



PRESENTS

NETWORLD INTEROP



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Founder, President & COO

SilverBack Technologies, Inc.

September 12, 2001

Dot.coms

Brick & mortar

Remote management

Internet or perish

BLEC

ASP

ISV

Rentals

Pipe provider

NSP

Managed Software Provider

Insourcing

e-Everything

ISP

App on a tap

XSP

MSP

I'm an ASP

No, I'm an ASP

Web hoster

Outsourcing

Hosting company

Bandwidth bandits

Colocator

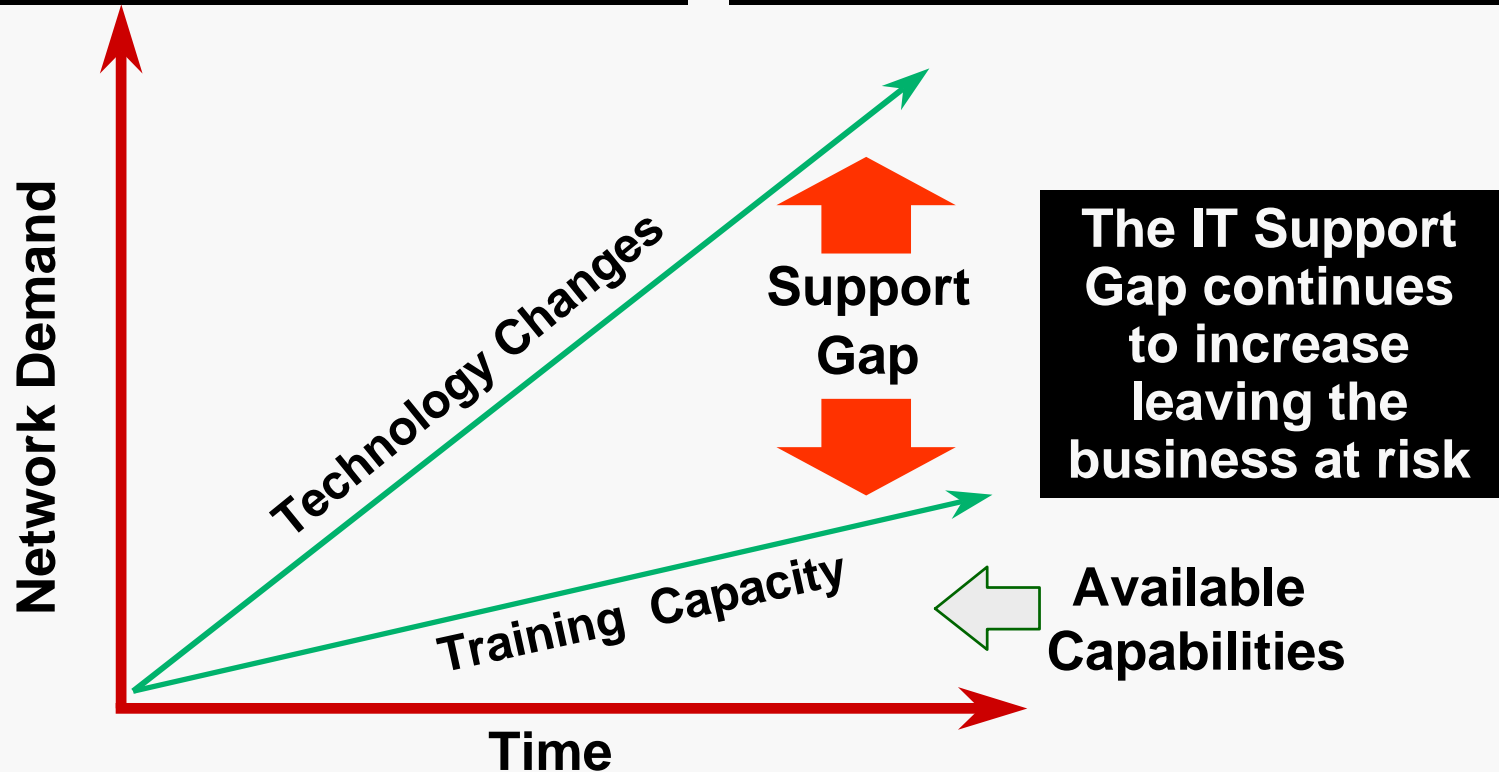
