

Be ZEN with
Application Performance
Guarantee

ipanema
Technologies

The ZEN of Guaranteed Application Performance

How to Eliminate Frustration, Empower your
Colleagues and Embrace the Future

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A Series from Ipanema Technologies: *Volume 1*

This article is the first in a series of four that explain why application performance really matters. We explore the relationship between app performance and job and personal satisfaction. Fear and frustration-based application management ultimately costs more money, more resources, more time, and lost opportunities. With Ipanema, companies gain the control, visibility and automated intelligence needed to guarantee the happiness that accompanies great application performance, smooth IT transformations and optimal network performance.

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Introduction

Think about happiness in the strategic context of business. Happiness is about innovation – delivering new and compelling products and services. It is about building and strengthening connections with customers, partners and colleagues. Happiness empowers people to exceed expectations. Happiness creates contentment among your employees, management team and shareholders.



You, as the keeper of IT, are the gatekeeper in the quest for happiness. Simply put, application performance *is* business performance. Applications connect everyone to information, to customers, to colleagues and to partners. And when they don't work, nothing works as it should.

This series will explore the impact of application performance on the well-being of you as an IT manager, your “users” (and let's call them colleagues, shall we?) and the business overall. It's not “psychobabble,” but a concept that has very practical implications for costs, resources and the bottom line.

Over the course of our journey, we'll explore four hypotheses, backed by industry facts, direct research and some interesting side notes:

- Lack of control over application performance has a direct impact on a company's ability to innovate.
- Frustration with application performance has a direct impact on emotional health, job satisfaction and productivity, with bottom-line ramifications as well.
- More isn't necessarily better. It's not about how much you spend on bandwidth and point solutions, but how well you manage the performance of the applications you have.



- The challenges and impact of poor application performance are generally the same whether you are in the Fortune 500 or an SMB. The difference lies in scale and affordability (money and resources) of options.

This volume covers the basics, with the path you can take to guarantee application performance - today. In subsequent volumes, we'll dive deeper into the specific issues of application performance and its direct effect on morale, productivity and profitability; IT Transformations, from MPLS to cloud to Unified Communications to Hybrid Networking and SaaS; and finally, the nirvana of empowering the business to innovate with your support.

With Ipanema as your guide, you can trust in that future. Our experience and solutions allow enterprises to understand the applications that run over their network, guarantee the performance they deliver to each user, and support their business growth and user satisfaction.

Now, take a deep breath, relax and read on.

Does Consumerization Deliver Happiness?

According to psychology research, [the number one factor in happiness is autonomy](#). Your colleagues on the business side never had more control over their tech destiny – *up to a crucial point*. The “consumerization” of IT seems like a win-win. Your colleagues get what they need and you don't have to translate or force-fit their requirements into specific solutions.

They can choose their own apps and bring their own devices. But the downside of that autonomy is that you might not know what they're running on your network. In Ipanema's [recent survey](#)¹ of 550 CIOs and IT decision-makers, a significant minority (31%) of respondents indicated they didn't know how many applications relied on their corporate WAN. When questioned further, 69% of respondents noted they didn't have visibility into how much bandwidth each application running on their corporate network consumes.

From Facebook to YouTube, social apps and platforms have become essential elements in branding, communicating and selling. They're twice as bandwidth-hungry, and even if they are “less business-critical” as your SAP or Oracle apps, you can't block them.

[Unified Communications](#) are intended to “empower” everyone to telecommute and collaborate with anyone from anywhere. But you can't predict the peaks and valleys of usage. Desktop-to-desktop video places enormous strain on intra-branch Wide Area Networks (WANs). A single flow can

¹ “Killer Apps 2012,” Ipanema Technologies, 2013



mean upwards of 300-400 Kbps between branch office sites, which are not traditionally equipped to handle this level of traffic.

Competing priorities pressure you to protect all applications, yet there are few benchmarks to objectively define “criticality” and set service level agreements for performance. Ipanema is an innovator in this area with its [Application Quality Score](#) (AQS) metric.

Regardless of how much autonomy the business has in choosing and using apps, users don't have control over how those applications perform. That comes down to the network, you and the tools you have at your disposal.

Expectations and the Frustration Factor

Traditional WAN Optimization solutions lack the visibility, control and dynamic rightsizing you require to address these issues. This causes what psychologists would call an [expectation gap](#), creating your own frustration and impacting productivity, morale and profitability across the business:

- You see that response times are slow and know there's a dollar cost associated with lost productivity and abandoned sales opportunities. In fact, losing a mere five minutes a day due to poor application performance represents a loss of 1% of people efficiency.
- You hear that users are dissatisfied, and you perceive their lack of confidence in your ability to deliver. But take heart: according to Zendesk, with an [average satisfaction rating of 94%](#), internal help desks have higher customer satisfaction ratings than help desks that support either consumers or other businesses.² Guess it's true that “we take care of our own!”
- You have no idea how to lower the TCO of your IT costs. According to Gartner, enterprises spend an average of \$1,000 per user, per month on IT. Roughly one third of that budget, or \$320, is invested in applications alone. In 2012, medium and large companies [spent an average of \\$10.25 million](#) on their network infrastructure (LAN, wireless LAN, WAN, etc.) and related services.³ You feel you need to “overspend” because you can't afford to undersize the network and still meet the expectations of the business.

