

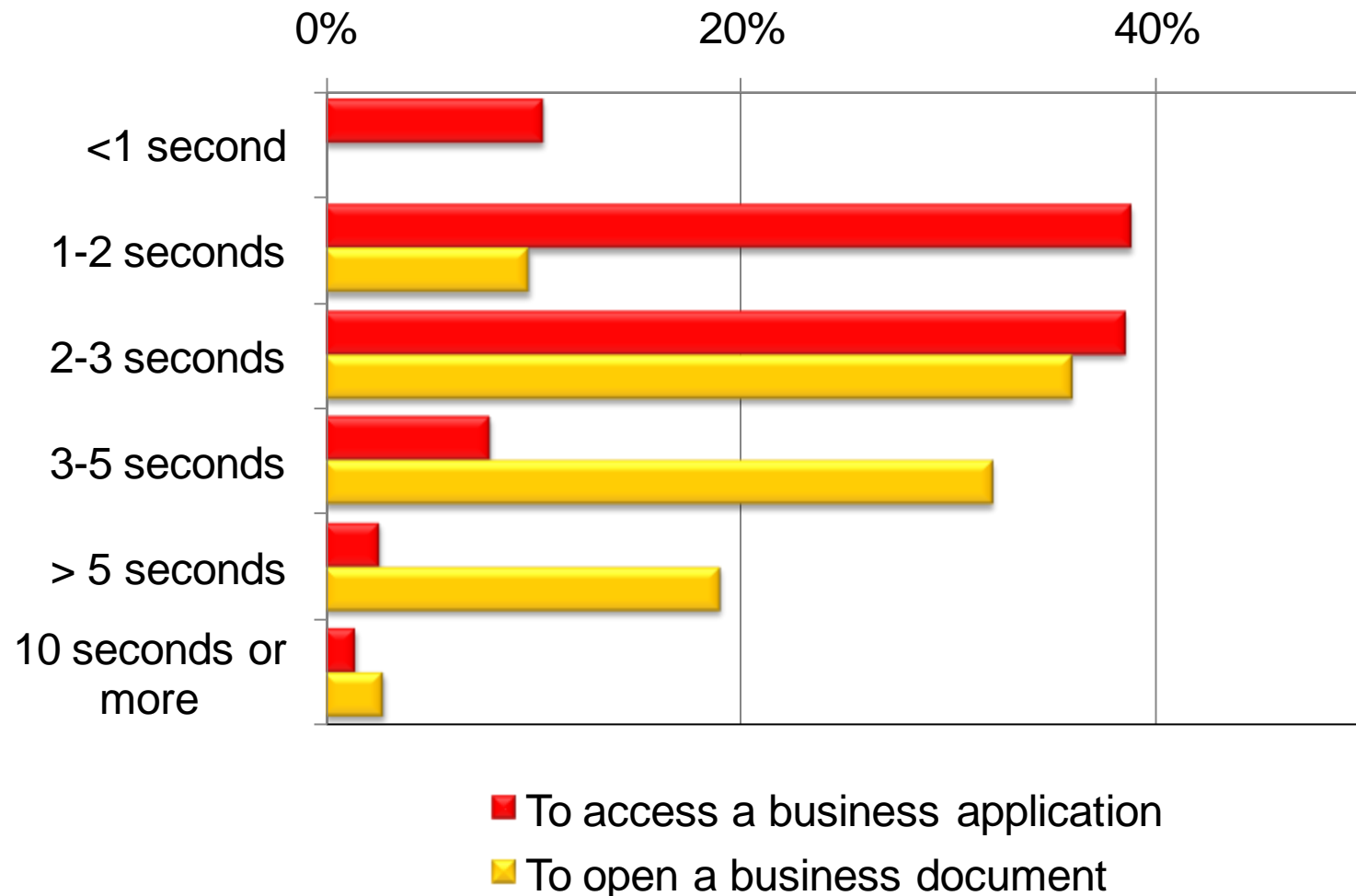
The network application experience: Ensuring Consistency and Response across networks

