NETSCOUT®

What You Don't Know About Your Network Might Cost You!

Greater Visibility Helps SaaS and Enterprise Network Operators Improve Efficiency and Protect Availability

Seeing Is Believing

When it comes to your network, ignorance is definitely not bliss. The more historic data and threat detection capabilities you have when it comes to the types of traffic that are most important to you – peering traffic, customer traffic, backbone traffic, edge traffic, datacenter traffic, etc. – the better off your business will be.

Large enterprise organizations and SaaS providers with complex networks must do everything possible to keep today's traffic moving efficiently and anticipate future demand. Having pervasive network data at your disposal can help you gain insights into your network for driving better decisions:

- Optimize network resources and improve network capacity planning
- Make more favorable peering agreements and lower your transit costs

Just as important is your ability to prevent disruption to the network by deploying DDoS attack detection and response management tools. Visibility is meaningless if you don't do something with what you see, especially when you're dealing with potential outages from network hotspots, BGP hijacks, DDoS attack traffic, and network misconfigurations. The best solutions let you identify and address problems in just seconds, so you can resolve them before they impact your business.

Being able to monitor your network for potential bottlenecks and threats is just a baseline, and additional visibility tools can help you do so much more.

Here Are Some Key Factors to Consider When Determining How Network Visibility Can Impact Your Business:

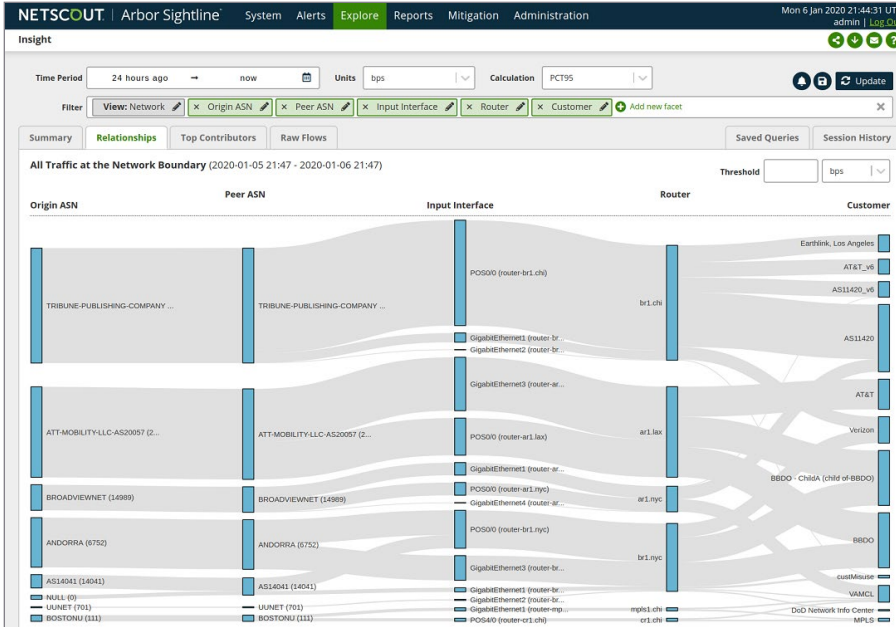#### Save Money Through Peering and Transit Analysis

Companies that share network resources, either through peer agreements or transit provider relationships, often have no way of knowing if agreements are being honored or if cost savings could be achieved another way.

With the right visibility tools, network operators can compare current peer usage against agreed-upon usage, and see if sending traffic to a shared router would be less expensive than paying a transit provider or an alternate peer. In our experience, it's possible for network operators to achieve ROI on network visibility enhancements in as little as three months by analyzing peer-to-peer, peer-to-transit provider, and any other network relationships.

FEATURES AND BENEFITS

Every network operator wants insights into network performance, so they can optimize resources and drive better business decisions. But many operators miss opportunities for monitoring their network elements.

In this Solution Brief, you'll learn valuable network visibility best practices that can help you maintain peak service and availability, intelligently expand your capacity, better understand your expenses.

Generate Revenue and Build Trust With Customer Traffic Analysis and Reporting

For SaaS providers, imagine being able to gain visibility into your customers' traffic on your network. Knowing where your customers are is just as important to knowing how they use your services, and can help you provide better customer care, focus your sales efforts, and help better target marketing initiatives.

What does a comprehensive network visibility solution look like? If your network visibility solution doesn't include these critical elements, it may be time to get a new one:

Comprehensive traffic, customer and geographic reports that are pre-developed and readily available

DDoS attack detection, identification, and mitigation capabilities, enhanced by global intelligence that looks for the latest DDoS attacks and botnet-based threats

Complimentary customer portal that lets you offer visibility and DDoS protection for your customers, as a paid service or competitive differentiator

Control over data storage locations, which is especially important for companies dealing with compliance issues

