

Success Story

Beyond the Network...



Telindus uses Ipanema for their Application Performance Management (APM) service

Improving business productivity by increasing application performance through a managed service based on Ipanema Technologies solutions.

AT A GLANCE

COMPANY

- ▣ Telindus UK

CHALLENGE

- ▣ Differentiate from competitors
- ▣ Avoid customers having to add more bandwidth to their network;
- ▣ Guarantee end-users application delivery inline with business goals.

CHOOSING IPANEMA

- ▣ Objective based global management,
- ▣ Application performance monitoring,
- ▣ Reporting capabilities,
- ▣ Bandwidth rightsizing.

OBSERVED BENEFITS

- ▣ Full visibility on usage and obtained performances,
- ▣ Application performance guarantee,
- ▣ Application visibility
- ▣ Protection with data
- ▣ Transport and application acceleration.

COMPANY



Telindus is a market leading ICT Solutions and Services Company with a proven reputation as the network specialists. Established over 40 years ago, Telindus has more than 2,700 employees, providing reliable and innovative network solutions and services both nationally and internationally. Telindus' clients include many of the world's leading enterprises, service providers, public sector and defense organisations.

Always at the forefront of technological advancement and innovation, Telindus continually invests in its people, solutions and

services to meet the changing and challenging needs of its clients. Designing, building, supporting and managing 'intelligent' networks is at the heart of Telindus' business. This includes providing the advanced solutions that utilise or are integral to the network including; Surveillance, Security, Digital Media, IPTV, Unified Communications, Intelligent Infrastructure, Data Centre Networking, etc.

Telindus is a wholly owned subsidiary of the Belgacom Group, one of the world's leading telecommunications organisations.

CHALLENGE



As the ICT market evolves, the focus is increasingly on business outcomes and the benefits ICT can create for the efficiency of the business. When it comes to networking, businesses are increasingly looking to do more with less. Recognising this has enabled Telindus to differentiate itself by guaranteeing the delivery of the key applications

customers require to achieve their business goals. The Telindus APM service does this by ensuring that these key applications always get the resources they need from the existing network rather than by just throwing more bandwidth at them. The latter approach is expensive and fundamentally does not work in the medium to long term.

Success Story

Beyond the Network...

CHOOSING IPANEMA



Telindus knew how important it was to build a system that responded dynamically, according to the varying demands on WAN resources to address the application performance issues faced by many organisations. They chose to build their solution on the Ipanema Technologies platform, as the only technology able to deliver the visibility, control and dynamic management needed. "Ipanema has a very strong offering in terms of

application performance monitoring and optimisation; the best we've seen in fact." These functions, combined with extensive reporting capabilities and integration with internal customer management systems, made the Ipanema Business Network Optimisation system a perfect match for Telindus.

OBSERVED BENEFITS



Telindus' APM addresses increased demands on the WAN with a comprehensive service which combines application visibility and protection with data, transport and application acceleration. These ensure that valuable network resources are deployed to the best advantage. This, in turn, enables key cost saving and security initiatives such as convergence, centralisation & virtualisation, increases productivity and reduces application performance related help desk calls.

The solution delivers a consultancy-led managed service that will help customers manage applications over the Wide Area Network, with the ability to compare against defined application service level agreements

based on recommended application bandwidth requirements. As a carrier independent service the recommendations are unbiased.

As well as giving users visibility of their Wide Area Network so they can make informed decisions and respond to issues as soon as possible, the Ipanema system dynamically prioritises traffic based on business-criticality and traffic type to guarantee the performance of key business applications. This means the system automatically reacts to changes in the network environment and manages traffic to ensure business needs are met through application delivery without expensive and disruptive changes.

Ipanema develops solutions enabling any large enterprise to have the **full control of their global network**.

Our unique patented technology guarantees business application performance for each user, no matter where or when. It simplifies network operations. It reduces costs. In a nutshell, we guarantee critical application performance and **make a 1,000 site network feel like one**.

With Ipanema enterprises can:

☑ Guarantee User Experience:

Ensure that all users of business applications receive the performance they need.

☑ Protect Business

Applications: Ensure the performance of critical applications by proactive management and allocation of network resources.

☑ Achieve Global WAN

Governance: Manage all aspects of their application traffic over the network from a business perspective.

☑ Simplify Network:

Operations: Reduce the amount of time they spend managing the network to as little as a few hours per month.

☑ Reduce Network Costs:

Reduce their network costs while continuing to guarantee end-user satisfaction.