Agenda

- A quick look at ManageEngine
- Traditional Traffic Analysis Techniques & Tools
- Changing face of Network Traffic
- A Fresh Look – Integrate IT all
- Benefits of a single-point solution
- Use cases
- Business Benefits
- Summary
Who Are We?

zohocorp.com
(Formerly Adventnet Inc.)

- **WebNMS**
  - OEM / Telecom division is also the World’s #1 EMS
- **ManageEngine**
  - IT Management division with 55K+ customers
- **ZOHO Work. Online**
  - SAAS solutions
ManageEngine Delivers The Fastest ROI in Enterprise IT Management

ManageEngine Software is used by over 55,000 customers including 3 out of every 5 Fortune 500 companies
Traditional Approaches & Tools:

- Network Monitoring Platforms – NMPs
- Monitoring Tools Integrated with NMP
- Commercial Monitoring Tools not Integrated with an NMP
- Public Domain Network Monitoring Tools
- Web Tools
- Ancillary Tools enabling monitoring
- Analysis Tools
- Report Creation or Simulation
Critical Factors to Look for:

- **Web Based Tool**
  - Availability across the World
  - Ease & convenience

- **Report Generation**
  - Multiple reports for multiple factors to be measured
  - Alerts
  - Troubleshoot reports
  - Compare reports
  - Good search options

- **Integration with NMPs**
  - Specific to organization’s IT needs
  - Necessary but not sufficient
The Changing Face of Network Traffic

(As scary as the picture is!)
Trends in IT Network & Traffic Monitoring

- **2009**: Service oriented Networks
  - VoIP – A very popular subject

- **2010**: Emphasis on video traffic
  - WAN acceleration

- **2011**: Business continuity
  - Network security

- **2012**: Stronger network security
  - High Performance and High Availability

- **2013**: BYOD – Solutions
  - Integration - They Key to Efficient Networking
Network Traffic Analysis & Monitoring

- **Hardware probes**
  - Bulky and expensive
  - Limited scope for monitoring
  - Space & Maintenance constraints

- **Packet Analyzers**
  - Voluminous data
  - Speed of analysis takes a hit for large volumes
  - Too much redundant information

- **Flow-based monitoring tools**
  - Web based tools
  - No additional infrastructure or expenditure is incurred
  - Integrates the functionality and not the physicality
An Example – Cisco NetFlow

- Patented flow technology from Cisco
- Versions available are v5(Traditional) and v9(Flexible)
- Contains a wealth of information about the network
- Needs a tool that can collect, analyze and report information
- Needs enabling of flows at the routers and switches
- No additional hardware installations are required
- Supported by all major device types used widely in the market
- Similar flow types include sflow, j-Flow, IPFIX, AppFlow etc.
Cisco provides a set of different technologies that facilitate complete monitoring for all types of traffic

- The following are examples of the same:
  - Cisco IP SLA
  - Cisco CBQoS
  - Cisco NBAR
  - Cisco Medianet
  - Cisco WAAS
  - Cisco Mediatrace

- Every type of traffic is thus covered
- If there is one tool that supports all of these, that is your Integrated Single-Point Solution to Traffic Monitoring
Flow-based Analysis Tools – What can you get?

- Conversations
- Applications
- Protocols
- Talkers
- QoS reports
- SLA reports for VoIP, WAN RTT and video
- WAN Acceleration reports
- Security reports based on Network Behavior Analysis

SINGLE POINT SOLUTION!!!
What is expected out of an Integrated tool?

- Insightful Dashboards
- Zoomable graphs
- Accurate & real-time traffic reporting
- Analysis such as Trend analysis, Capacity Planning etc.
- Support for multiple flow formats
- Wide Platform support – Windows, Linux etc.
- Network Behavior analysis
- Covers the different aspects seen above like SLAs, QoS and more

SINGLE POINT SOLUTION!!!
Benefits of a Single Point Solution

- Saves troubleshooting time
- Accelerates problem solving
- Quick disaster recovery
- Minimized downtime
- Improved RoI – 1 tool that relieves all your problems
- Smart(est) alternative to multiple tools from multiple vendors
- A relief from silos in IT network management
- Improved service levels
Business Case 1: ISPs

- **Capacity Planning**
  - Provisioning sufficient bandwidth
  - Make infrastructure based investment decisions

- **QoS Monitoring**
  - To ensure prompt delivery of delay sensitive applications and associated data
  - Essential part in today’s networks

- **Deep Packet Inspection**
  - Identifies applications using dynamic ports
  - More relevant information about packets traversing the network

- **Billing**
  - To generate bills periodically
  - Options for speed and volume based billing – Special significance
Business Case 2: Datacentre Traffic Monitoring

- **LIVE Traffic information**
  - ✓ Top sources and destinations
  - ✓ Volume of traffic at each interface

- **Protocol Analysis**
  - ✓ Forensic analysis of network breaches
  - ✓ Troubleshooting problems in the network

- **Network Security Anomaly Detection**
  - ✓ To secure the datacentre
  - ✓ Classify and prevent possible zero-day attacks

- **Graphical Representation**
  - ✓ Special significance in network spanning geographical boundaries
  - ✓ Easy management and monitoring with insightful reports
Business Case 3: Financial Institution

- **Troubleshoot Network Sluggishness**
  - Perform RCA in the shortest time
  - Identify applications causing sluggishness instantly

- **Minimize Downtime**
  - Quick restoration leads to minimized downtime
  - Cuts cost due to accelerated troubleshooting

- **Alerts based on Configurable Thresholds**
  - Prevents violation of traffic beyond allowed levels
  - Classify and prevent possible zero-day attacks

- **Continuous Availability**
  - WAN RTT Monitoring
  - Ensures business continuity
Business Benefits

- Complete control of your network infrastructure
- Up to 80% savings in terms of bandwidth optimization
- Better resource allocation
- Improved productivity
- Cost cutting due to quick recovery from sluggishness
- Assured service levels of the best class
- Business-critical applications receive highest priority
- Optimized resource usage
- Minimum downtime
Summary

- **Flow-based Web Tools are the best option**
  - Easy to install
  - Most tools offer a free trial
  - Instant download and installation

- **Integrated Approach**
  - The tool supports different flow formats (sflow, jflow, NetFlow, AppFlow, IPFIX etc.)
  - Wide platform support
  - Monitors QoS, SLAs, Security aspects, WAN accelerators besides mere traffic statistics
  - Analytical solution with insightful reports

- **Benefits**
  - Assured availability of network resources to your business-critical apps
  - Maximizes RoI at no additional cost except the tool’s license fee
Everyone creates products.

We create value!
Questions?
Got more questions?

Email us at nfs@manageengine.com

&

Do follow our blogs, forums, Facebook page and on twitter(@manageengine)

Looking forward to see you soon in our next webinar!

THANK YOU!