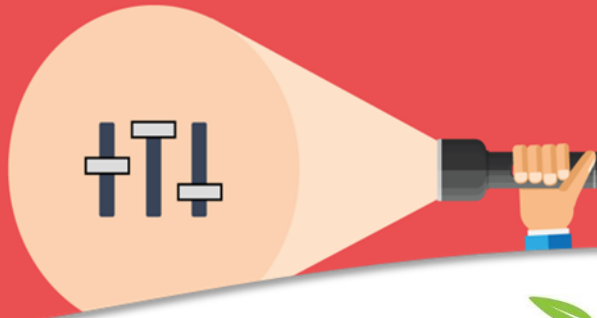


You can't effectively  
manage what you can't  
effectively see or control



# Application Performance (CERT Appliance)

# Contents

Application Performance – Why Now?.....	3
The Problem.....	4
Key Indicators.....	4
The Challenges.....	4
The Solution.....	5
Ensure Appropriate use.....	5
Prioritising key Applications.....	6
Troubleshooting.....	6
Ensure resources to deliver new IT Projects & Enforce appropriate use.....	6
Controlling application behaviour.....	6
Optimisation of network spending.....	6
C-STEM – About Us.....	7

## Application Performance – Why Now?

Today's network has fundamentally changed. With the influx of new applications, Internet of Things and organisations' growing receptiveness towards BYOD, networks are becoming increasingly more burdened with both sanctioned and unsanctioned applications. Industry estimates cite the average network as having over 1200 applications running through it, with only about 30-40 of those actually being sanctioned IT. This gap creates a massive blind spot in the health and well-being of a network, which can adversely impact Application Performance. Consequently, business critical applications are often left to fight for bandwidth and resources in an arena where network managers are too often in the dark.

With the surge in Shadow IT, organisations struggle to understand which applications are running across the network. This makes rolling out new applications like Skype for Business, Office 365 and SharePoint a challenge. Without a thorough understanding of how network resources are being used, you can't be sure there are enough resources for your existing or new apps to work properly.

Optimal performance for business-critical applications requires a complete understanding of all the traffic traversing the network. This applies to applications which are sanctioned by IT as well as the ones brought on by individual users.

Application Performance reviews are the first step in the process - providing network administrators with the insight into where their networks stand today, allowing them to both allocate appropriate resources to existing applications as well as plan for the installation of new critical ones.



## The Problem

Key business applications are continually competing against unsanctioned and uncontrolled applications for the use of available network resources.

More than 70% of businesses report user experience as the biggest inhibitor to user adoption of the technology provided with poor application performance recognised as one of the main causes of shadow IT.

A challenge for a lot of organisations is that they are unable to deliver application performance users are looking for. 65% of companies say performance concerns prevent employee adoption of critical applications like Skype for Business, in addition, 80% of Unified Communications quality problems can be attributed to network conditions.

## Key Indicators

### Your application performance has slowed

The application configuration has remained the same, but the performance is deteriorating.

### Users are complaining

Despite best efforts to configure network policies, users are still complaining. Is this a user behaviour issue?

### You're planning the installation of a critical application

Will this new application receive the critical bandwidth that it requires?

## The Challenges



IT teams can often be left in the dark when end users don't report performance issues because they just accept the experience as "normal". Definition of priority applications can differ widely between job roles and users, creating additional complexities in how network resources should be prioritised.

With strategic change being driven by business teams there is an ever-increasing demand on IT team's time and resource to not only manage day to day performance but also mitigate the impact to user experience, pre, during and after project delivery inclusive of Identifying sanctioned and unsanctioned applications.

### Demand on time and resource

All of the challenges above, can and do result in demand on time and resources whilst often resulting in continual reprioritisation of critical activities.

The rise in personal apps and Shadow IT is causing a struggle for resources on the network and preventing you from ensuring that quality of experience for your critical applications. There's only so much bandwidth and resources available.

