Service Delivery Platforms:

Upstarts Versus the Traditionalists

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NSM – State of the State

- ➢ **Systems and applications are key and internet infrastructure is necessary plumbing**
- ➢ **Framework monitoring systems are not being implemented successfully – <u>goals are nearly unachievable</u>**
- ➢ **Too many vendors needed to solve NSM problems**
- ➢ **IT departments are under attack – staffing, money, justification are all keys targets**
- ➢ **High cost of deployment for traditional tools**
  - ▪ **Average of $3.50 in deployment for every $1 in software**
- ➢ **Even in today's market IT personnel & skills still an issue**
- ➢ **External options for IT is a necessity?**
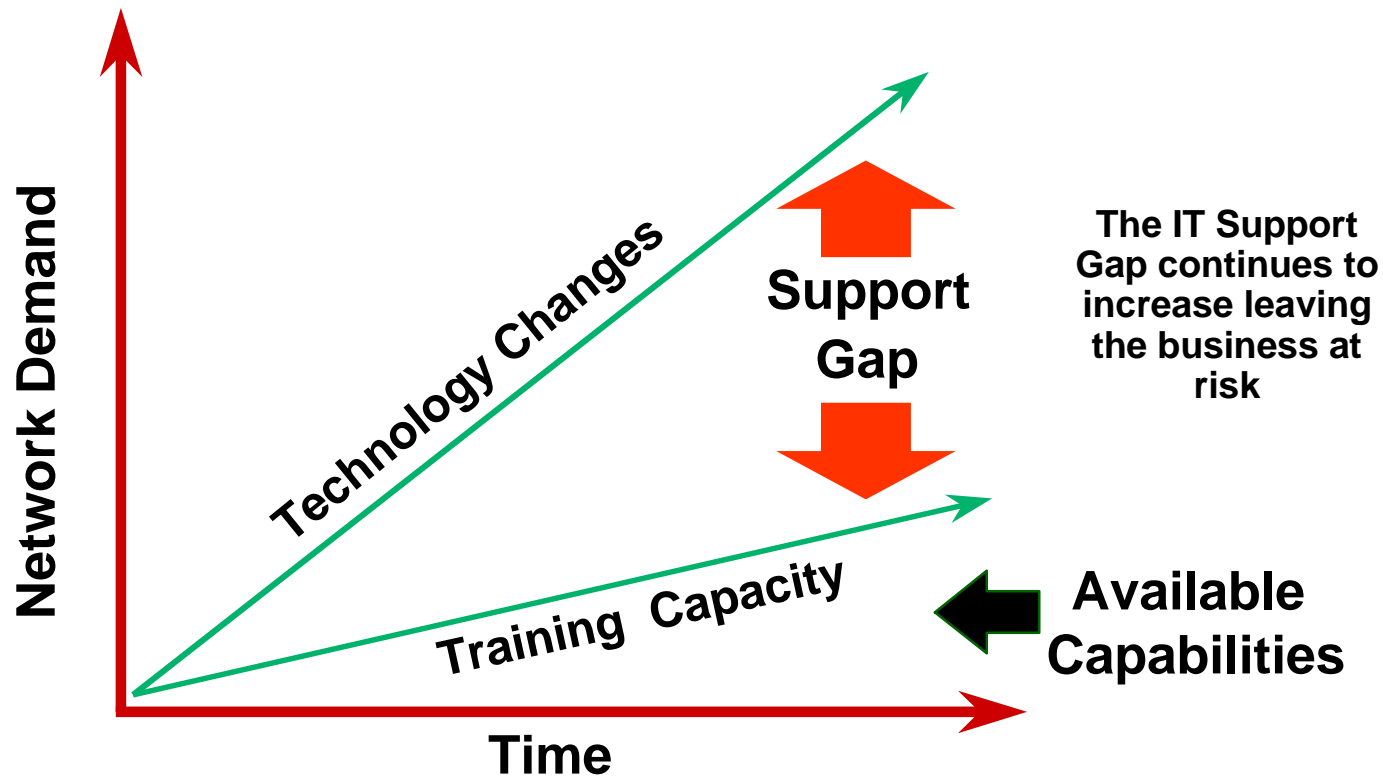- ➢ **But how much external help do I need??**