Clive Longbottom
Service Director,
Quocirca Ltd

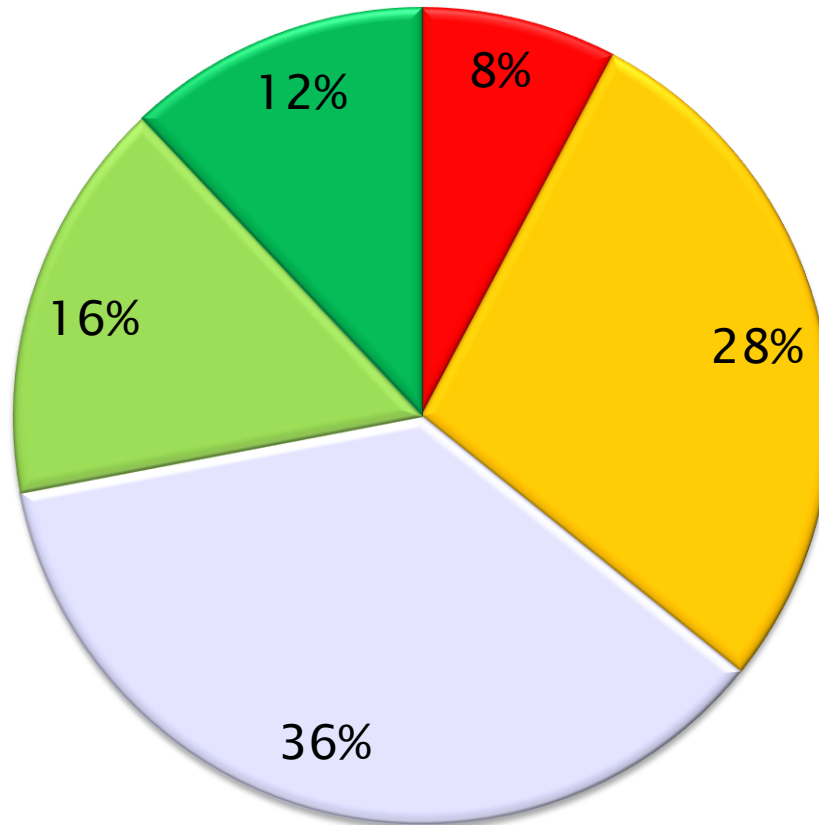
- **User Expectations**
- **Quocirca's distributed business index**
- **Network applications = network stress**
- **The capability gap**
- **Financial stress – a network for hard times**

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Response times considered acceptable for carrying out a remote transaction



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- Too unreliable for business
- Little control, but live with it
- Happy with performance
- Take actions to improve
- Optimised wherever possible

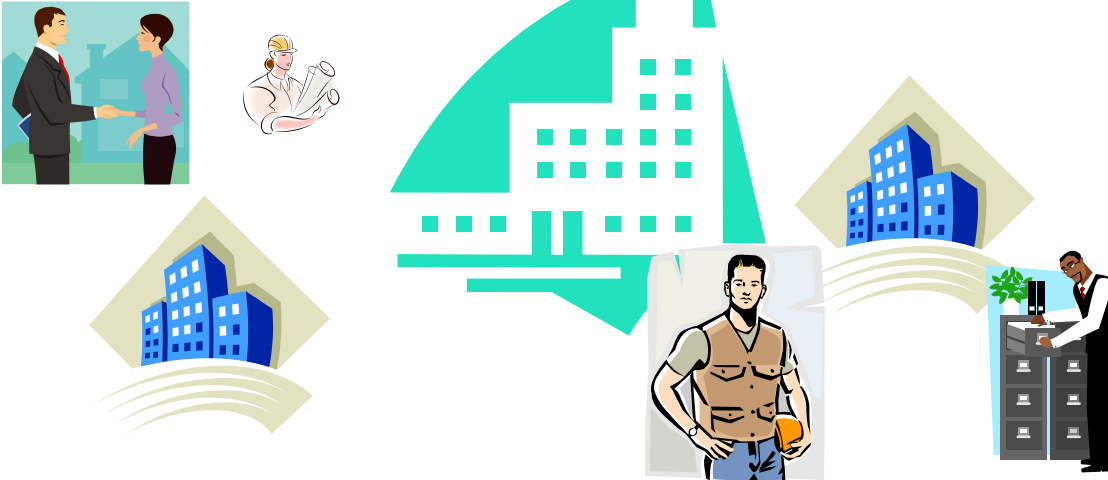
Web-enabled applications and the internet, Quocirca 2007
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The DBI Pulls 3 variables together:

