Closing the Deal with Peak Infrastructure Performance

Michael Marks

Director – Service Provider Market Development

Concord Communications

400 Nickerson Road

Marlboro, MA 01752

www.concord.com

Agenda

- Infrastructure performance – what is it?

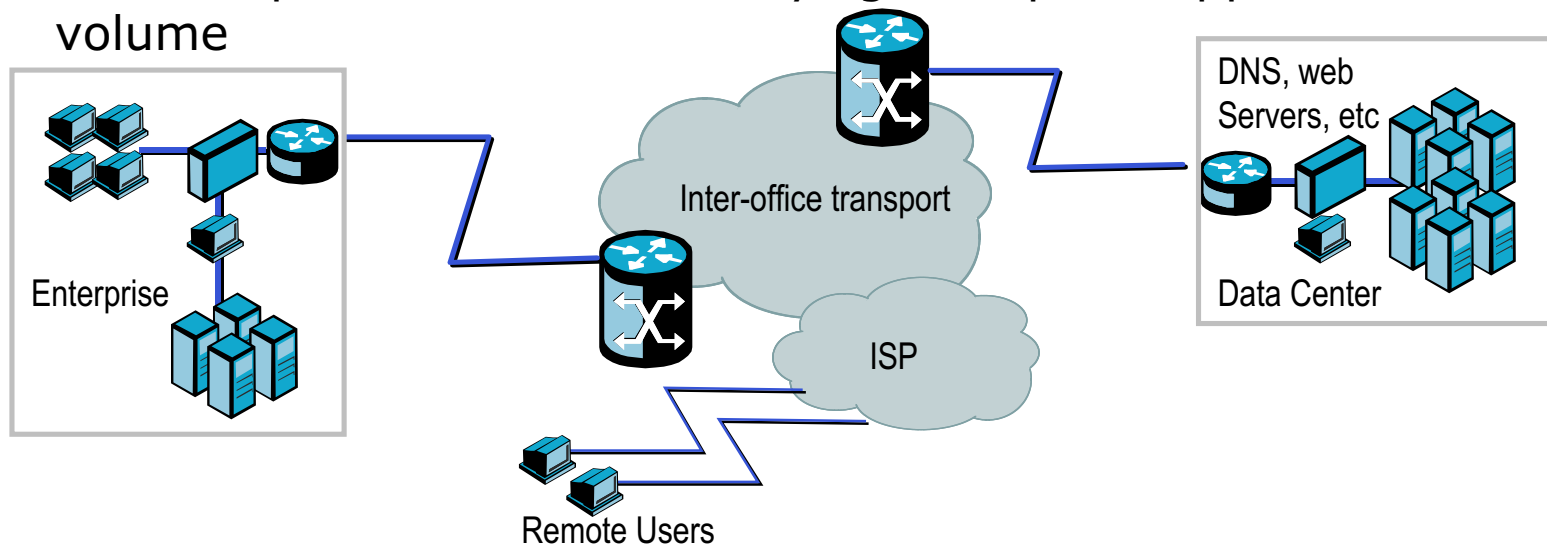- Uncomfortable questions everyone should ask

- A vision of better performance

- Leader in integrated fault and performance management software across applications, systems, and networks

- History of strong performance

  - Average compounded revenue growth rate of 33% per year since 1995

  - $88M in Revenue in 2001

  - Profitable 4 Quarters in a row

- ~500 worldwide employees, headquartered in Marlboro, MA, USA

- 2800+ worldwide customers; 450+ are service providers

  - 23 out of 24 largest telcos in the world[1]

  - 17 verticals in 41 countries

- Average 100+ new customers every quarter

Infrastructure Performance – What is it?

Highly complex, heterogeneous, distributed deployment, not necessarily under your direct control