IT Infrastructure Challenges

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

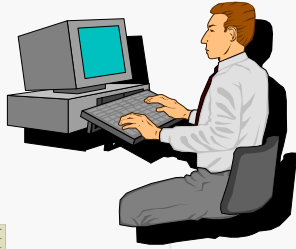


IT Infrastructure Monitoring

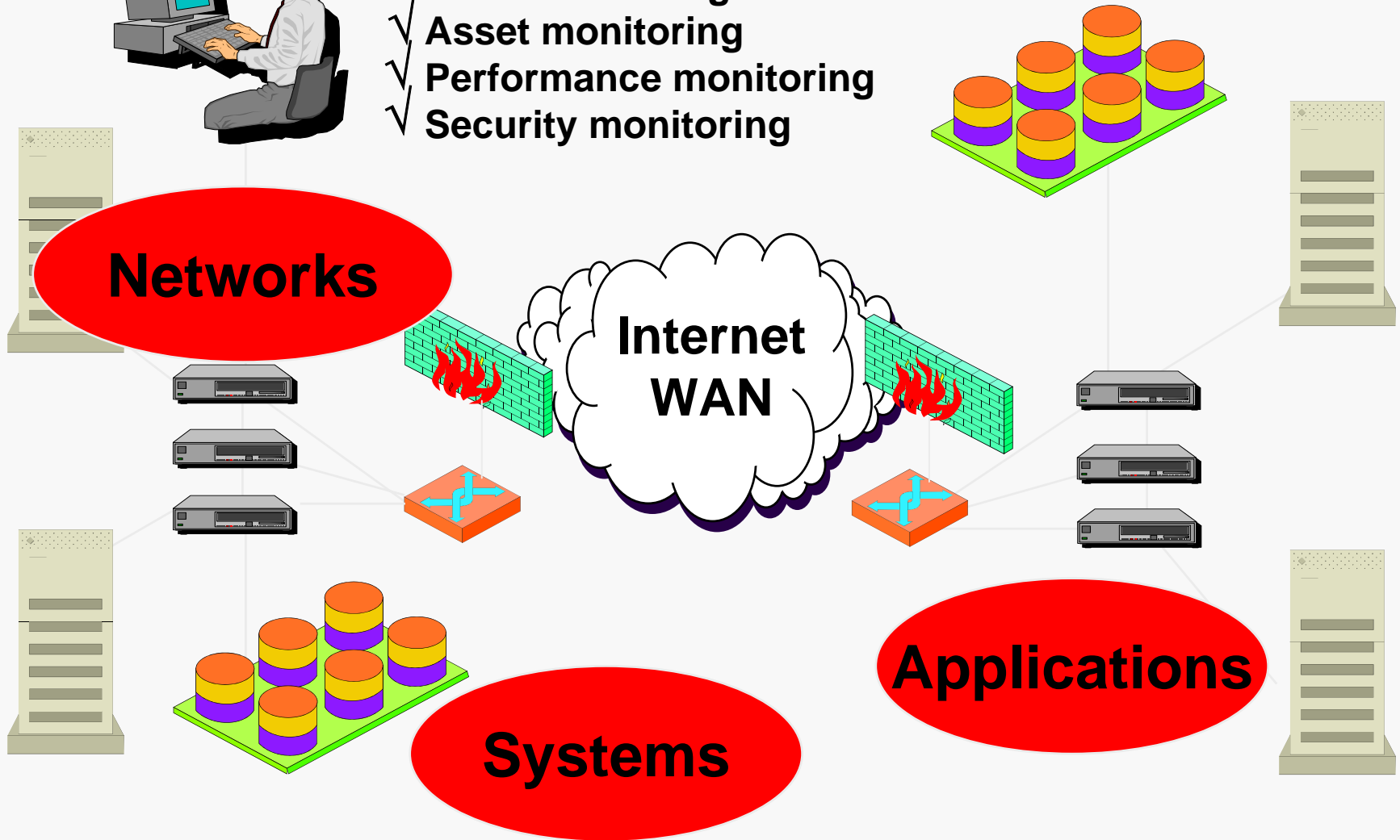
“State of the Market”

- Network, systems and application health is essential to running the business
- Traditional IT monitoring systems are difficult to implement successfully
- 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

Infrastructure Monitoring Pain Points?



