

THE OPTX PLATFORM: DELIVERING **BUSINESS IMPACT MONITORING**



WHILE IT PROFESSIONALS WOULD LIKE EVERYONE TO UNDERSTAND TECHNOLOGY, AVERAGE USERS SEE THINGS DIFFERENTLY. THEY CARE ABOUT WHAT THEY WANT TO DO, NOT ABOUT THE UNDERLYING TECHNOLOGY REQUIRED TO DO IT.

For example, end-users want to ensure:

- Manufacturing lines are running efficiently
- Quality communication is available through email, voice, video and chat
- Financial reports run efficiently
- Customers can order goods, pay, track shipments and so on

IT operations is challenged with managing the network, servers, end systems, voice, video and other elements that support these business functions with tools that are generally available from the manufacturers of the technology and that integrate poorly with each other. Many platforms are incapable of managing end to end and top to bottom, or lack a business service layer that maps underlying infrastructure and systems to business functions. This makes it difficult to manage technology and prioritize incidents and problems with respect to the business. Traditional tools that focus on infrastructure, system and application components aren't much help when it comes to answering questions such as:

- There are multiple problems, which one is most important to the business?
- What are the downstream impacts of the IT issue on mission-critical business services?

It can also be difficult for IT leaders to communicate with business leaders in terms they understand, such as business services, and tie those back to applications, systems and networks. Planning maintenance outages on various pieces of equipment is likewise a challenge without knowing exactly which business processes it will impact and what the impact will be, especially with shared equipment that is used by many services and impacts them in different ways.

The ability to map underlying infrastructure, systems and applications to business functions is critical to prioritize incidents and problems with respect to the business.

THE OPTX PLATFORM

The Optx Platform provides predictive and proactive business service assurance across hybrid infrastructures, with actionable intelligence for prioritizing and addressing problems before they impact critical business services. This protects revenue, improves customer experience and reduces IT costs.

Business Impact Monitoring (BIM) delivers real-time situational awareness of business services, enabling IT teams to prioritize and address issues quickly. This limits impact to critical business functions to ensure they continue to operate effectively and efficiently.

BIM works by mapping business services to the IT services and components that support them. The mapping includes the complex relationships between all of the elements in the IT infrastructure to identify exactly how each element impacts the overall service.