End-User NSM Challenges

The Challenge

Keep pace with technology changes while networks become increasingly complex and more critical to the bottom line
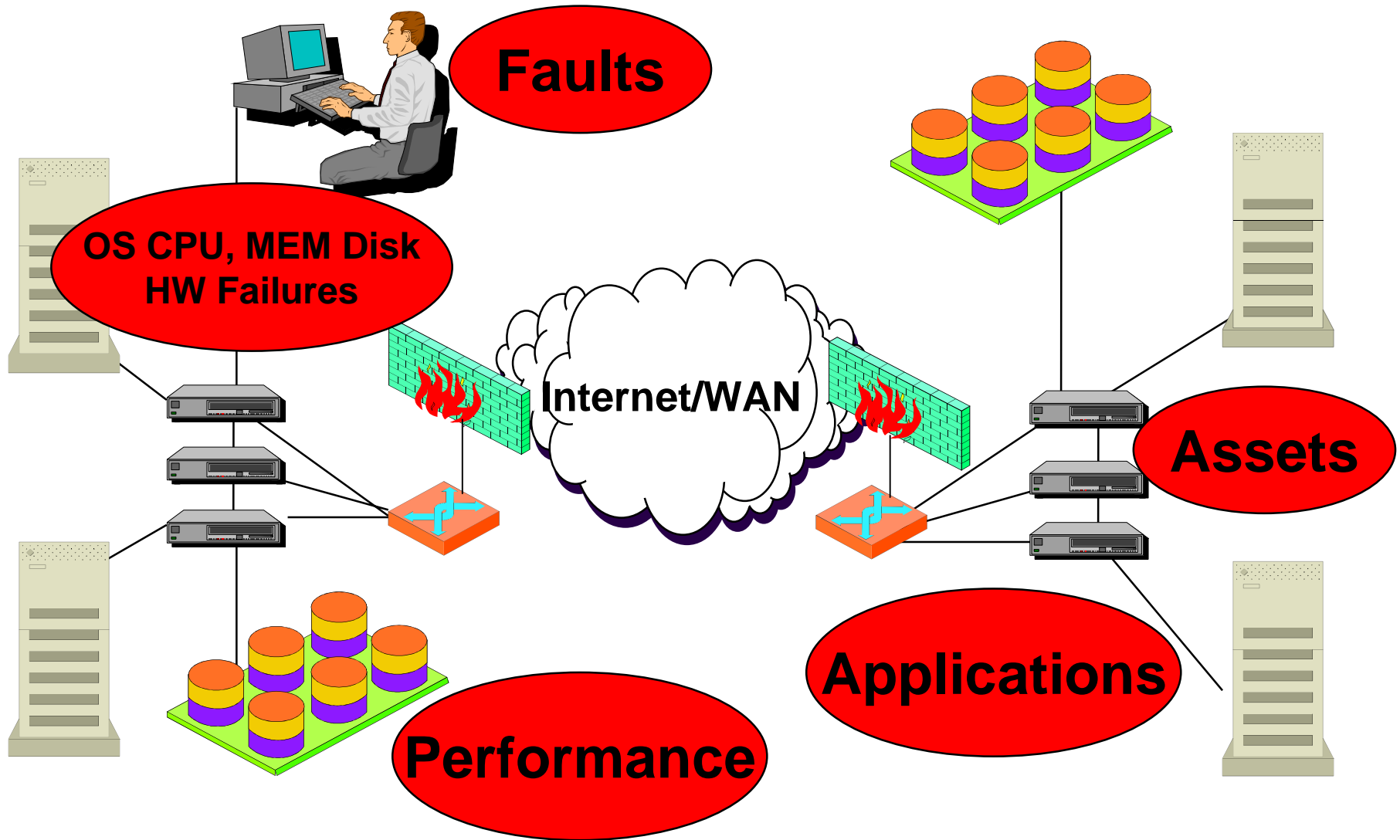
The Widening Support Gap

