The ZEN of Guaranteed Application Performance

When it comes to change, are you an IT Optimist or an IT Ostrich?

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A Series from Ipanema Technologies: *Volume 3*

In Volume 3 of our guide to Finding Zen with Guaranteed Application Performance, we focus on so-called "IT Transformations." The hypothesis is that whether it's perceived or actual, poor application performance is blocking your path to more effective platforms – from cloud adoption to true WAN Governance. To evolve, you need "sense and respond" intelligence.

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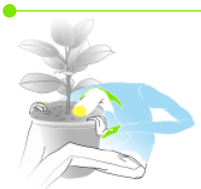
Transformation: (noun) - The ability to change in form, appearance, nature or character.

As we pointed out in Volume 1 of this series, the ability to embrace the future is a key to happiness. For IT teams – and your business users – that future is now. And while being "in the moment" is a great state of mind "Zen-wise," it's not conducive to business success.

Private and public clouds, hybrid clouds and networks, Unified Communications, Software as a Service (SaaS), Social Media, BYOD and BYOA are each transformative in their ability to lower operating costs, deliver the apps that the business requires and "flex" bandwidth usage according to actual need. But without the corresponding management tools, you could end up spiraling out of control – literally – with uneven application performance, surprise costs, and increased complexity in identifying, diagnosing and solving problems.

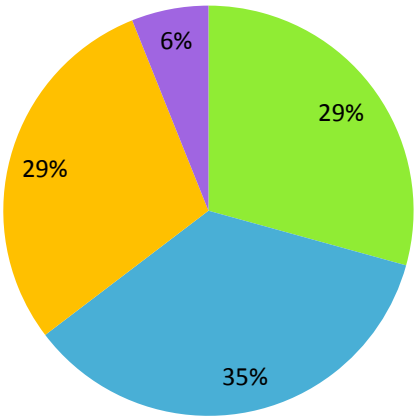
- Do you want to move the cloud but are unsure how to control performance, costs and usage?
- Could you bridge the use of public Internet and private MPLS networks in a hybrid platform for cost savings and bandwidth efficiency?
- Can you ensure the performance of SaaS applications for every user?
- Are you able to deliver the same excellent end-user experience over private and public clouds?
- Could you manage BYOD and control BYOA or shadow-IT?
- Can you ensure that recreational applications will not impact the performance of your business apps?
- Do you even know what's running currently on the network so that you can effectively plan and execute a hybrid or cloud-only strategy?

You can't move to the next step until you know where you are now – and that is a problem for more 2/3 of the IT managers we surveyed in conjunction with Network World. Less than 1/3 has "well defined" measures for application performance. The rest have varying degrees of visibility and control. Roadmaps to the future require tools to navigate.



NETWORKWORLD

Which of the following best describes how your organization measures application performance? *Base: 51 qualified respondents with IT-related titles*



- Well defined: we have a monitoring solution in place that clearly defins great application performance, and monitors and guarantees application performance, along with a user-satisfaction survey that we administer to our employees.
- Somewhat defined: we have metrics that we track (e.g., KPIs), and informally monitor application performance and downtime. We occasionally ask our end users for feedback, but don't have any formal satisfaction survey in place.
- Not well defined: we occasionally review application performance and have some ideas of where the pain points are, but don't have any metrics that we track.
- Not at all defined: we have a limited or non-existent view of application performance.

The future is cloudy without the right controls

When it comes to real IT transformations, large-scale enterprises would benefit in thinking more like start ups, as IT expert Susan Cramm explains in an excellent *CFO.com* article. While "pay as you go" is a terrific concept for cloud platforms and SaaS applications, *InfoWorld* author Peter Weyner points out some important "hard truths" about how it can affect performance, security and cost.

Cloud initiatives, initially considered to be straightforward and cost effective, can turn out to be difficult to manage for IT, frustrating for the users and expensive for the company.

