Intellidens On-Demand Networking Architecture Provides Tighter Integration With IT, Networks and Business Priorities

Submitted by: Devonshire Marketing Consultants Limited
Tuesday, 7 October 2003

--Modular Approach Provides Rapid Identification, Analysis and Resolution Of Network Issues That Threaten Business Value and Competitive Advantage--

Intelliden Corporation, the intelligent networking company, today unveiled its on-demand networking reference architecture built on industry standards, open technologies and best practices from customers, partners and standards bodies. Intelliden's framework, built around Directory Enabled Networks New Generation (DEN-ng), solves one of today's toughest business challenges—the tight integration of network and IT resources with business priorities.

The introduction of Intelliden's on-demand networking reference architecture provides a roadmap that businesses, governments and service providers can follow to migrate from today's antiquated and manually intensive network environment to tomorrow's dynamic, business-driven environment where network resiliency, real-time service activation and compliancy is mandatory.

"In today's business environment, every decision and corporate policy sets off a chain reaction of network and IT events. The network has become the business," said John Strassner, Intelliden chief strategy officer. "Unfortunately, the dynamic integration of network and IT resources with business priorities lags dramatically and in most cases does not exist at all. Intelliden's modular, scalable and standards-based on-demand networking reference architecture solves this problem by providing businesses with the blueprint they need to connect the board room with the back room."

The Intelliden reference architecture links business objectives with network and IT resources to lower operating costs, increase network security, reduce service activation time and improve resource optimisation. Intelliden's on-demand networking vision is based on autonomic principles and the following four characteristics:

-Self-Configuring. All Internet Protocol (IP) networks should dynamically recognise, provision and control every router, switch, firewall and optical device. This is currently a manual, error-prone and costly process.

-Self-Optimising. All IP networks should optimise network resource utilisation in unison with systems and computing resources and business policies to efficiently maximize resources.

-Self-Healing. All IP networks should detect improper network operations and dynamically initiate

corrective action without disrupting systems, applications or computing resources.

-Self-Protecting. All IP networks should utilise policy-based security that automatically detects and responds to hostile behavior.

The Case For On-Demand Networking

There are a number of customer trends that demonstrate that the need for Intelliden's on-demand networking reference architecture has never been stronger. For starters, even the ongoing economic turbulence has not been able to slow down the growth of Internet traffic. A survey of the top 20 North American service providers found that their traffic volume has grown 289% in two years. And that Internet traffic more than doubled in the last year, from 25,000 terabytes per month to 55,000 terabytes per month. A survey of North American enterprises found that TB volume is growing over 480% from 1999 through 2003. In fact, enterprise terabyte growth is actually doubling every year.

Customer demand for fast information access continues to grow. This thirst for instant information has created a massive data wave that has fuelled the tremendous growth of numerous IP devices like DSL boxes, cable modems, routers, switches, firewalls and optics. To put this growth into perspective, by 2006 there will be over two billion IP ports in the world and virtually all of them will be manually provisioned.
In order to move, manage and maintain the massive amount of terabytes across millions of IP devices, a network engineer has to manually configure each device. Today, over eighty percent of enterprises have reported downtime due to a network security and over seventy percent of all manual service provisioning fails the first time around. On top of that, every capital dollar spent on an IP device can equal up to eight dollars in operating and support costs

Two On-Demand Networking Business Cases

-An automatic virtual private network (VPN) service upgrade of an Ethernet switch was requested by one of the world's largest financial services companies for an important analyst call. The company submitted this request via HTML to its service provider network management hub. The hub automatically submitted this change to the network. What the network management hub did not know is that the network was being groomed and that this switch was taken out of service by a network operations manager in the central office. The timing of this outage was particularly bad, coming as it did at the opening of business on the East Coast on one of the biggest business days of the year.

-One of the world's largest retailers has just-in-time inventory software that automatically coordinates the daily shipment of 0 million worth of merchandise to stores worldwide. Each minute of network downtime results in over 0,000 of lost revenue. One day, the slammer virus attacked the

company's routers and switches, forcing the company to manually shut down 50,000 devices and roll them back to their best-known state before the virus. The just-in-time inventory system was knocked offline for more than two weeks by the manual reconfiguration of the network, and the company ended up losing over 0 million in revenue.

"These business cases are the genesis of Intelliden's on-demand networking vision," said Strassner. "With Intelliden's software the network will be self-aware, which means that it knows which users and applications are using which services, and how those services depend on each other. The network becomes self-configuring—rather than hoping that a legion of highly skilled and costly engineers telnet into individual devices and manually reconfigure their interfaces; it is self-optimising via our policy-based solutions; it is self-healing and able to route around network attacks; and it is self-protecting and able to initiate corrective actions against improper operations."

About Intelliden Corporation

Intelliden's intelligent networking software solutions enable service providers, enterprises and government organisations to more efficiently run their complex IP infrastructures while increasing customer satisfaction, boosting revenue and accelerating long-term business objectives. Developed by Intelliden engineers who have built and managed some of the world's largest IP networks, the Intelliden R-Series™ software aligns networks and IT resources with business processes and priorities, while automating key functions, eliminating manual processes, streamlining disparate procedures and resolving network problems before they result in business loss. Headquartered in Colorado Springs, Colo., Intelliden has offices in Boston, Los Angeles, Washington, D.C., and London. For more information, visit www.intelliden.com.