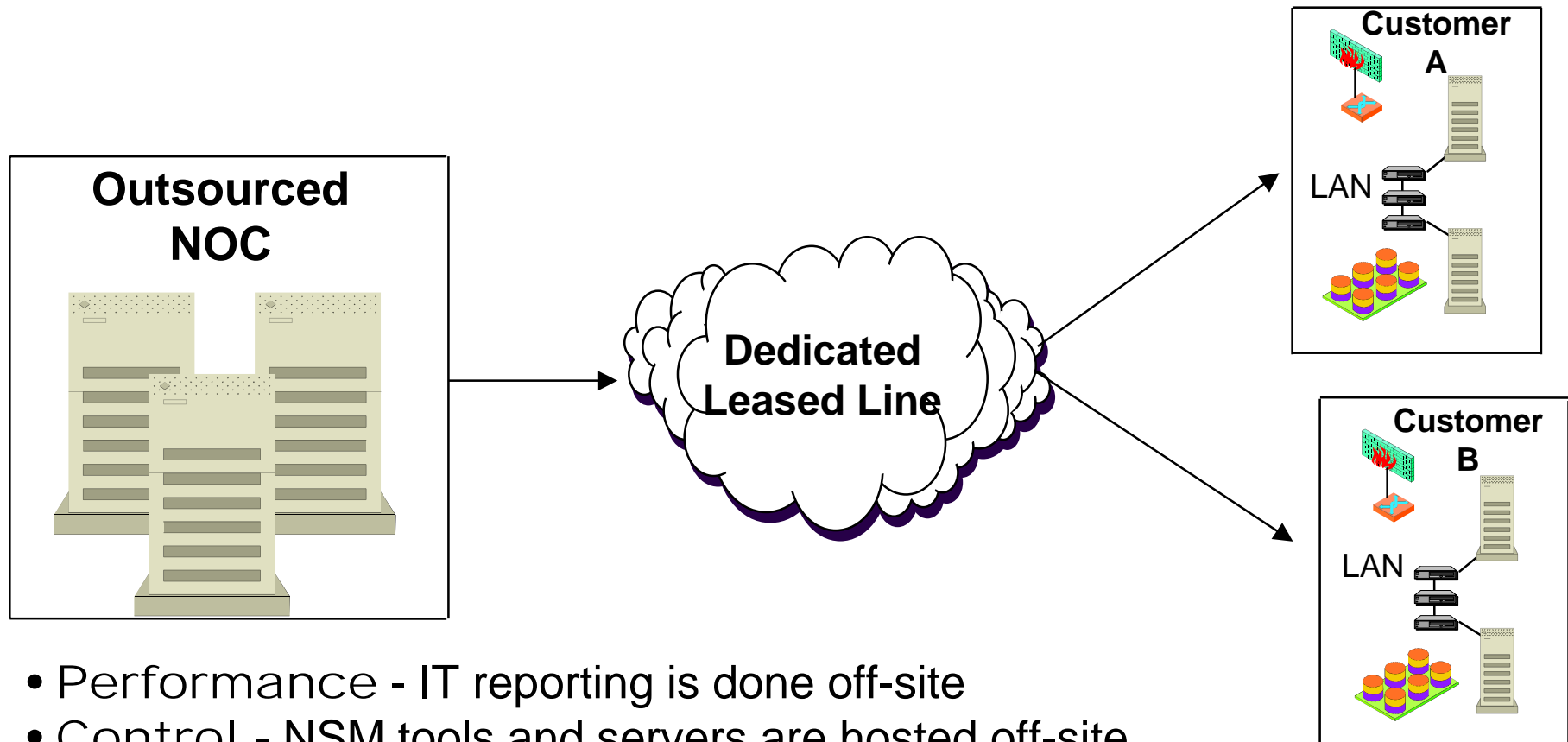Hire, train, retain and manage qualified IT people to keep pace with network demands

Network Demand

Technology Changes

Support Gap

The IT Support Gap continues to increase leaving the business at risk

Training Capacity

Available Capabilities

Time

Source: Gartner Group

Where's the Pain?

