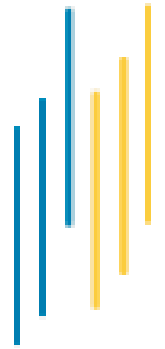


NETWORK PERFORMANCE



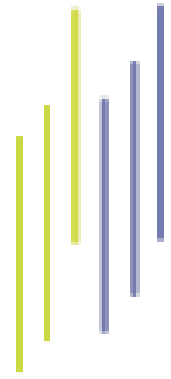
nivid

TECHNOLOGY SOLUTIONS



OPTIMIZING **YOUR**
NETWORK RESOURCES
TO ENABLE MAXIMUM IT
AND **BUSINESS**
PERFORMANCE

NETWORK PERFORMANCE: WHY?



The goal of IT is to increase the productivity of specific business processes and IT Resources amidst flexible budgets. The issues facing network engineers today not only revolve primarily around management and users with limited contact with the network, but to proactively optimize your IT investments and ICT Infrastructure.

Today, application performance defines the success of networks, and almost every aspect of business depends on applications which ultimately rely on the networks. The networks become more complex due to their growth and change more rapidly, with critical parts outsourced to ISPs, IT Solutions provider and other vendors. Information Technology has become as accountable as any other business unit to show ROI and even generate revenue.

"Bringing expertise, Partnerships and Vast experience".

At NIVID, we understand why today management of your networks just isn't enough. Application assurance is critical and this requires a new approach.

We assist companies to implement Networks that perform and provides highest level of immediate feedback to the users in order to make sure that all forms of application and network performance can be monitored, assessed and guaranteed.

We believe that this proactive action results in faster resolution of problems and leverages your IT and Business process to work seamlessly.



OLD Vs NEW MODELS



Today's high performance communications systems have changed the rules of the games.

BEFORE

- You owned or controlled most of the networks your key applications depended on;
- You could predict where critical traffic would flow and when;
- Complex, slow deployment, agent-based systems were approved and implemented because the problems client/ server created were new, acute and difficult to resolve;
 - You dealt with a dog's breakfast of vendor-specific protocols that often forced you to maintain relatively homogeneous systems with clear functional boundaries;
 - You had smart engineers designing and managing the networks directly;
 - Your users and customers had limited expectations of the networks down time was expected and acceptable;
 - Business processes that depended on your network were limited and well-defined;
 - IT was implemented to generate productivity increases and budgets were generous.

NOW:

- Your business depends on networks you do not own or control (ISP, ASP, customer, supplier, etc.);
- You can't predict where tomorrow's traffic will flow or what will break next;
- There is less (or even no) time and money for deployment or maintenance of big, complex network management systems;
- It's "IP everything everywhere" with legacy systems in between;
- Your users and customers have higher expectations and your business network is critical – even brief outages can be disastrous;
- You rely increasingly on help desk and support staff with limited network expertise and few tools to do their job well.

“Networks are mission critical - everything seems to depend on them.”



HOW DO YOU BENEFIT WITH NIVID LTD?



- Real-time responsiveness based on current conditions reduces the dependency on historical data and makes the infrastructure more adaptable;
- Emphasizing “effective” over “absolute” means that you resolve the most common and most expensive problems most quickly;
- Distinguishing clearly between TCP/IP and higher up the stack means that problems with applications can easily separated from problems with the network;
 - 24/7 monitoring ensures that “network awareness” gives you immediate feedback;
 - Providing appropriate access to all levels of management and the user base means that everyone can usefully participate in the process.
 - Capitalizing on every aspect of your existing infrastructure, including the effective participation of your end users, means nothing goes to waste;
 - Your network’s needs should be reflected in your performance infrastructure instead of fitting your network to the infrastructure;



Faster mobility solutions

- Seeing the application’s view, end-to-end, includes all the components that impact performance;
- Deploying the requisite infrastructure rapidly, and ondemand, ensures that scarce resources are applied when and where needed;
- Being able to see into networks you don’t own means you can out-source with confidence;

HOW DO WE DO IT?



1. Continuous monitoring of performance (not just availability)
2. Rapid response to performance problems that slip through the cracks
3. Rapid deployment and configuration
4. Empowerment through access to the performance infrastructure throughout the Network Vertical
5. "Smart", not dumbed-down, client-side views
6. Extensibility in the form of adaptability and configurability
7. Intelligence archiving that supports sharing of network data between organizations



WE PERFORM, AND DELIVER

Managed IT Services from NIVID enables SME's and enterprises to focus on their core competencies, lowering the cost of managing IT infrastructure through improved productivity and operational efficiencies. It is a powerful combination that gives customers the most advanced IT capabilities while freeing up their resources for more strategic endeavors within their organizations.

The NIVID Advantage

- Scalability of operations
- Assured reliability and availability of systems
- Enhanced operational efficiency
- Lower cost of operations
- Flexibility of services



OPTIMISING NETWORK PERFORMANCE

nivid
TECHNOLOGY SOLUTIONS



NIVID LTD
Lutomer House
100 Prestons Road
Canary Wharf
London - E14 9SB

O: +44 (0)207 101 9233
F: +44 (0)207 719 8484
E: info@nivid.net
W: www.nivid.net

Disclaimer

This brochure in whole or in part may not be duplicated, reproduced, stored or retransmitted without prior written permission of NIVID Ltd and its author. All opinions and estimates herein constitute our judgment as of this date and are subject to change without notice. Any product names mentioned herein may be trademarks and/or registered trademarks of their respective companies.