- System performance – local and remote servers highly available, fast response
- Application performance – used by internal staff and customers – available, fast response
- Network performance – underlying transport supports traffic volume
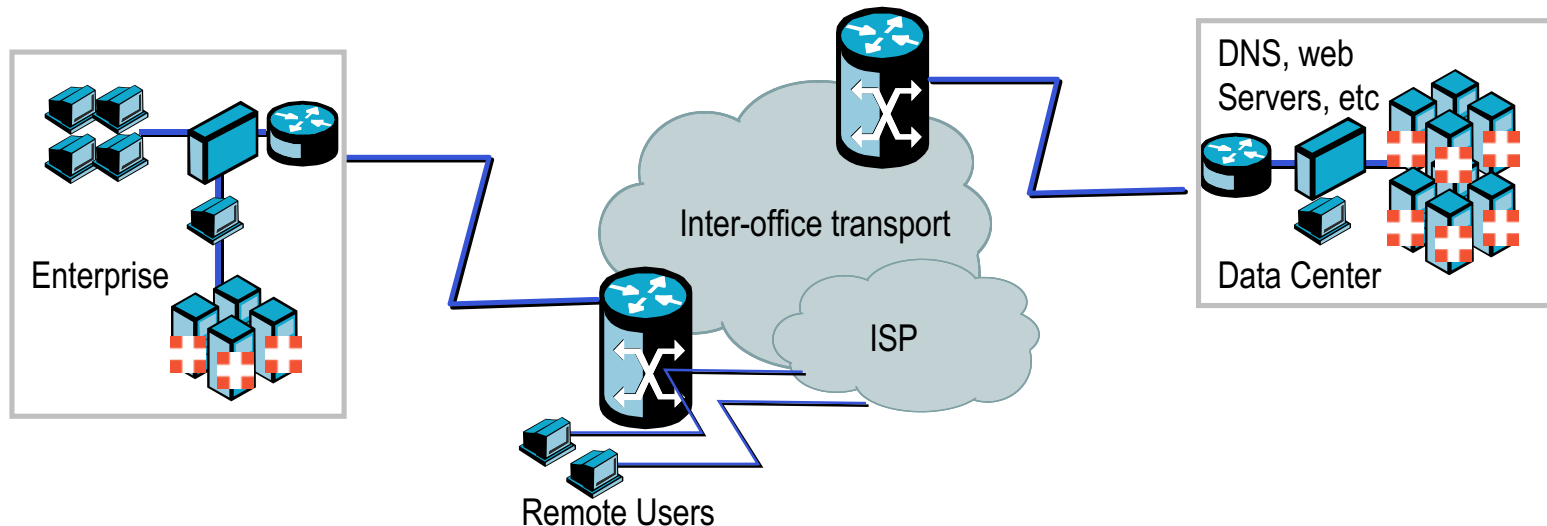
Enterprise

Inter-office transport

ISP

Remote Users

DNS, web Servers, etc

Data Center

Do you feel lucky?
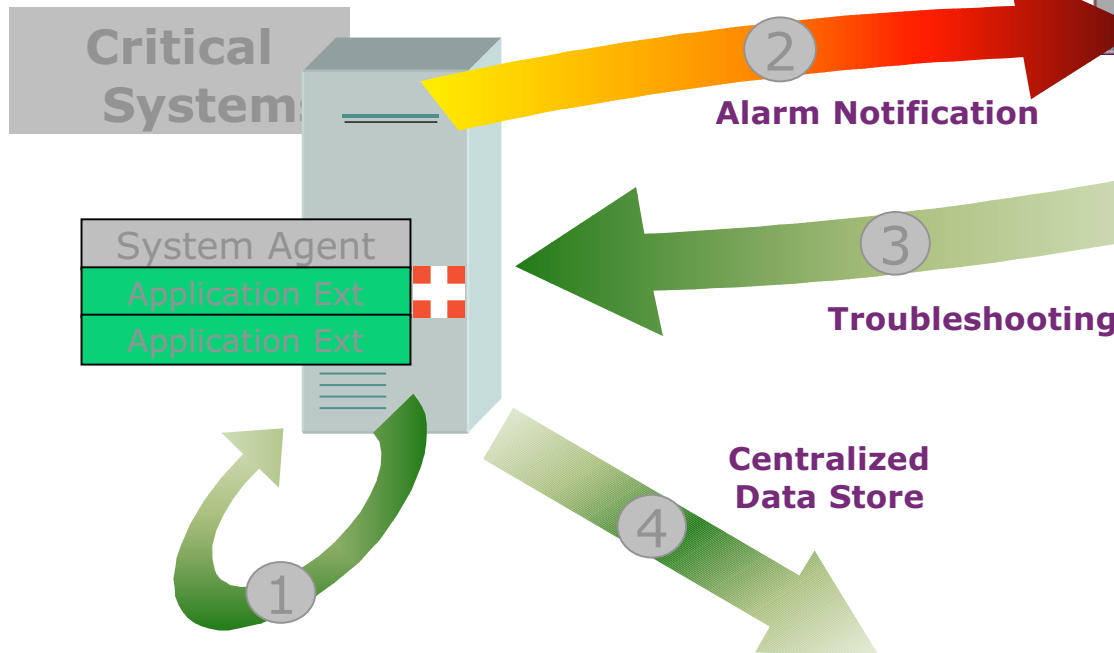
Peak System Performance

- How often are your systems unavailable – planned or unplanned?