Faults

OS CPU, MEM Disk HW Failures

Internet/WAN

Performance
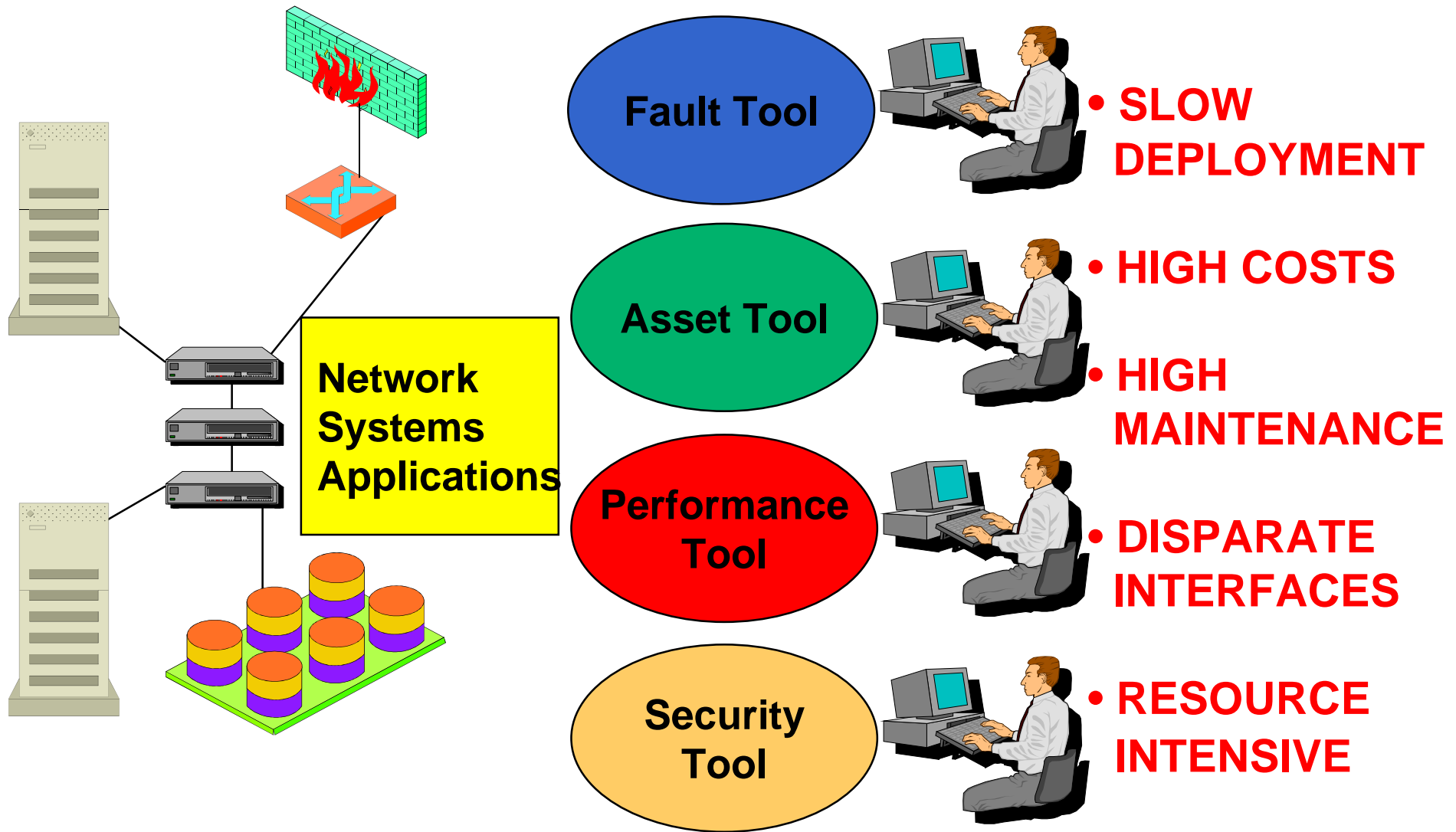
Applications

Assets

Outsourced NSM Approach

- Performance - IT reporting is done off-site
- Control - NSM tools and servers are hosted off-site
- Job security - increased reliance on external resources
- Single point of failure - customer is reliant on WAN for NSM data
- $$$ - dedicated WAN drives cost
- $$$$ - subscriptions can exceed $20,000 per month

