



## Managing the Network from a Business Perspective

APP NOTE

YOU NEED CONTEXT. BUSINESS CONTEXT. WHO'S AFFECTED? WHAT SITE? WHAT APPLICATION? WHAT DIVISION? SO WHY LOOK AT YOUR NETWORK THROUGH A STRAW WHEN YOU CAN STEP BACK AND VIEW HOW BUSINESS FLOWS ACROSS YOUR ENTIRE BUSINESS ECOSYSTEM? THE BIG PICTURE. BUSINESS RELEVANCE. NETWORK PHYSICS.

### See Your Business, Manage Your Network

With Network Physics, managing your network from a business perspective is a simple matter of identifying the key business parameters for your enterprise. Typically, customers build business groups that span four categories: critical business entities, important business applications, specific business networks, and large IT centers. Critical business entities include major sites and locations including branch offices, buildings, and campuses. These groups often provide breakthrough visibility into site-to-site problems, WAN or VPN connectivity issues, and fine-grained troubleshooting for "high-maintenance" divisions or departments.

### Performance & Availability of Critical Business Services

Every enterprise has key applications that are the lifeblood of the business, be they ERP, SFA, or Finance or real-time financial feeds like Bloomberg, Reuters, or FirstCall. Using business groups based on these applications allows business-driven troubleshooting that prioritizes the problems that affect your most important services, for your most critical users. Furthermore, when you combine this application visibility with the business entities that are using the service (e.g., which office, partner, or building) you can get accurate payback, usage, and value metrics for your latest network investments in VPNs, wireless infrastructure, and VoIP deployments.



#### Customer Problem:

- > Unable to manage the network in business-centric terms (branch offices, customers, applications, buildings, partners, divisions)
- > Wasted time chasing low-priority problems while critical business impacting issues fester

#### Network Physics Solution:

- > Business Groups provide business context for Network Physics' automated troubleshooting, analysis, and planning capabilities
- > Real-time business visibility based on actual network traffic organized in business-relevant terms

#### Customer Benefits:

- > Seeing the big picture the way you want to see it
- > Solving your most important problems faster
- > Save big money by reducing downtime of your highest priority business services



NetworkPhysics

491 Fairchild Drive, Mountain View, CA 94043 USA 1.650.230.0900 (main) 1.650.230.0909 (fax)  
info@networkphysics.com www.networkphysics.com