- Number of branches
- Percentage of mobile workers
- Types of external workers

Maximum score = 30

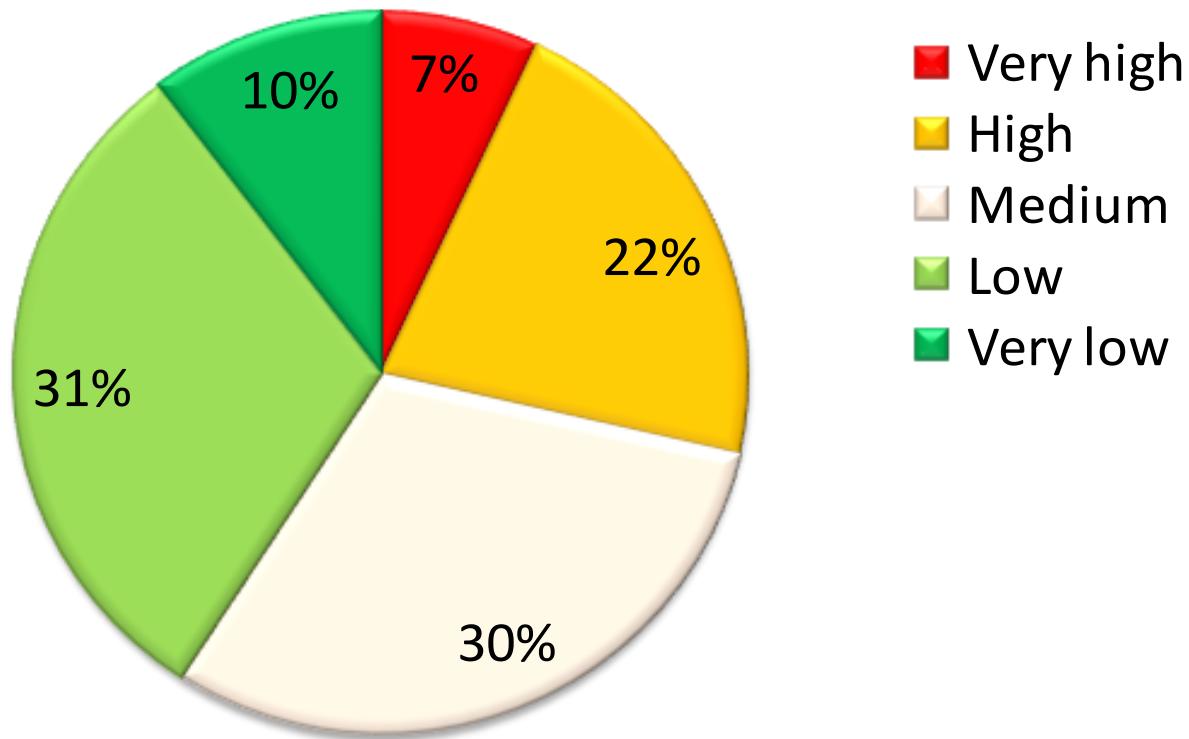


DBI Ranges

Very high	25-30
High	20-24
Medium	16-19
Low	11-15
Very low	2-10