Built in-house NSM Approach

- SLOW DEPLOYMENT
- HIGH COSTS
- HIGH MAINTENANCE
- DISPARATE INTERFACES
- RESOURCE INTENSIVE

Network Systems Applications

Fault Tool

Asset Tool

Performance Tool

Security Tool

Is There A Better Approach?

Time to Value
- IMPLEMENTATION
  - Appliance
  - Distribution / Deployment
  - Integrated Software
- SOFTWARE UPGRADES
- LEARNING CURVE

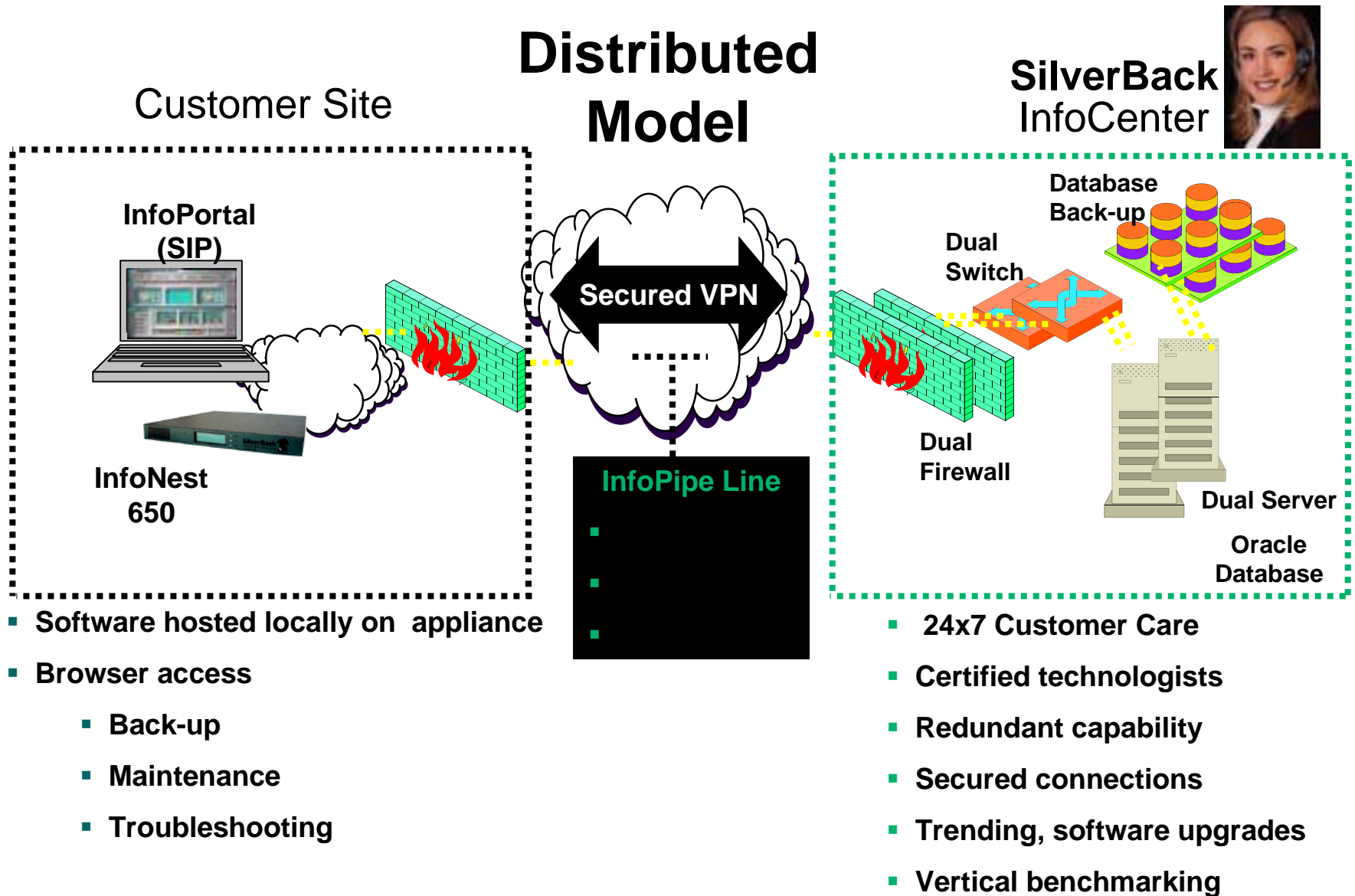## Ease of Use
- UNIFIED CONSOLE
- BREADTH OF COVERAGE
- PORTABILITY