- What is your average duration of system unavailability?

- What is the revenue impact per hour of system unavailability?

- How many customers leave your website per week without making a transaction due to system unavailability?

- What is the average transaction size for web customers?

- What affect on market share does this have?

Enterprise

Remote Users

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![COMNET CONFERENCE & EXPO]

A Vision of Better Performance – Automated System Management

Self-Management

- Shift workload down to the host
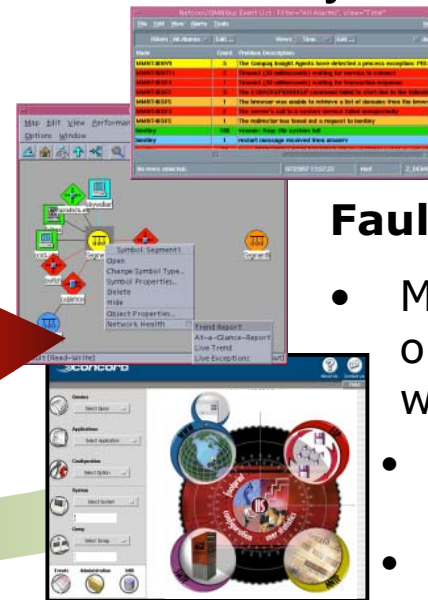- Detect hard faults
- Monitor performance thresholds

Critical System

System Agent

Application Ext

Application Ext

2 Alarm Notification

3 Troubleshooting

4 Centralized Data Store

Fault Management

- Maintain operations workflow

  - Live status reporting
  - Agent Configuration
  - Granular history collection & reporting

Self-healing

1

- Restart failed application processes and services
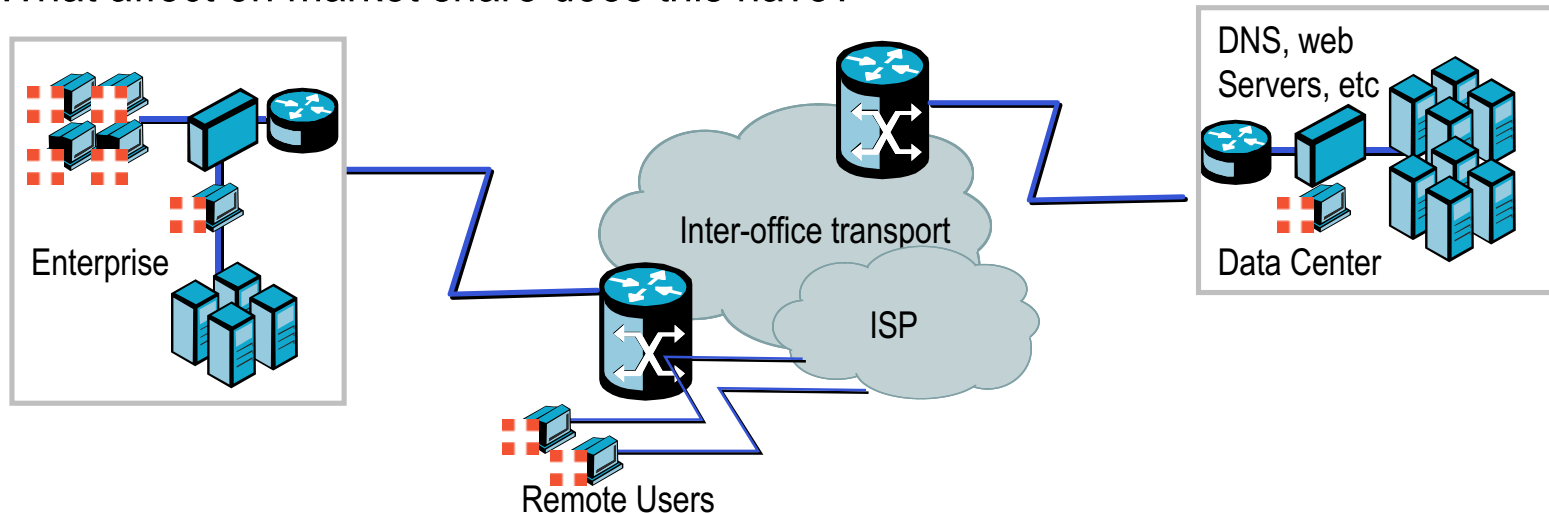- Initiate local corrective action