## The Solution

### Understand Application Landscape

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- Determine if there are adequate resources
- Understand which unsanctioned apps may have impact
- Detailed report that can be shared with management



### Ensure Performance

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- Ensure critical apps perform as needed
- Prioritise traffic
- QoS controls to guarantee resources for critical apps
- Limits or block recreational and unsanctioned traffic

### Track App Usage

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- Monitor application performance
- Unearth performance problems before they impact users
- Recommendations to ensure app performance
- Diagnose performance problems

### Identify and remediate issues as they happen

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- Track all voice, video and app sharing sessions
- Automatic notification of issues as they happen
- End to end visibility of entire application path (network and service)

## Controlled Experience in Real Time (CERT)

A CERT appliance can be deployed in line with your existing systems within minutes. It will immediately start evidencing behaviour and can create custom policies that prioritise the apps you care about, thus ensuring that your business-critical applications have the resources they need to perform reliably and consistently.

For example, you can create a policy to ensure that VoIP calls always have the required bandwidth or that they are ranked first in priority. You can even create policies that prioritise groups within the organisation so that your customer support team or call centre has priority over other departments to guarantee resources. For instance, if a group of users start streaming a sporting event or other type of rich media during work hours, this will consume a lot of bandwidth resources and ultimately impact your critical applications – like VoIP. If someone needs to make a critical call during this time, you may not have enough bandwidth to ensure the call runs smoothly or even happens!

### Ensure Appropriate use

Provide visibility into all the applications that are running across your network – no matter what the app. We assist you in gaining visibility of **all** the 1200+ applications that may be running on your network, giving you an insight into where problems might exist and which applications are causing issues.

This visibility allows IT Managers to discover any anomalies on the network, also providing information to help decide if new or existing IT projects are getting the resources they require, and the end users are getting good user experience, make sure that the unsanctioned apps are limited, or even blocked, so that they don't steal resources away from the revenue driving applications.

Users can still be granted access to streaming services or business-related apps (like Evernote or Twitter), however, by controlling how much bandwidth they can use and when, this can be done in a way that doesn't overwhelm the network.

### **Prioritising key Applications**

From the visual information gathered, IT Managers are able to decide how to control traffic across the Internet/WAN, ensuring that the applications they have invested in run without hindrance as well as controlling traffic that is not beneficial to the business.

### **Troubleshooting**

The rich set of reporting capabilities and ability to apply performance scoring to individual applications, allows IT managers to troubleshoot issues with new and existing applications and identify where any issues might reside. Troubleshooting network issues is a non-trivial task and when root-cause issues are identified, fixing them often requires infrastructure upgrades or network reconfigurations, all of which have a significant negative impact on total cost of ownership.

### **Ensure resources to deliver new IT Projects & Enforce appropriate use**

Do you have the bandwidth to sustain new IT projects and would enforcing appropriate use of the network/internet be a solution? There can sometimes be a blurred line between what is business use and what is personal use. for instance, Marketing teams use social media to promote brand awareness - so how do you ensure fairness in this scenario?

### **Controlling application behaviour**

Prioritise the sanctioned apps you care about and limit or block the unsanctioned apps from interfering with the critical applications that you need to run your business.

### **Optimisation of network spending**

The combination of visibility, control and troubleshooting means that circuits run more efficiently, and bandwidth utilisation is under control. This assists in maximising your ROI and could also delay or negate the requirement for any further spending on circuits.



## **C-STEM – About Us**

Communication-STEM are dedicated to supporting organisations through the provision of pioneering ICT security solutions. We aim to alleviate the pressure of managing technology systems, thereby allowing organisations to focus on what they do best. We passionately believe that a consistent and reliable user experience of business technology, makes it easier and more cost effective for a business to achieve productivity and recreational assurance

Since the organisation began trading in 1996, there has been a clear focus on the introduction of complementary services that empower just enough enhanced visibility & control. Through the deployment of these services, we have developed a reputation for helping a wide variety of organisations to deliver projects on time and in a cost-effective manner.

We help channel partners, MSPs and customers to unlock the true potential of their existing technology and more easily establish and maintain a standard in performance, which is common across multiple technologies & environments

We do this by aiding organisations to differentiate offerings, identify vulnerabilities and define priorities that will bridge the gaps identified, across the 3 areas that impact productivity the most: Device Security, Application Performance and UC & Infrastructure.

**Systems + Techniques = Effective Management**