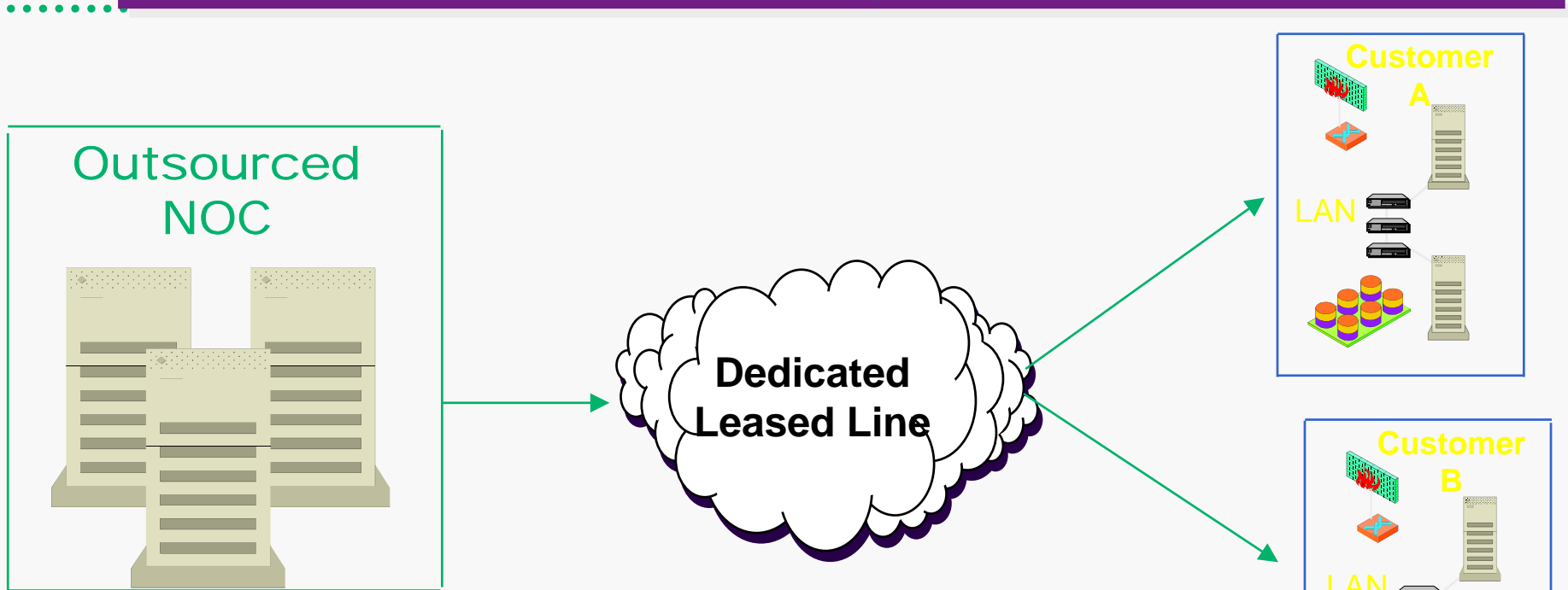
- ✓ Fault monitoring
- ✓ Asset monitoring
- ✓ Performance monitoring
- ✓ Security monitoring