Historical Data

Performance Management

- Long term trending and analysis
- Dynamic baselining of system and application performance
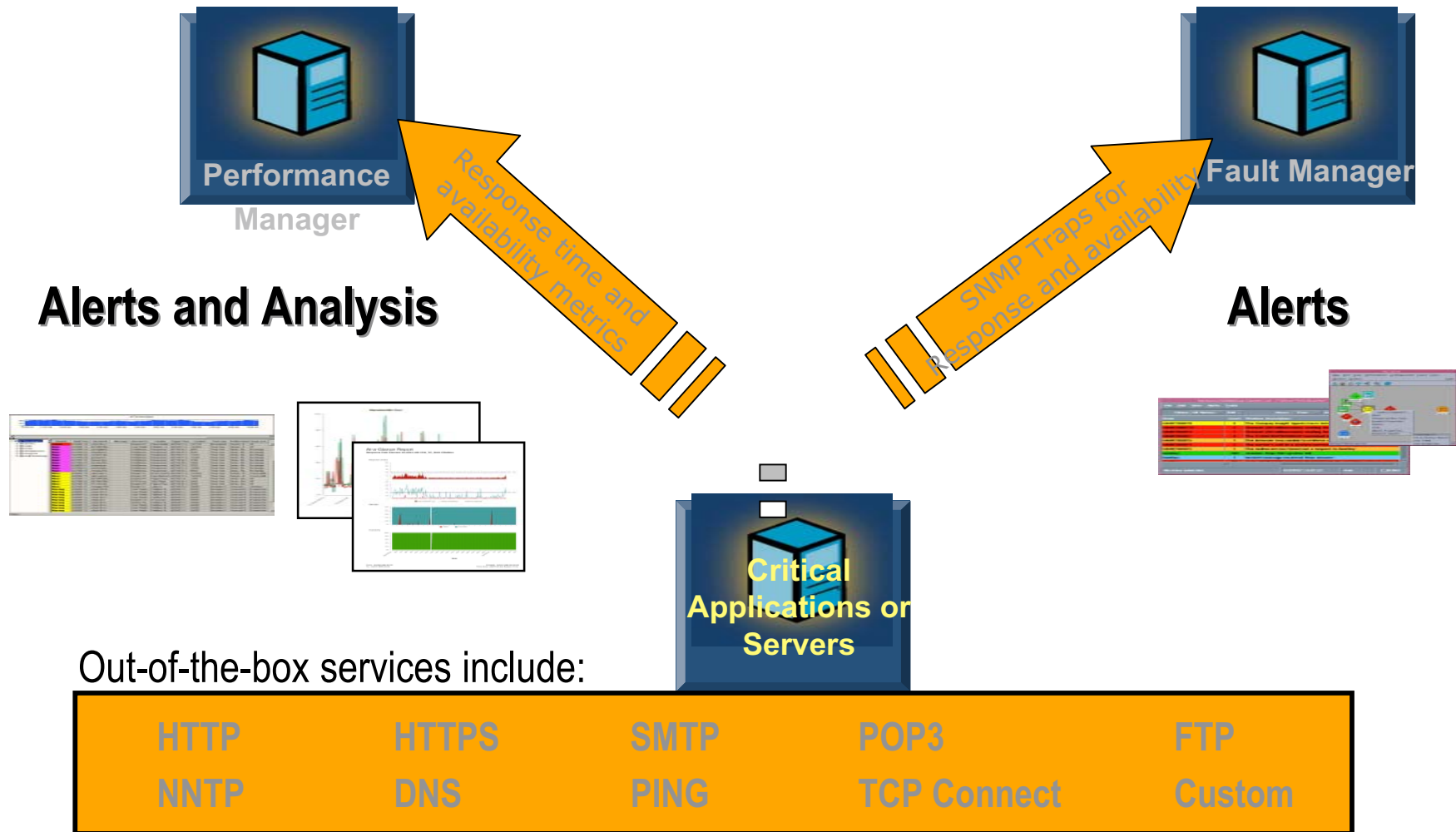- End to end management

Peak Application Performance

- When applications are slow, what % reduction in transaction execution results?