Price
- INITIAL PURCHASE
- MAINTENANCE
- LABOR

Software as a Solution

Distributed Model

Customer Site

InfoPortal (SIP)

InfoNest 650

Secured VPN

InfoPipe Line

SilverBack InfoCenter

Database Back-up

Dual Switch

Dual Firewall

Dual Server

Oracle Database

- Software hosted locally on appliance
- Browser access
  - Back-up
  - Maintenance
  - Troubleshooting

- 24x7 Customer Care
- Certified technologists
- Redundant capability
- Secured connections
- Trending, software upgrades
- Vertical benchmarking

IT Monitoring in a Box

With Benefits!

"InfoNest 650"

- Software tools are hosted on the InfoNest 650
- IT monitoring software resides on the customer's site
- IT polling and local storage takes place on the InfoNest 650
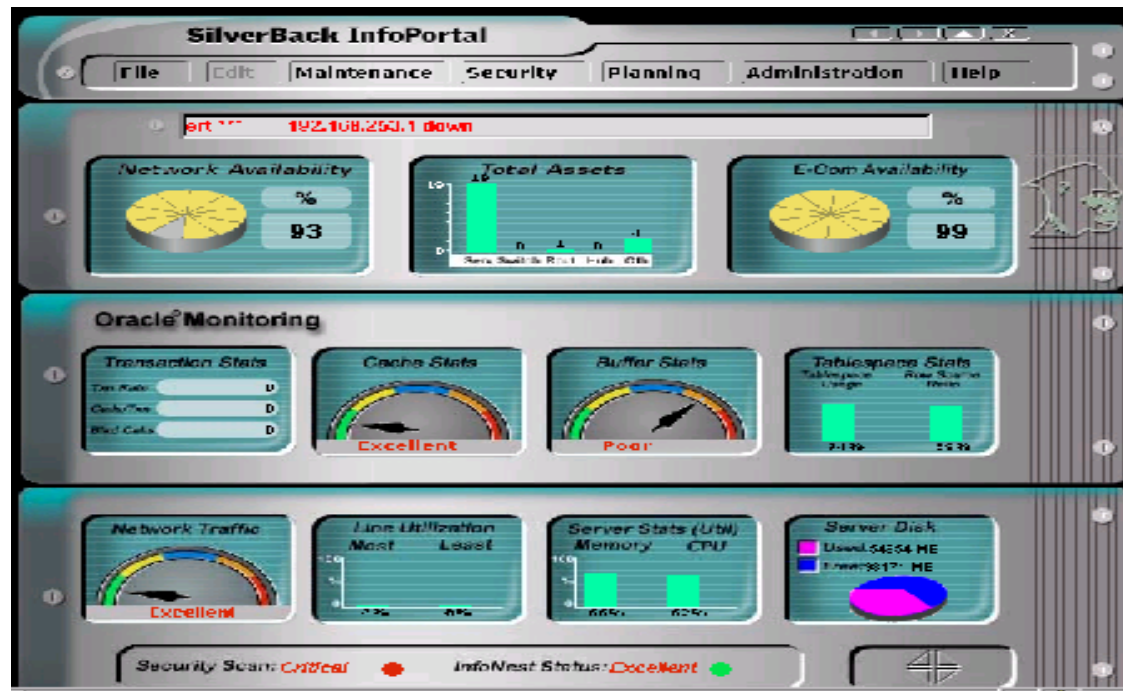- InfoNest 650 software is maintained electronically by SilverBack

