# New Application Insight capability provides essential application visibility for businesses and service providers, driving adoption of MPLS / VPN

Submitted by: Prompt Communications Ltd

Friday, 10 March 2006

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- Highlight AI now enables service providers and enterprise network managers to generate reports detailing application network activity with no additional hardware -

Gomshall, Surrey – Business network infrastructure specialist NetEvidence has launched Application Insight (AI), a new tool which adds application-level visibility and graphical reporting functions to its flagship Highlight network performance reporting service.

AI is designed to let business people and those who provide services to businesses, better understand why network performance can vary. The application visibility offered by AI is key to driving the adoption of advanced networking technologies such as Multiprotocol Label Switching (MPLS) and Virtual Private Networks (VPNs). With AI, businesses and providers are able to detect and see the precise behaviour of applications running across their legacy networks, and then present a clear business case for moving to a class of service (COS) MPLS network.

NetEvidence's Highlight reporting service was built from the ground up to help business people dramatically improve predictive and reactive network performance management. With the addition of AI, Highlight provides businesses with greater power to predict and react to the behaviour of individual applications running across their networks.

The new AI capability also offers benefits for service providers. Combined with the network performance reporting offered by Highlight, AI will allow service providers to make money out of networks under pressure. This is a key step in the 'de-commoditisation of network services, offering something new that providers are able to bill for, in the same way that they currently use security software and services as value-adds. Basic internet connections are hard to differentiate, so introducing AI is a great method of adding value through instantly understandably visual reporting at the application level.

Many ISPs already provide some sort of basic statistical information on internet connection availability and performance. Highlight adds to this capability with sophisticated application-level network performance reports visually and in real- time, that can be understood immediately by business people of all levels of technical experience. Application visibility adds genuine tangible value for any providers able to offer it, without adding additional support overheads for either the provider or customer, to prevent the benefits becoming outweighed by costs and other burdens.

At enterprise level, the ability to prioritise different applications is an enticing addition for many network administrators who want to be able to provide the appropriate performance to suit individual applications, but find it difficult to justify the additional investment when many businesses don't

have the visibility to monitor how specific applications are running and the amount of bandwidth they are using.

Not only is AI applicable to both service providers and enterprise customers, it can also be used to improve performance management of both legacy network technology (incorporating traditional dedicated internet connections, Frame Relay and other Data networks), and the migration to more advanced MPLS or VPN solutions.

"AI can greatly benefit providers and enterprises running both legacy and next-generation networks, with very little overhead either financially or practically," said Andi Willmott, NetEvidence business development director. "The result is a clear, informative window into network performance right down to the application level, enabling informed, cost effective business decisions and a greater return on investment (ROI)."

Willmott continued, "There is a strong desire and definite benefits to enterprises in migrating to MPLS and VPN technologies, but often inertia caused by fears over risks in change delay enterprises. Providers often cannot prove that their advanced services are better than their competition, and the poor visibility of the legacy networks doesn't reassure enterprises that they can accurately scope and size the new solutions. But having Highlight AI visibility before, during and after a migration minimises the risks in change and ensures that Applications are perfectly prioritised in MPLS Class of Service or VPN tunnels.

Pricing and Availability
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Highlight version 6 with Application Insight is available now as an outsourced service from NetEvidence. Pricing is per network location, and the service can be applied to any number of circuits from one to many thousands.

About NetEvidence
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NetEvidence is a widely respected, privately funded company delivering powerful, intuitive network performance management products and services for some of the largest and most influential businesses in the world. Over 1900 companies in more than 50 countries, including 30% of the organisations in the FTSE 100 rely on NetEvidence's independent expertise, ensuring that their business critical networks meet their own customers' high-level demands for service level guarantees.The company's core service, Highlight, provides business & IT decision makers with an accurate rolling view of the overall network performance via a clear, insightful portal. With this unrivalled level of information at their disposal, customers using Highlight are fully equipped to manage networks proactively, while predicting, evaluating and resolving any issues that could disrupt users or their key applications.

More information is available at www.net-evidence.com

For further information, interviews or photography please contact

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