Big data analytics that let you search full-fidelity network flows through unlimited filters, for a deeper dive into forensics and traffic flow analysis
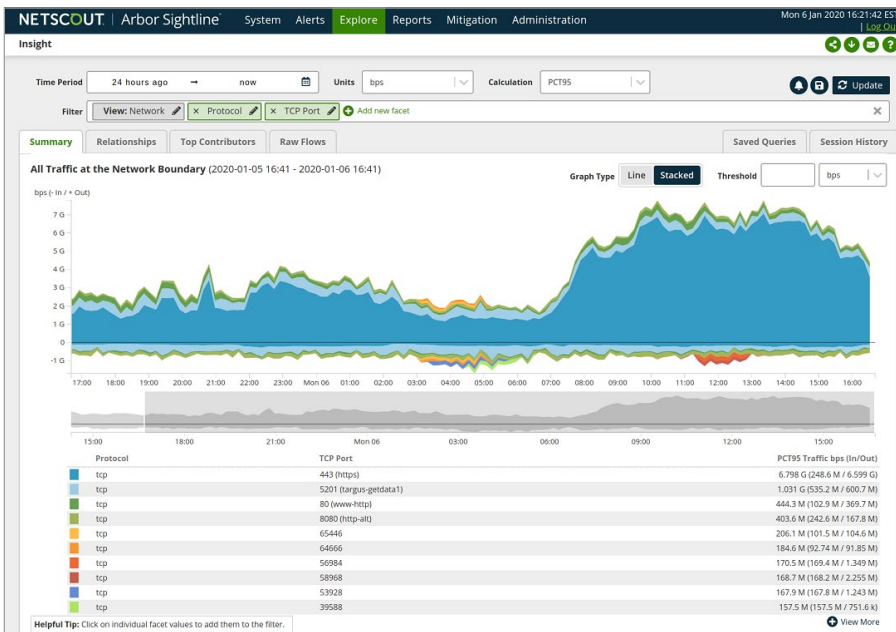
Fully virtualized and supported on multiple hypervisors, for compatibility with your network function virtualization (NFV) and software-defined network (SDN) strategies

Aggregate Global Licensing to unlock the artificial constraints of licensed appliances and enable the more efficient use and re-use of your licenses

Open APIs (RESTful and others) to unlock automation capabilities and provide flexibility for DevOps to tie various systems together

Get to the Heart of the Matter With Big Data Analytics

Many visibility solutions don't allow you to search raw and enriched data with unlimited filtering, but this can be critical when you notice an event and want to relate it to something that happened several months ago. With the ability to store full-fidelity network flows, you can drill down to any level of detail you need to solve problems and puzzle through unforeseen situations.

Network operators who think comprehensively and creatively about network visibility will be better prepared to scale, secure, and streamline their networks. Make sure you take time to assess your current visibility situation – check the sidebar for other important things to consider – and see if it's time to take the blinders off when it comes to certain aspects of your network.
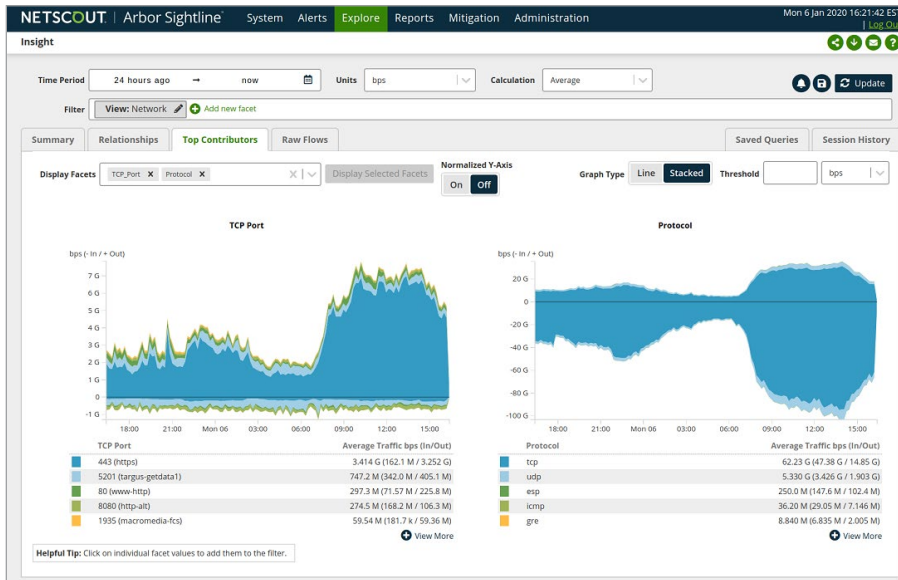
Arbor Sightline

From SaaS providers to the enterprise, solving key business problems starts with proper visibility. Built for owners of small to large and complex networks and proven to scale cost-effectively across your entire global network, Arbor Sightline analyzes various forms of network telemetry from across the network to transform raw data into business intelligence. This enables you to act on these insights to solve your business problems from network planning and engineering to service availability and enablement.

With support for monitoring up to 5,000 routers, Arbor Sightline correlates traffic statistics from Netflow records with BGP-learned network routes. Traffic and routing analysis, based on this mechanism, allows Sightline to differentiate, mapping patterns of network traffic and providing rich, near real-time traffic visibility and DDoS detection capabilities.

Arbor Insight

Arbor Insight builds on the industry-leading Arbor Sightline network visibility platform. Arbor Insight's big data capabilities add the power of annotated raw flow data to create a photographic memory of network traffic data. Applied with new visual analytics tools, operators have the clarity to make smarter and faster inquiries about their network. Leverage Arbor Sightline's unique flow annotations and enrichment to create context by matching this memory to your network topology, and traffic patterns – enabling you to conduct agile, multi-dimensional searches of raw and enriched data with unlimited filtering. Arbor Insight provides the ability to maintain granularity over time, detailed retrospective drill-downs and effortless pivots from graphical to tabular visualizations.

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