Understanding True Network Usage

APP NOTE

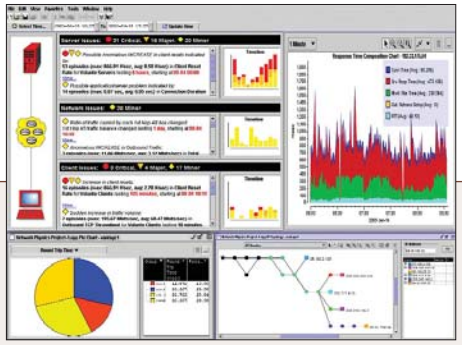
WHO'S USING YOUR NETWORK BANDWIDTH? HOW MUCH OF IT IS P2P TRAFFIC? WHICH USERS, OFFICES, DIVISIONS, OR PARTNERS ACCOUNT FOR THE MAJORITY OF YOUR TRAFFIC? WHAT APPLICATIONS ARE THEY USING? IS IT ALL BUSINESS TRAFFIC? ARE ROGUE APPLICATIONS USING UP BANDWIDTH NEEDED BY APPLICATIONS THAT REALLY MATTER?

Connecting Bandwidth Consumption to Business Needs

Visibility into who is using the network and what applications consume the most bandwidth is critical to both network operations and planning. Rogue applications such as P2P or gaming can soak up bandwidth needed by business-critical applications, forcing unnecessary purchases of additional bandwidth. Network transformation, such as the transition to VPNs or data center consolidation, requires accurate data on present-day network usage. And the increasingly popular IT services model, or chargeback, is simply impossible without it.

Baselining and Controlling Network Bandwidth

With Network Physics, all the information you need to baseline and control network bandwidth is at your fingertips. You can monitor network usage by client, server, application, or by business groups you've defined to identify key business entities (e.g., branch offices, buildings, campuses), applications, business networks (e.g., yours or third-party, public and private), and IT centers. In each case, Network Physics can identify who's using the network, how much bandwidth they're consuming, and what applications they're using.



Customer Problem:

> Unable to connect bandwidth consumption to business benefits

> No visibility into which users, departments or applications are using the most bandwidth

> Buying bandwidth to support unauthorized applications

Network Physics Solution:

> Monitor bandwidth consumption by client, server, application, or business group

> Clear visibility of network usage across all networks, public, private, and third-party

Customer Benefits:

> Detect rogue applications that consume network bandwidth without business benefit, buy less bandwidth

> Baseline network usage to support network transformation

> Support IT service model with accurate chargeback for network use

Network Physics

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