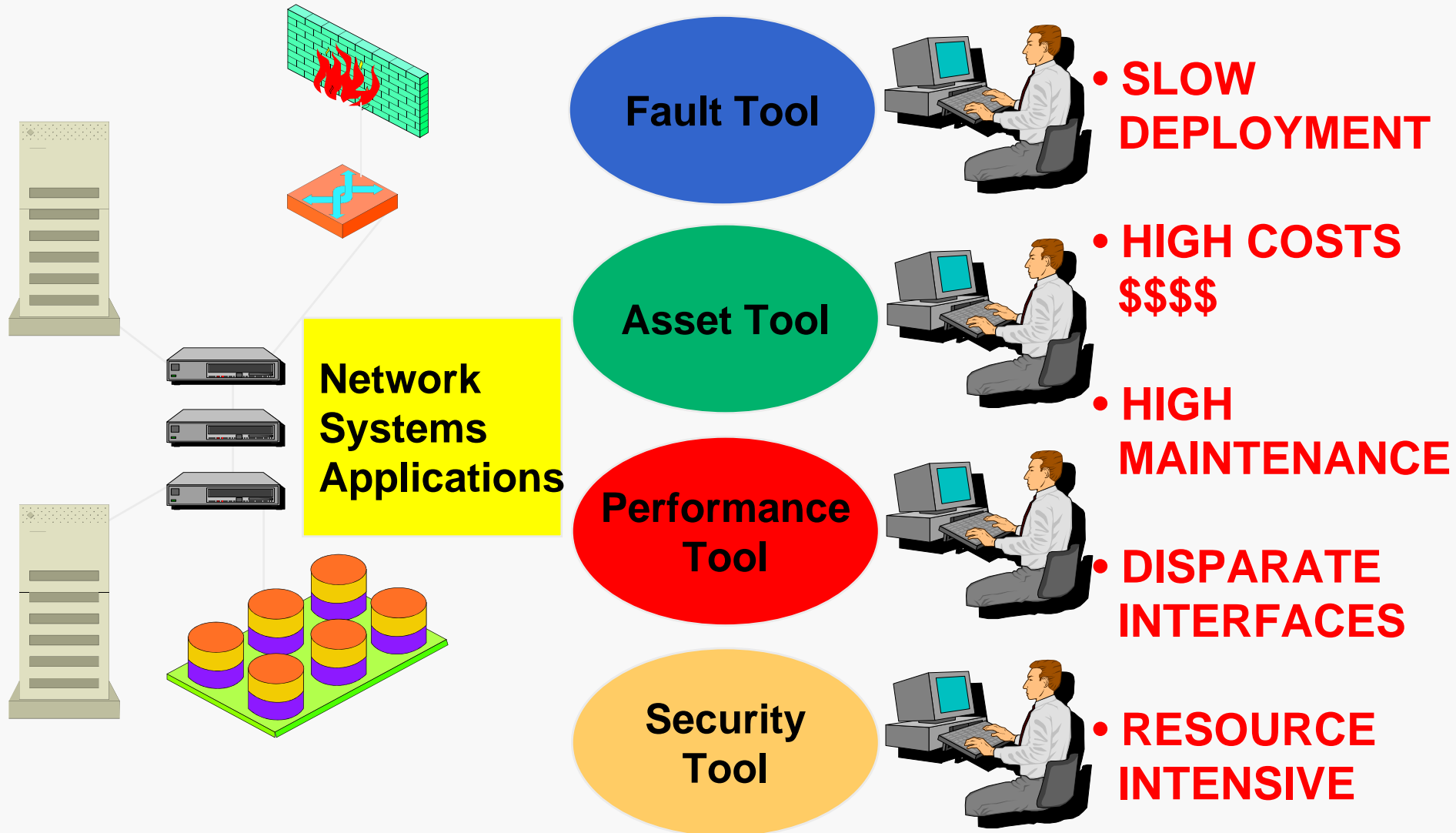
**How are Customers Addressing
these Pain Points?**

“Outsourced” Infrastructure Monitoring Approach



- **Data security** – customer data resides off-site
- **Control** - NSM tools, servers & resources reside off-site
- **Knowledge** – IT knowledge resides off-site
- **Job security** - increased reliance on external resources
- **Single point of failure** - customer is reliant on WAN for NSM data
- **\$\$\$** - NOC infrastructure overhead and dedicated WAN drives cost
- **\$\$\$\$** - subscriptions can exceed \$20,000 per month