According to Ipanema's 2013 Killer Apps Survey, more than half of all respondents are seeing more frequent issues with application performance. One explanation is that companies who are moving to the cloud and drawing on applications from public and private data centers are actually increasing their complexity, and traditional network management techniques are not fit for purpose:

- Private and public cloud applications, such as SaaS collaborative applications (like Lync or WebEx), increase the volume of traffic;
- The rollout of cloud applications changes the traffic matrix and creates new competition for on-premises applications;
- Differentiating business and recreational usage of Internet applications like YouTube or Facebook is increasingly difficult;
- Branch offices are the new communication hubs: application patterns change continuously and increase the competition between critical and less-critical user flows;
- SaaS application suites, such as UCC (Lync, Webex) and office tools (GoogleApps, Office365), are increasing in complexity;
- People are using their own devices to work and corporate resources to run their own business apps.

The issue is being out of tune with the present moment, which requires visibility to see what's running, establishing the priority of applications and dynamically controlling traffic according to real-time conditions. You need both visibility *and* control to:

- Understand the network impact of cloud applications;
- Monitor and control cloud applications' performance from the user point-of-view;
- Guarantee the end-user's experience for cloud and on-premise applications at the same time;
- Select the most efficient network access among MPLS and Internet for each application flow.

Why aren't hybrid networks "holistic"?

Hybrid networking – the simultaneous usage of MPLS and Internet networks to interconnect your enterprise's headquarters, datacenters, remote sites and mobile workers[1] – is a best of both worlds approach *in theory*. You leverage the low-cost internet with the dedicated availability of your MPLS network. Most organizations today use both for the delivery of business applications, an Internet presence, online storefronts, transactions, customer services and mobile web connectivity – but run them separately.

[1] Ipanema HNU applies to MPLS/MPLS, MPLS/Ethernet, and MPLS/Ethernet/Internet networks as well.

You need a holistic approach to embrace the inner path and the outside environment. While enterprises can better serve their business needs by deploying two or more WANs, questions arise about the trade-offs required. There's a catch without the right tools. The issue is not only the ability to create a hybrid network with MPLS and Internet VPN between data centers and branch offices, but also the ability to control, optimize and accelerate applications with a unified management strategy that can leverage the mutual benefits of each network.

Ipanema provides enterprises with the perfect combination: performance optimization, business continuity and IT savings. The innovation unifies the less expensive Internet bandwidth with MPLS in a manner that:

- Guarantees the performance of business applications with 99.99% reliability across the unified MPLS + Internet networks;
- Simplifies rightsizing your hybrid accurately for business demands and end-user behaviors;
- Ensures the continuity of business communications;
- Exploits network capacity at low cost, dividing Mbps cost by 3;
- Turns back-up lines into business lines;
- Reduces network and service desk costs by $25 to $75 per employee per month.

Consider the insights from Frank Meyer, Technical Project Lead at Henkel, in a recent interview. German-based Henkel operates worldwide with 47,000 employees and is a leader in Laundry & Home Care, Beauty Care and Adhesive Technologies, with popular brands like Dial and Purex. Meyer names three key benefits of using Ipanema solutions: IT transformations are easily managed [and] reliable; network costs are optimized; and the end-users' experience is guaranteed. *"Our hybrid delivers its promises. It allows us to cost effectively benefit from the best of MPLS and Internet. The objective-based application performance management strongly reduces complexity and enables us to dynamically guarantee the applications' performance to the end-users anytime,"* he said.

Why Now? The Future Requires Alignment

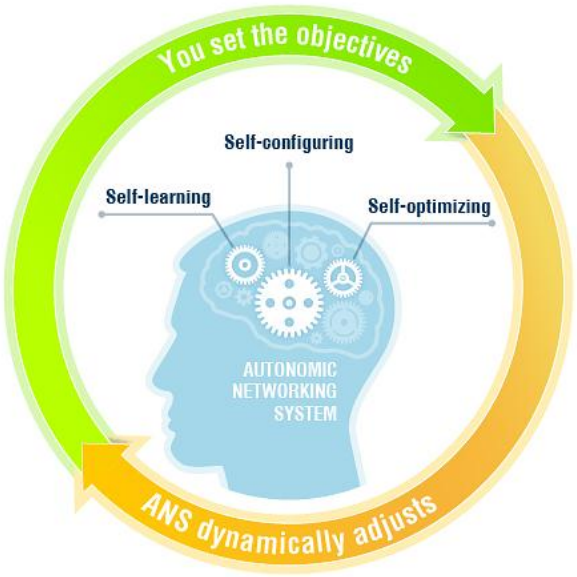
Ipanema's Killer Apps 2013 Survey builds the case for rightsizing networks today:

- 79% of organizations suffer application performance problems;
- For the majority of organizations (54%), these **problems are becoming more frequent**;

- **Bandwidth requirements are increasing** at a rate of >20% for nearly half of respondents;
- The USA is further ahead in adoption of cloud and advanced apps – **yet they are seeing more application performance challenges**.