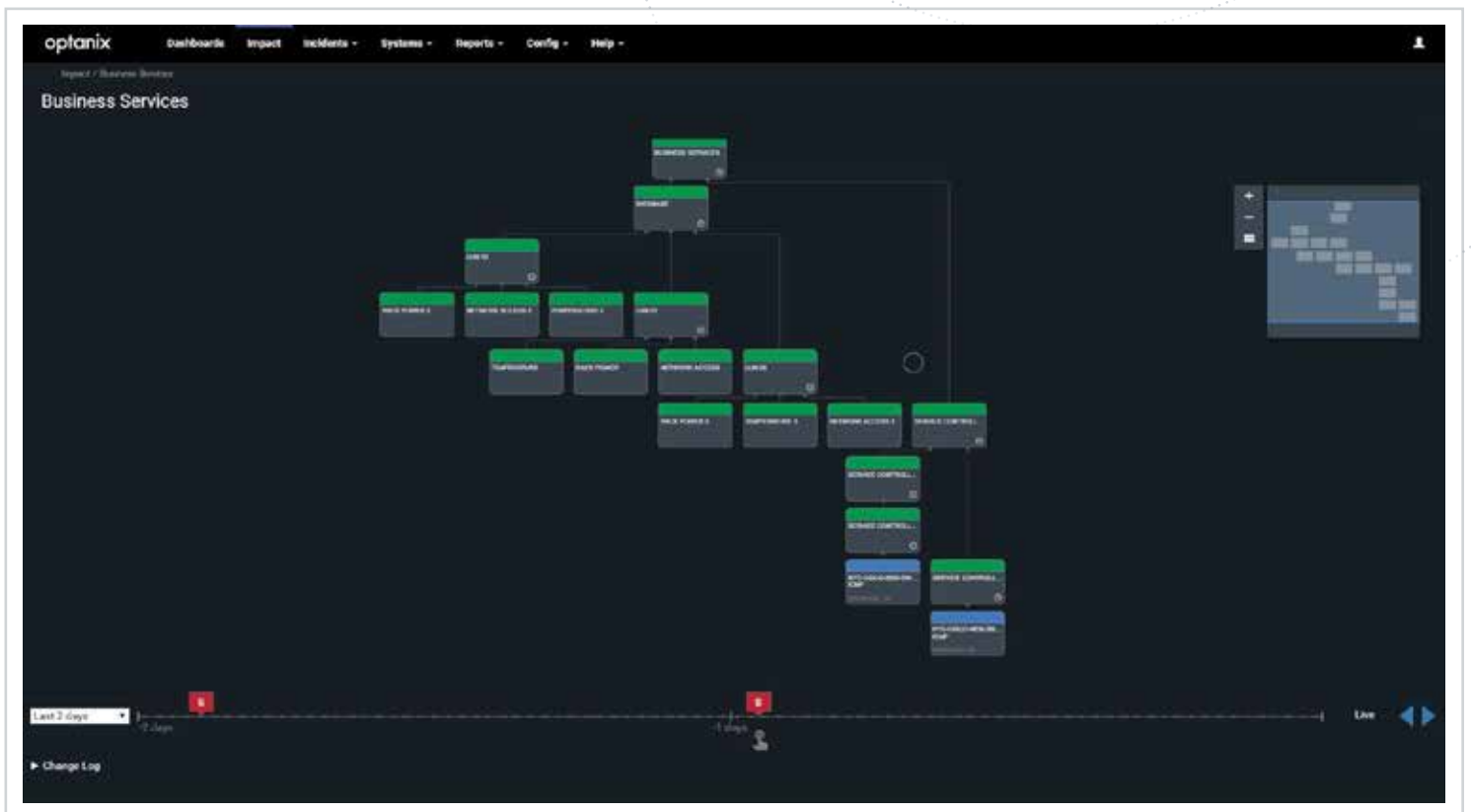
The platform leverages this knowledge to prioritize proactive and predictive alerts based on the criticality of the affected business functions. These alerts give IT teams the information they need to meet SLAs and ensure businesses can operate at full capacity.

ATSG'S BUSINESS IMPACT MONITORING

Prioritizes performance and availability issues based on business impact

Limits impact to critical business services

Communicates to business leaders and users in terms they understand



Business service mapping shows the live view of business services and provides the ability to scroll through historical statuses to show changes over time

AUTOMATED SERVICE DEPENDENCY MAPPING

Automated Service Dependency Mapping makes it quick and easy to map IT services and components to Cisco Unified Communication and Unified Contact Center Enterprise services. It also keeps the mapping up to date when adds/moves/changes take place by running scheduled discoveries of the estate to ensure there is always an accurate business service representation as the basis for Business Impact Monitoring. Additionally, it provides a graphical view of services to simplify complex service chains and helps users easily understand impact. Additional business services can be mapped manually.

- Save time and increase accuracy with service definition and maintenance as adds/moves/changes occur
- Accurately understand business impact when planning maintenance windows or when outages or degradations occur

SERVICE PERFORMANCE AND AVAILABILITY ANALYSIS

Service Performance and Availability Analysis detects performance problems and outages with business services, determines true business impact and provides real-time situational awareness of business functions. This is accomplished by mapping IT services and components into business services, understanding resiliency and single points of failure, and applying Smart Analytics to predict impending problems for these business services.