“Built in-house” Infrastructure Monitoring Approach



Cost Model

“Built in-House” vs. Managed Software Provider

	Own software, capital and operational costs <u>Own</u>	Software as a distributed solution <u>License/service</u>
Software	\$50,000	<input checked="" type="checkbox"/>
Framework, Alert & Escalation, Database, Security Scanning Performance		
Maintenance	\$12,000	<input checked="" type="checkbox"/>
Training	\$10,000	<input checked="" type="checkbox"/>
Implementation	\$10,000	<input checked="" type="checkbox"/>
Personnel	\$80,000	<input checked="" type="checkbox"/>
Installation Upgrades	\$10,000	<input checked="" type="checkbox"/>
System integration/consulting	\$20,000	<input checked="" type="checkbox"/>
2 failed implementations	\$20,000	<input checked="" type="checkbox"/>
Hardware	<u>\$20,000</u>	<input checked="" type="checkbox"/>
Annual Costs	\$232,000*	\$30,000 - \$72,000

* Ongoing yearly costs: \$122,000

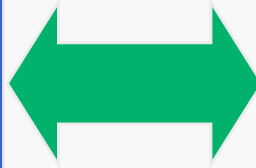


**What are our Customers Asking
for?**

A Simpler Way To Monitor IT

“TIME TO VALUE”

- **QUICK IMPLEMENTATION**
 - Appliance
 - Distribution / Deployment
 - Integrated Software
- **SOFTWARE UPGRADES**
- **MINIMUL LEARNING CURVE**



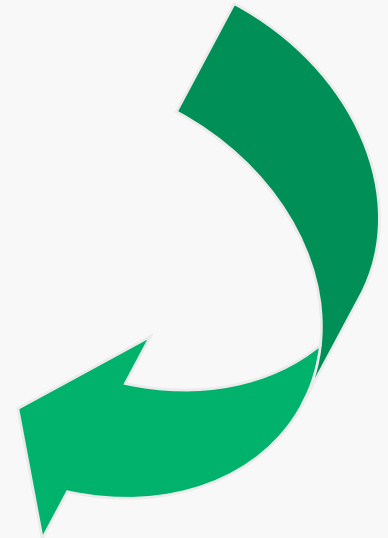
“EASE OF USE”

- **UNIFIED INTERFACE**
- **WEB-ENABLED**
- **BREADTH OF COVERAGE**

InfoCare

“REDUCED COST”

- **LICENSE**
- **SERVICE**
- **LABOR**



One Unified View of IT

SilverBack InfoPortal

File

Edit

Maintenance

Security

Planning

Administration

Help

*** 16 alerts ***

192.168.200.34 down

192.168.200.33 down

Network Availability



%

99

Total Assets



E-Com Availability



%

100

Oracle[®] Monitoring

Transaction Stats

Trn Rate: 0
Calls/Trn: 0
Bkld Calls: 0

Cache Stats



Excellent

Buffer Stats



Excellent

Tablespace Stats

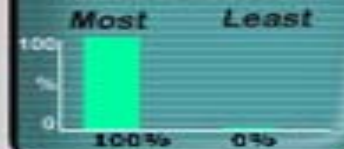


Network Traffic

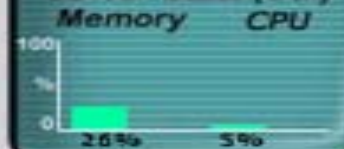


Poor

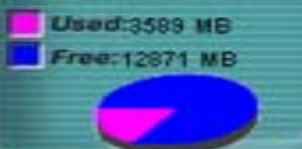
Line Utilization



Server Stats (Util)



Server Disk



Security Scan: **Excellent** ●

InfoNest Status: **Good** ●



Appliance-Based Software Delivery

- Improved control
- Quick to deploy
- Easy to use
- Low cost
- Increased security