- How many transactions is this? What is the average size of the transaction?

- Do you need to add labor to make up for the shortfall? At what salary?

- How many customers leave your website per week without making a transaction due to slow application response?

- What is the average transaction size for web customers?

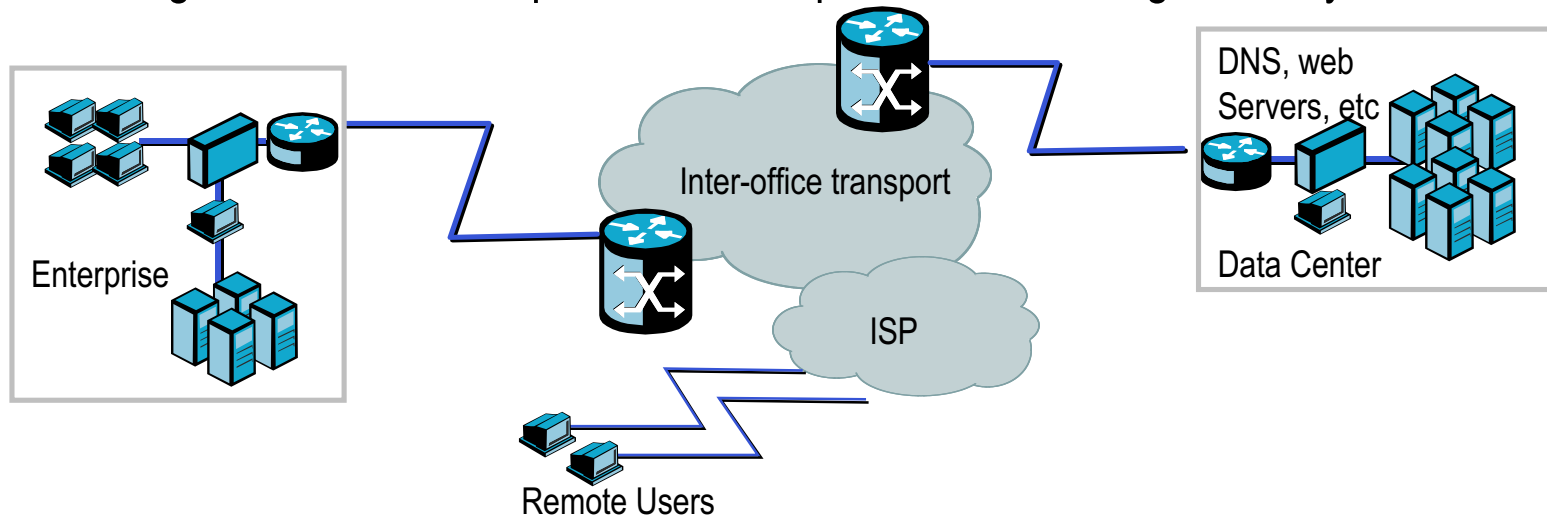- What affect on market share does this have?

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A Vision of Better Performance –
Automated Active Response Testing

Performance Manager

Fault Manager

Response time and availability metrics

SNMP Traps for Response and availability

Alerts and Analysis

Alerts

Critical Applications or Servers

Out-of-the-box services include:

HTTP	HTTPS	SMTP	POP3	FTP
NNTP	DNS	PING	TCP Connect	Custom

Peak Overall Performance

- Have you ever had to delay the launch of a new service while you added IT capacity to support it?

- How long was the delay? What the revenue impact per week of delay?

- How many different service assurance tools do you use today?

    - Separate network, systems, applications management?

    - How much time do you spend training operations staff on these tools?

    - How much time do you spend in vendor relations?

- How long does it take to implement a comprehensive management system?

Peak Infrastructure Performance – it's not just IT's issue

Title:	CEO
Pain:	Share price dropping
Reason 1:	Eroding profit

Title:	CFO
Pain:	Eroding profits
Reason 1:	Missing sales targets

Title:	VP Sales
Pain:	Missing sales targets
Reason 1:	Server outage/slow down prevents order processing
Reason 2:	Poor web response causes customer defections

Title:	VP IT
Pain:	Unreliable IT infrastructure causes financial hit
Reason 1:	Server outage/slow down prevents order processing
Reason 2:	Poor web response causes customer defections

Are you sure you cannot afford to spend money assuring peak infrastructure performance?

Do you feel lucky?