² “Zendesk Customer Satisfaction Index,” Zendesk, March 2012

³ Matthias Machowinski, “10G/40G/100G and Desktop 1G Strategies: North American Enterprise Survey,” Infonetics Research, December 2012



If Money Doesn't Buy Happiness, Can It Buy Better Performance?

Recent research indicates that beyond a certain comfort level, [having more money does not result in an equivalent gain in happiness](#). That brings us to our third hypothesis: More isn't necessarily better. It's not about how much you spend on bandwidth, but how well you manage the performance of the applications you have.

With a proven [TCO \(Total Cost of Ownership\)](#) of \$3/employee/month, Ipanema solutions guarantee the quality of business critical applications, protecting your average investment for applications of \$300/employee/month. By truly doing more with less, customers delay bandwidth upgrades by three years, which saves approximately \$15/employee/month. Thanks to the dynamic application performance guarantee, they also saves \$15/employee/month.

So this is the rule of the **300, 30, 3**. For only \$3/employee/month, you protect the applications cost of \$300/employee/month and save \$30/employee/month.

Furthermore, research shows that money spent on experiences brings greater happiness – more satisfaction – than money spent on “things.” That concept also applies to your IT department, and specifically to WAN Optimization tools. In the quest improve application performance, companies often end up with “solution creep,” buying (and trying to integrate and maintain) multiple solutions to “accelerate” applications, manage traffic flow and enforce policy.

Ipanema [integrates](#) all these features to guarantee the best application performance: Application Visibility, QoS and Control, WAN Optimization, Dynamic WAN Selection and Network Rightsizing. Scalable and easy to use, the Ipanema system fits mid-size companies, enterprises with thousands of sites and service providers with thousands of customers. The system uses an intelligent central management platform and a family of appliances and software agents to cover the smallest branch to the largest data center.

Regardless of size, all companies are challenged by poor application performance, which leads us to our fourth and final hypothesis. In fact, SMBs lack the budgets and people power to fix (or dare we say hide) performance problems, which are often further exaggerated by the tendency to leverage SaaS and rely on hosted Service Providers. But Ipanema has a solution just for you. Provided as a service, [AppsWork](#) enables SMBs to take full advantage of any application, including cloud and Internet based, guaranteeing performance and delivering full application visibility.



Anticipation Fosters Happiness

There's never been a more exciting time to be in your shoes. Networking is undergoing the biggest revolution since...well, ever. There are more platform options than ever before. Shift to the cloud to offload infrastructure maintenance and lower costs. Create [Hybrid Networks](#) – combining the high bandwidth availability of carrier-grade MPLS networks with low-cost Internet VPN – for the best of both worlds. Go virtual to lower CAPEX and eliminate physical maintenance. Use SaaS applications. Mobilize your employees with tablets.

[Anticipating the future](#) is the key “trick” to happiness. Do you have the confidence to explore, evaluate and embrace these options today? Or [are you paralyzed](#), so bogged down in fire-fighting that you can't see how to get “there” from “here”?

Don't worry. You have the power to change this dynamic to improve application performance now, and design and manage an IT infrastructure that gives the business the flexibility it needs for tomorrow.

The concept of autonomy, and its relation to happiness, demonstrates why you should explore Ipanema further. Self-governing, self-learning and self-healing, that's exactly [how the Ipanema system works](#) – giving you the visibility and control you need to guarantee application performance.

Ipanema understands applications activity, whatever the traffic situation (on-premises, peer-to-peer, cloud or hybrid). It dynamically allocates priorities and resources for each flow over the corporate network so you can guarantee the performance delivered to each user of business critical applications.

- **Align to enterprise business goals:** Simply define which applications really matter (SAP, Oracle, MS Lync, Salesforce, SharePoint, etc.) according to four criticality levels. Directly connecting business requirements to application delivery, this information is used by Ipanema to guarantee the performance delivered to each user.
- **Adapt to IT Change:** Ipanema understands in real-time where applications sit, how many users are connected and how they are interacting. Whether deploying a new application, setting-up a temporary workforce, moving a server farm, rolling-out virtual desktops or opening a new branch, Ipanema considers any and all scenarios. Ipanema decouples application management from the IT infrastructure to ensure performance continuity and accommodate the numerous – and often unplanned – changes that happen in IT.
- **Enforce and control application SLAs:** Ipanema's direct coupling of business priorities with application delivery enables enterprises to manage performance from a SLA standpoint: definition of objectives, automatic enforcement and finally control of actual performance. This innovative, objective-based way to manage application performance empowers IT with a new mode of interaction with the business, where all parties are jointly responsible for the achievements.



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 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](#).

There's more to come:

- In Volume 2, "The Frustration Factor...or Secret to the Great Workplace, we'll explore the effects of application performance on productivity and morale.
- In Volume 3, "IT Ostrich... or Peacock?" we'll address the impact of application performance on IT transformation and showcase examples of great IT innovators.
- In Volume 4, "The Power of Synchronicity," we'll focus on the ultimate objective: making application performance work as a real enabler for the business.

Related resources:

- [Ipanema Killer Apps Survey](#)
- [Guarantee Unified Communications performance over your WAN](#)
- [The business case for Hybrid Network Unification](#)
- [Ipanema Solutions](#)
- [Autonomic Networking System](#)



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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