

Network Application Integrity for *VoIP*

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Industry Trends

◆ Global

- Geopolitical Unrest
- Global Economy
- Regulatory and Governance

◆ Transport

- Convergence
- IP Telephony (VOIP)
- Bandwidth Growth
- Transition Within the WAN
- Wireless

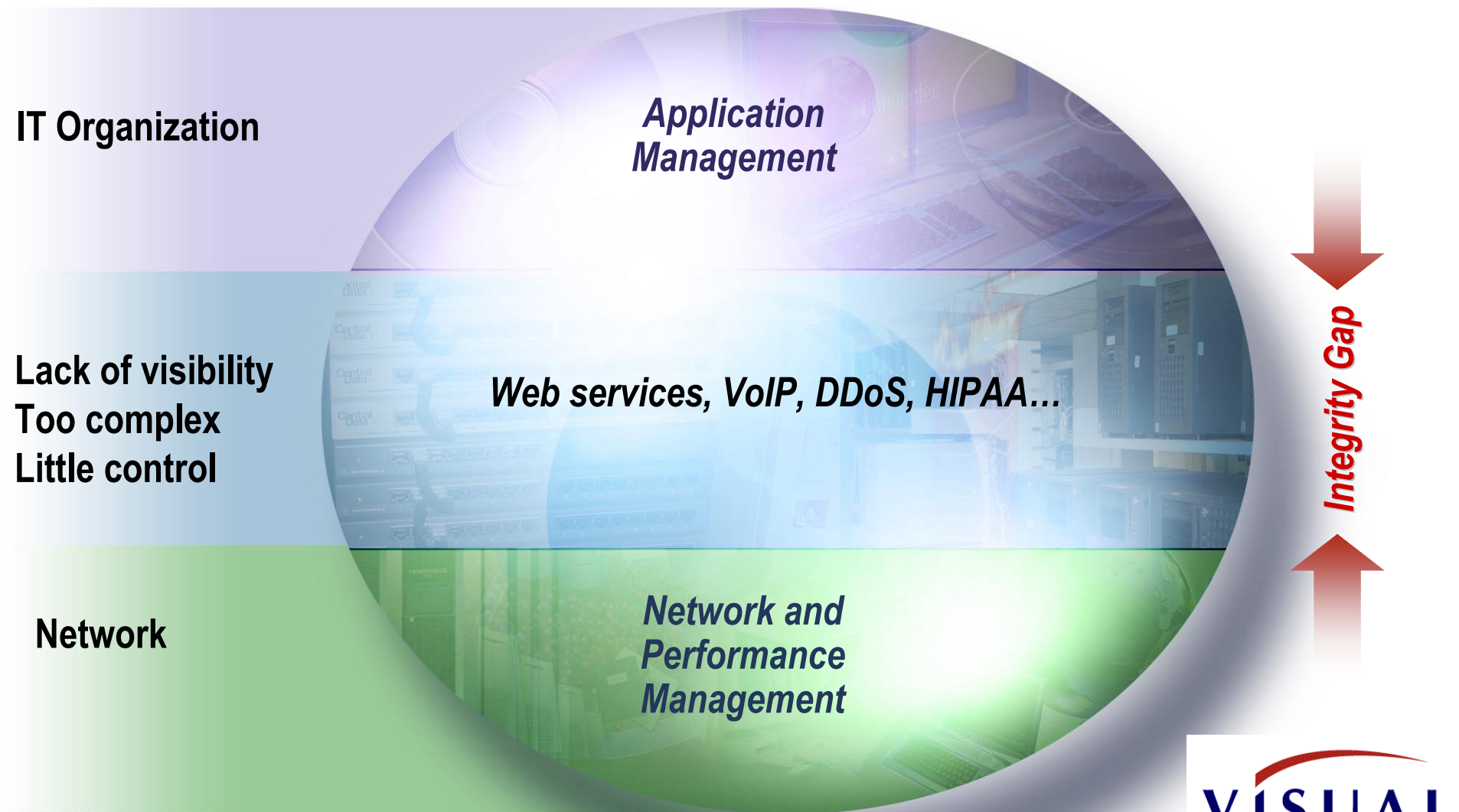
◆ Information Technology

- Network and Application Security
- Rollout of IP-Enabled Infrastructure
- Technological Advances
- Shift to Business-Process Orientation