IT Through a Single Dashboard

Single, unified view: many apps; one view

Attritionless management: focus on strategic issues

Onsite Hosting: best of both worlds

Customer control: knowledge, job is retained

Service breadth: info in many areas

SLA metrics: are you getting what you paid for?

Risk reduction: in both time and implementation

Information, not data: specific, timely & actionable

Build vs. License

Software as a solution

	Own	License-Based
NSM Software	$44,900	☑
fault, asset,		
performance, security		
networks, systems, applications		
Maintenance	$10,000	☑
Training	$10,850	☑
Implementation	$30,000	☑
Testing	$25,000	☑
Development/Consulting	$30,000	☑
2 Failed Implementations	$21,600	☑
Monthly Updates	$10,000	☑
Design	$18,000	☑
Annual Costs	**$200,350**	**$27,335 -$54,335**

Case Study - Atlanta-Based Utilities Company

NSM Requirements
- 450 managed devices
- IP-based networks
- NT & HP-UX servers

EXISTING SOLUTION
- Point tools to monitor networks, systems & applications
- Annual security audits ($7,000)
- Separate maintenance contracts and upgrade processes

PAIN POINTS
- Too many tools
- Disparate interfaces
- Poor fault alerting capability
- No security scanning
- Can't keep up with patches and maintenance

CUSTOMER OPTION #1

- HP Openview = $255,000
- Implementation = $110,000 (6 mos.)

TOTAL COST = $365,000

"QOS at Fraction of Cost"

CUSTOMER OPTION #2

- InfoCare = $4,000 per month
- Implementation included (1 day)
- Regular software upgrades included

Case Study - Chicago-Based Financial Firm

NSM Requirements
- 250 NT servers
- 250 HP-UX servers
- 200 IP devices

EXISTING SOLUTION
- Partially implemented CA Unicenter
- Point Tools
- Annual security audits ($15,000)
- Separate maintenance contracts and upgrade processes

PAIN POINTS
- No proactive management
- No ability to monitor CPU, memory & Disk
- No capacity planning capability
- No security scanning capability

CUSTOMER OPTION #1

- CA-Unicenter – $1,000,000,000 +
- Implementation – NT/HP-UX agent deployment issues (6-9 mos.)

"Time to Value"

CUSTOMER OPTION #2

- InfoCare = $177,000
- Implementation included (2 days)
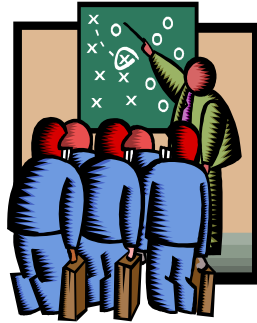- Software upgrades included
- TOTAL COST = $48,000
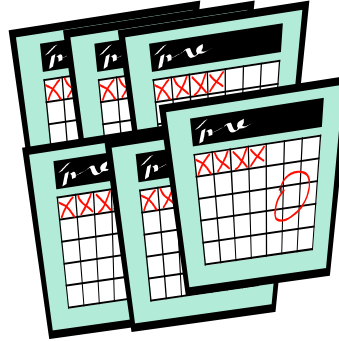
Cost-Efficient Time to Value

Consultants/ integrators		Whole team		6 to 12 months		Cap-ex/ big bill
	=		+		+	

SilverBack		One person		One day		Pennies a day
	=		+		+	

THANK YOU!!

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