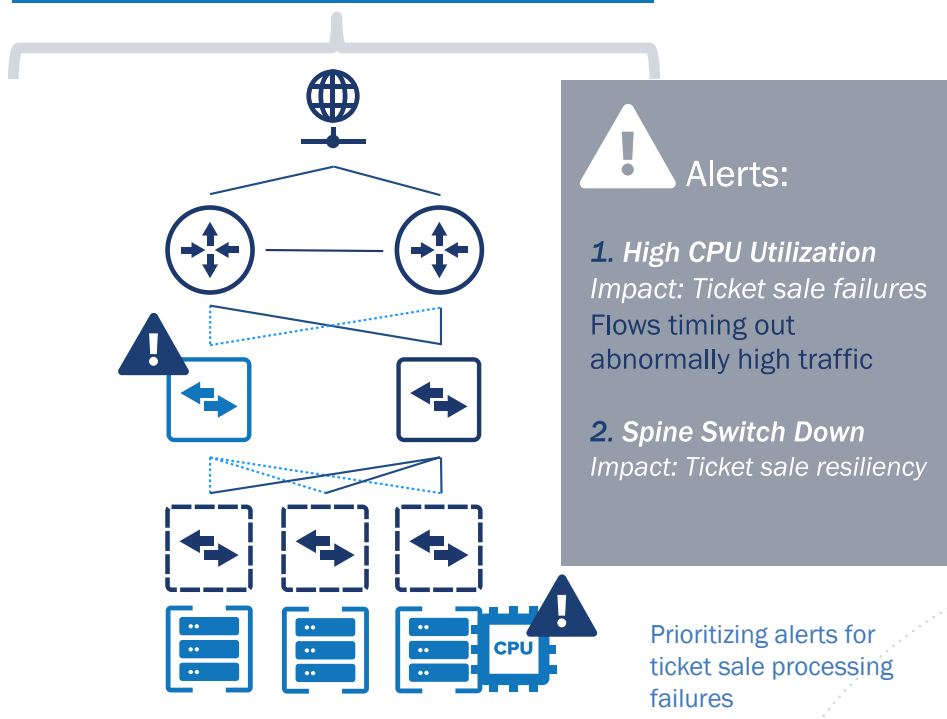
- Detect business service degradations even when devices are up and running
- Prioritize IT problems based on true business impact vs. guessing which IT assets are most important to ensure smooth business operation

REAL-TIME AND HISTORICAL SERVICE STATUS

Real-Time and Historical Service Status is provided through dashboards and reports to show both business service performance from an IT perspective and state changes over time. This capability allows SLAs to be set on real business metrics, such as credit card processing infrastructure availability vs. individual IT component availability.

- Easily understand business impact such as “cannot process ticket sales” vs. “gateway performance is poor”
- Enable SLA management on business services vs. IT components

TICKET SALE PROCESSING FAILURES



Prioritizing Faults with BIM

Business service monitoring and prioritization enables IT to prioritize and address issues quickly based on critical business impact by mapping technologies to the business services they support then analyzing impact when problems occur or are predicted.

In the diagram shown to the left, there are four alerts. Two are root cause:

1. High CPU utilization
2. Spine switch down

In this case the business impact of the high CPU utilization is ticket sale processing failures. The spine switch being down is causing a lack of resiliency for the business service but no failures. Therefore, the priority is the CPU utilization issue. Flows timing out and high traffic are not root cause events leading to problems

ATSG'S BIM ALIGNS IT MANAGEMENT WITH THE BUSINESS

BIM delivers real-time situational awareness of business services, enabling IT to prioritize and address issues quickly so that they can limit impact to critical business processes. BIM allows IT teams to:

- Effectively and efficiently monitor and manage IT services to meet business goals
- Prioritize existing or impending performance and availability issues based on business impact
- Reduce MTTR with real-time situational awareness and actionable intelligence
- Meet SLAs with confidence by limiting impact to business services with predictive and proactive service management
- Communicate with business leaders and users in terms they understand and provide SLAs on the overall health of the business services
- Provide reports and dashboards showing business service health – not just IT component health – to give an accurate picture of overall IT and demonstrate how infrastructure and systems actually support the business

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