Global Trends Pressuring IT and Network Organizations

- ◆ **Demands to adopt new applications**
 - Move all applications onto network (80% complete)
 - Smaller staff and budget
- ◆ **Enterprises experience poor application performance**
 - 61% experience significant application degradation
 - 42% say it is getting worse!
 - 57% of application problems are intermittent
- ◆ **Open for attacks on all fronts...Security!**
 - 86% of corporate employees in remote sites
- ◆ **Highly complex process and problems**
 - 63% not satisfied with current network monitoring tools
- ◆ **Challenges of Application Performance Management**
 - At all locations...not just the head end!
 - Lack of visibility+lack of staff = lack of control

Defining Network Application Integrity



Requirements for Network Application Integrity

- ◆ Network-wide application visibility ... all applications, network elements, servers, and clients
 - Common visibility and control at all sites!
- ◆ Correlate application symptoms to infrastructure root causes...real time or back-in-time for intermittent problems
- ◆ Software controls over applications and network
 - Provides simplification and active control
- ◆ Real-time architecture
- ◆ Deployed as part of infrastructure...not overlay
- ◆ Support a centralized approach to management
- ◆ Easy to implement and use...automatic set up and configuration



VoIP – Market Drivers

◆ Reduced configuration management

- Integrated infrastructure paves the way for standardization and consolidation.
- IT staff burden reduced

◆ Richer applications

- VoIP is the catalyst for development of advanced applications combining voice and data features.

◆ Cost savings

- Leverage existing infrastructure (MPLS or Internet) by running video, voice & data over the same global network.

VoIP - Market Growth

- ◆ 10% of all voice traffic is now transmitted with VoIP technology (IDC)
- ◆ 80% of enterprises will deploy VoIP over the next 5 years (Gartner)
- ◆ VoIP will account for about 75% of world voice services by 2007 (Frost & Sullivan)
- ◆ 21.9% worldwide growth of the VoIP market by year 2012 (Dittberner Associates)

VoIP services are taking off!!

The Problem: Assessing readiness for VoIP

- ◆ No easy migration from TDM to VoIP
 - Router configurations
 - Network Configurations
- ◆ Adding real-time requirements to a currently best-effort network
 - No visibility into current applications
 - No QoS topology to handle real-time voice requirements
- ◆ Lack of integrated solutions that monitor both voice and data traffic
- ◆ How can Visual UpTime® Select™ help?

Solution: Visual UpTime *Select* for VoIP Management

- ◆ **Monitors VoIP application visibility in real-time**
 - I know how other applications interact with my voice traffic.
 - Readily identifies rogue users consuming valuable voice bandwidth on my network
- ◆ **Provides single integrated solution for voice and data management**
 - L1-L7 visibility for VoIP rollout
 - Bridges the Network Application Integrity gap for VoIP
- ◆ **Provides a QoS Topology for VoIP implementation**
- ◆ **Traffic utilization & Planning**
 - Determines the amount of packet voice traffic by port & circuit
 - Monitors and measures VoIP protocol activity H.323, RTP & SIP
 - Helps with capacity planning
- ◆ **Measures and validates Key metrics for SLA validation**
 - Round-trip delay, packet delivery ratio, jitter

Take - Aways

◆ Network Application Integrity Gap Exists

- Applications are only as good as the underlying infrastructure supporting them.
- Application performance visibility is a necessity, not a luxury.

◆ VoIP is a key application

- VoIP application management is a driver for closing the Network Application Integrity Gap.
- VoIP services are taking off.

◆ Visual UpTime *Select* for VoIP Application Management

- Bridges the Network Application Integrity Gap for VoIP
 - Provides Layer 1-7 visibility
- Helps assess the readiness of the network for VoIP rollout
- Helps with capacity planning
- Provides flexibility for customers to “build their own solution” for effective VoIP management

Addendum: About Visual Networks

- ◆ **Founded in 1993**
- ◆ **A complete Network Application Integrity Solution**
 - **Network Performance Management**
 - **Application Performance Management**
- ◆ **Partnered with leading service providers including AT&T, Equant, MCI, Sprint, SBC, BellSouth, Qwest and Verizon**
- ◆ **Visual UpTime *Select* can be purchased as**
 - **A service offering through a service provider**
 - **CPE resale – Do-it-yourself solution**
- ◆ **Deployed on over 3,500 enterprise networks at more than 175,000 sites**
- ◆ **For more information, contact Visual Networks at 1 800 240 4010**