Global networks have to adapt to the new business application delivery schemes: server consolidation, cloud computing, network virtualization and more. Historically, traffic management involved static, policy-based technologies with costly, manual network reconfigurations. This old approach is no longer able to address the enterprise's challenge to align its IT to its business models.

Ipanema's automation and complete feature-set provides all the means necessary for a simple and efficient WAN Governance and Application Performance Guarantee implementation:



- Sense-and-respond intelligence that automatically adapts to traffic and network changes, performing second-by-second distributed decisions to match - or exceed - application performance objectives;
- A full set of QoS, Control, Dynamic WAN Selection and WAN Optimization techniques;
- Crystal-clear application visibility that provides application performance KPIs and network rightsizing reports to ensure you stay on path.

Our mantra is that **application performance IS business performance**. Ipanema's approach enables network alignment so that you can get to the nirvana of business alignment, which is the focus of the final volume in our series.

C'mon, Get Happy

Every day you're not using Ipanema, you're spending more money than you need to, making yourself, your users and your management team more frustrated, and holding back the innovation that

your business demands. In “Zen” terms, it’s time to let go. Start today by contacting Ipanema.

- In Volume 1, we introduce the series with the connection of application performance to *your* business “happiness”.
- In Volume 2, we explore the effects of application performance on workplace performance.
- In Volume 4, we focus on the ultimate objective: making application performance work as a real enabler for the business.

Related resources:

- Video: Is your network ready for the cloud?
- Killer Apps Survey 2013
- Ipanema Use Cases
- Ipanema White Papers

Visit our website to download the documents: http://www.ipanematech.com/en/library

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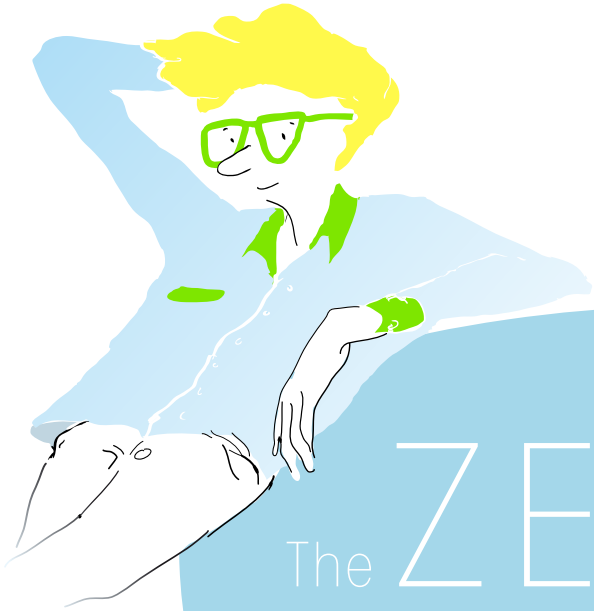

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About Ipanema Technologies

Ipanema provides enterprises with a direct connection between application performance and their business requirements. With Ipanema Technologies, enterprises understand which applications use the network and automatically deliver guaranteed performance to each user. Enterprises can support their strategic IT transformations (like cloud computing and Unified Communications) and control Internet growth while reducing their IT expenses. Ipanema's customers range from mid-sized companies to enterprises with 1,000s of sites. Enterprises can use Ipanema as a product through an international network of certified channel partners, and as a service through Managed Service Providers and telecom operators' managed services. For SMBs, Ipanema is available as a service through Ipanema's AppsWork™ authorized partner network.

For more information,
visit: www.ipanematech.com