- Software tools are integrated and 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 via a secure VPN connection from a back-end data center

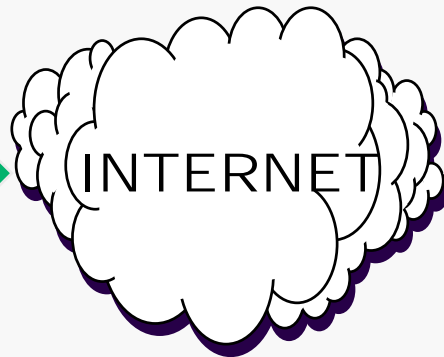
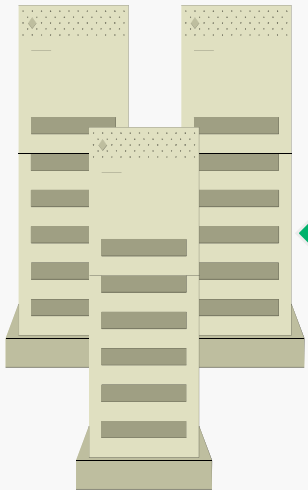
Internet Enabled Service Delivery

One Interface

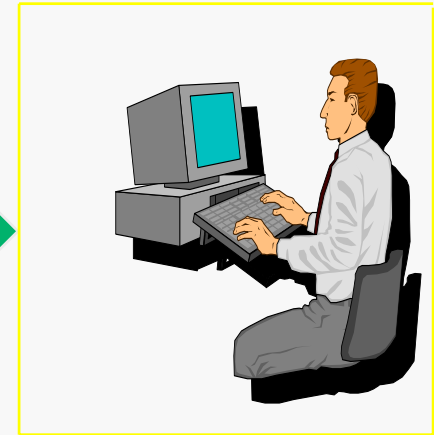
One Solution

One Provider

Data Center



Customer Appliance



- **Software maintenance**
- **Software upgrades**
- **Software administration**
- **Long-term trending**

- **Fault monitoring**
- **Asset monitoring**
- **Performance monitoring**
- **Security monitoring**

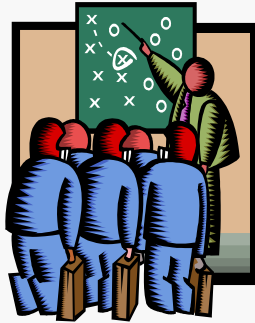
The Net-Net? Cost-Efficient Time to Value

Consultants/
integrators



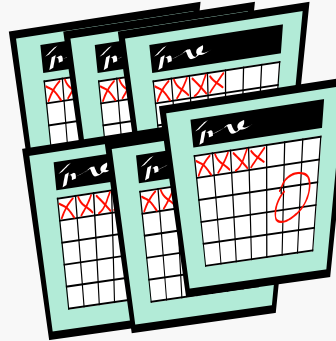
=

Whole
team



+

6 to 12
months



+

Cap-ex/
big bill



Managed Software
Provider



=

One person



+

One day



+

Pennies
a day



Case Study – Worldwide Water Distribution 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 and additional tools = \$255,000
- Implementation (6 mos.) = \$110,000

TOTAL COST = \$365,000
Plus additional annual costs

“QoS at Fraction of Cost”

CUSTOMER OPTION #2

- Managed Software Provider \$48,000 annually
- Implementation included (1 day)
- Software upgrades & service 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 systems monitoring
- No ability to monitor server CPU, memory & disk
- No capacity planning capability
- No security scanning capability

CUSTOMER OPTION #1

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

“Time to Value”

CUSTOMER OPTION #2

- Managed Software Provider \$177,000 annual
- Implementation included (2 days)
- Software upgrades & service included

Use a Managed Software Provider to:

Improve IT Control!

Reduce company downtime!

Improve IT Quality of Service (QoS)!

Reduce capital equipment and operational costs!

Improve focus on core business competencies!

Measure carrier service level agreements!

Off-load IT monitoring software maintenance,
administration and upgrades!



THANK YOU!!

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