
"OpManager is an ever improving monitoring solution with new features in the latest version 8 release such as greater reporting capabilities, additional performance monitoring, failover support and an enhanced intro page with great overview of all of our devices. In my opinion, it is the most beneficial tool we own. There is a greater ROI with OpManager than with the other more costly monitoring systems like Tivoli, OpenView or SCCM's Operations Manager. Not mention the ease of installation and configuration as compared to OpenView or Tivoli." **David Henry, Systems Administrator, AOSmith Electrical Products Company.**
"OpManager and Netflow have made a huge difference to our Network and Systems teams. Before we brought the ManageEngine, we were using a number of different monitoring systems depending on the type and brand of equipment being monitored. Obviously this made it difficult to understand large issues that involved multiple systems spread across multiple monitoring systems. Now we have a single application that monitors nearly any piece of equipment we have on our network." **Andrew Harkins, Network Operations Team, Avera McKennan Hospital & University Health Center.**
"OpManager combines the best of features, a fabulous support team and an affordable price range. Every administrator looks for a product which is dependable, inexpensive and having responsive support. ManageEngine OpManager is a best fit for these criteria." **Roumen Ivanov, Senior System Administrator, ERP Suites.**

More @ www.opmanager.com/customer-quotes.html and www.opmanager.com/customer-recommends.html

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Powering IT ahead

Product Contacts details

- Toll free contact numbers for sales and support team
  - US: +1 888 720 9500 or +1 800 443 6694
  - Intl: +1 925 924 9500
  - Aus: +1 800 631 268
  - UK: 0800 028 6590
- Sales or commercial enquiries: sales@manageengine.com
- Pre-sales support: eval@manageengine.com
- Post-sales support: opmanager-support@manageengine.com
- Marketing collaterals: opmanager-marketing@manageengine.com
- Product Management: devanand@manageengine.com or deepa@zohocorp.com

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