



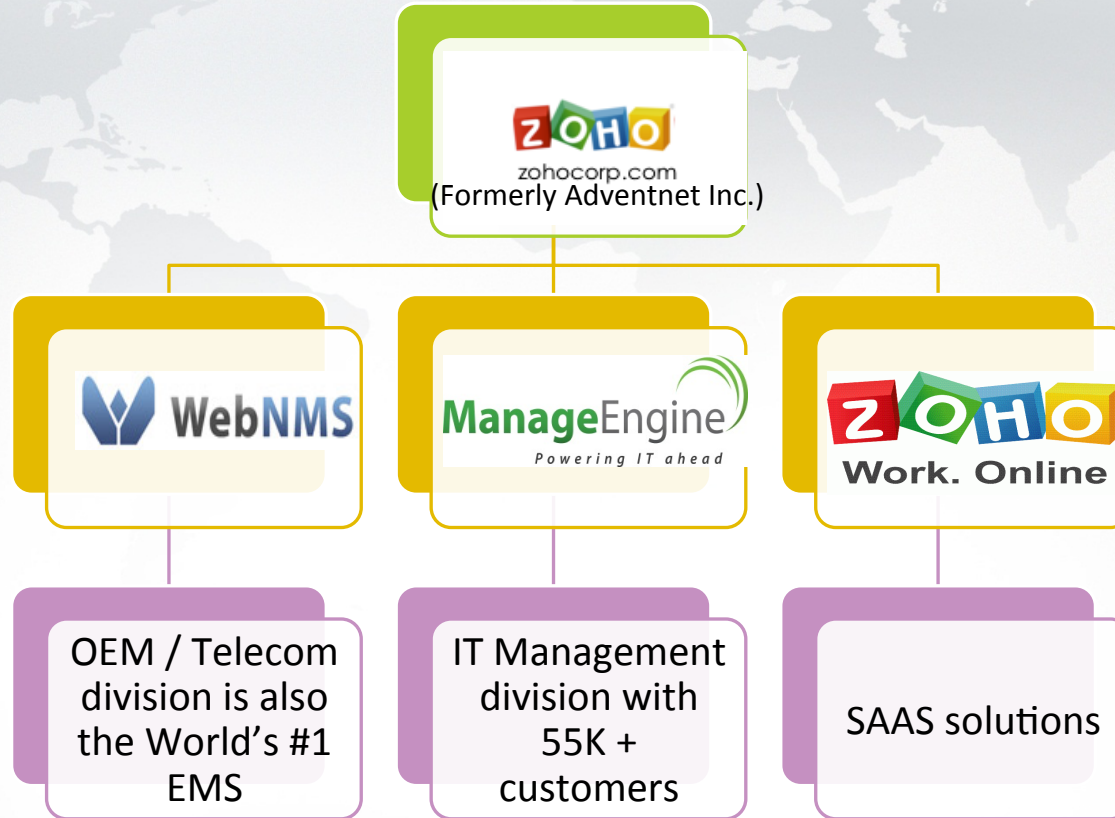
An Integrated Approach to Manage IT Network Traffic
- An Overview

user title style

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?



ManageEngine Delivers
The Fastest ROI in
Enterprise IT Management

Vendor Landscape

Acquired
Products

- Complex Integrations
- Expensive Business Model

Independent
Point Products

- Lower Price points
- No integration
- Vendor viability

ManageEngine

- Single Vendor
- Integrated Value
- Affordable Price Point

ManageEngine Software is used by over 55,000 customers including 3 out of every 5 Fortune 500 companies

Traditional Approaches & Tools:

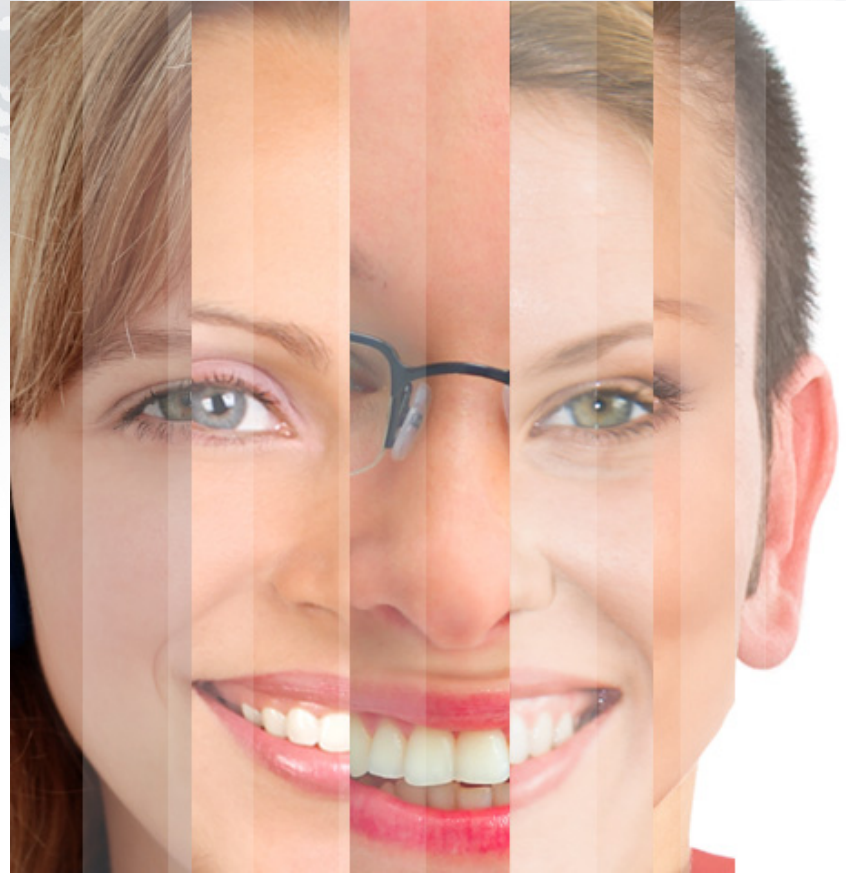
- Network Monitoring Platforms – NMPs
- Monitoring Tools Integrated with NMP
- Commercial Monitoring Tools not Integrated with an NMP
- Public Domain Network Monitoring Tools
- Web Tools
- Ancillary Tools enabling monitoring
- Analysis Tools
- Report Creation or Simulation

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.

Allied Technologies:

- 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

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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!!!

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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!!!

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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!

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