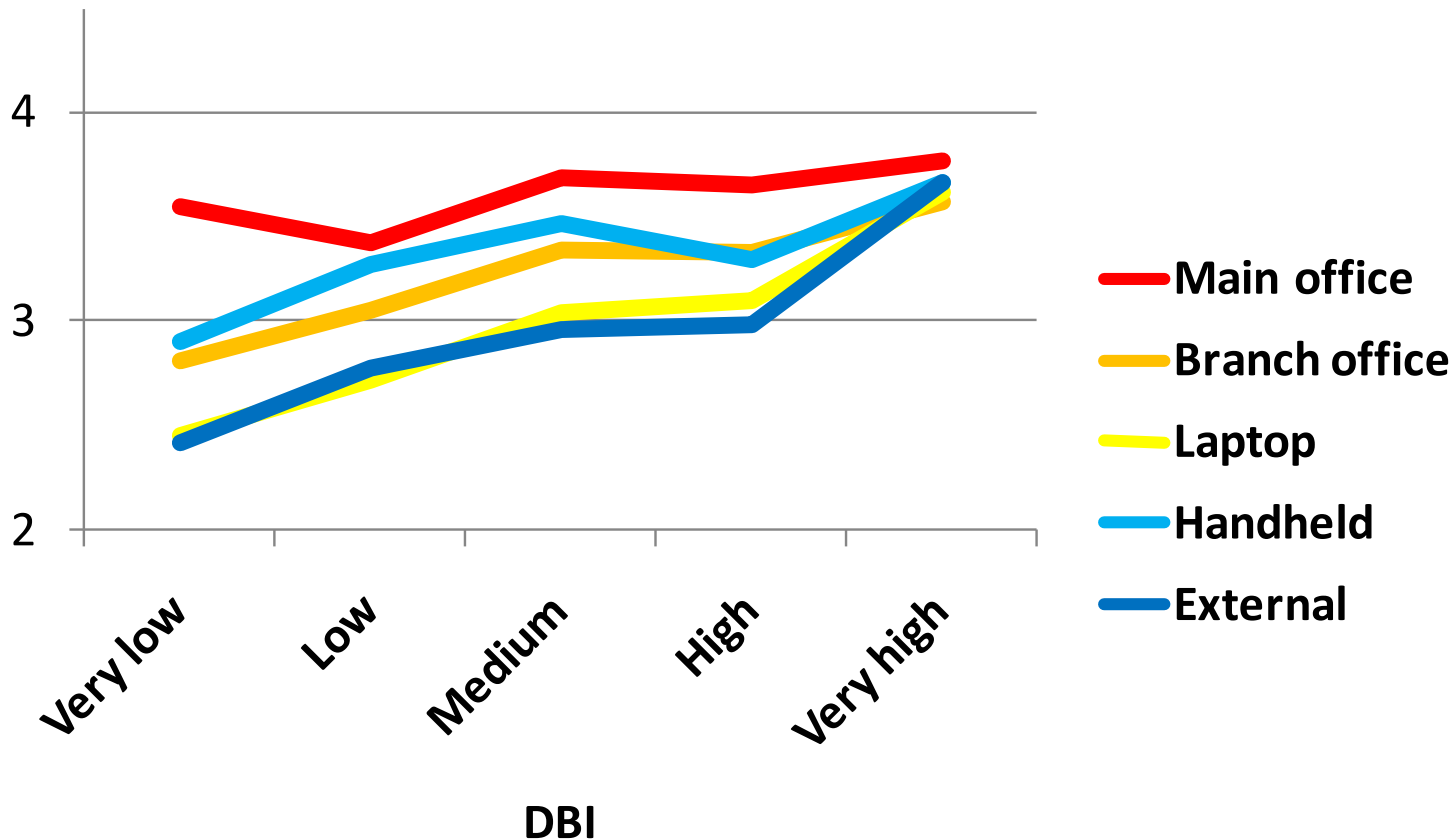
The distributed business index, Quocirca 2008
315 European senior European managers

Breakdown of respondents by DBI



The distributed business index, Quocirca 2008
315 European senior European managers

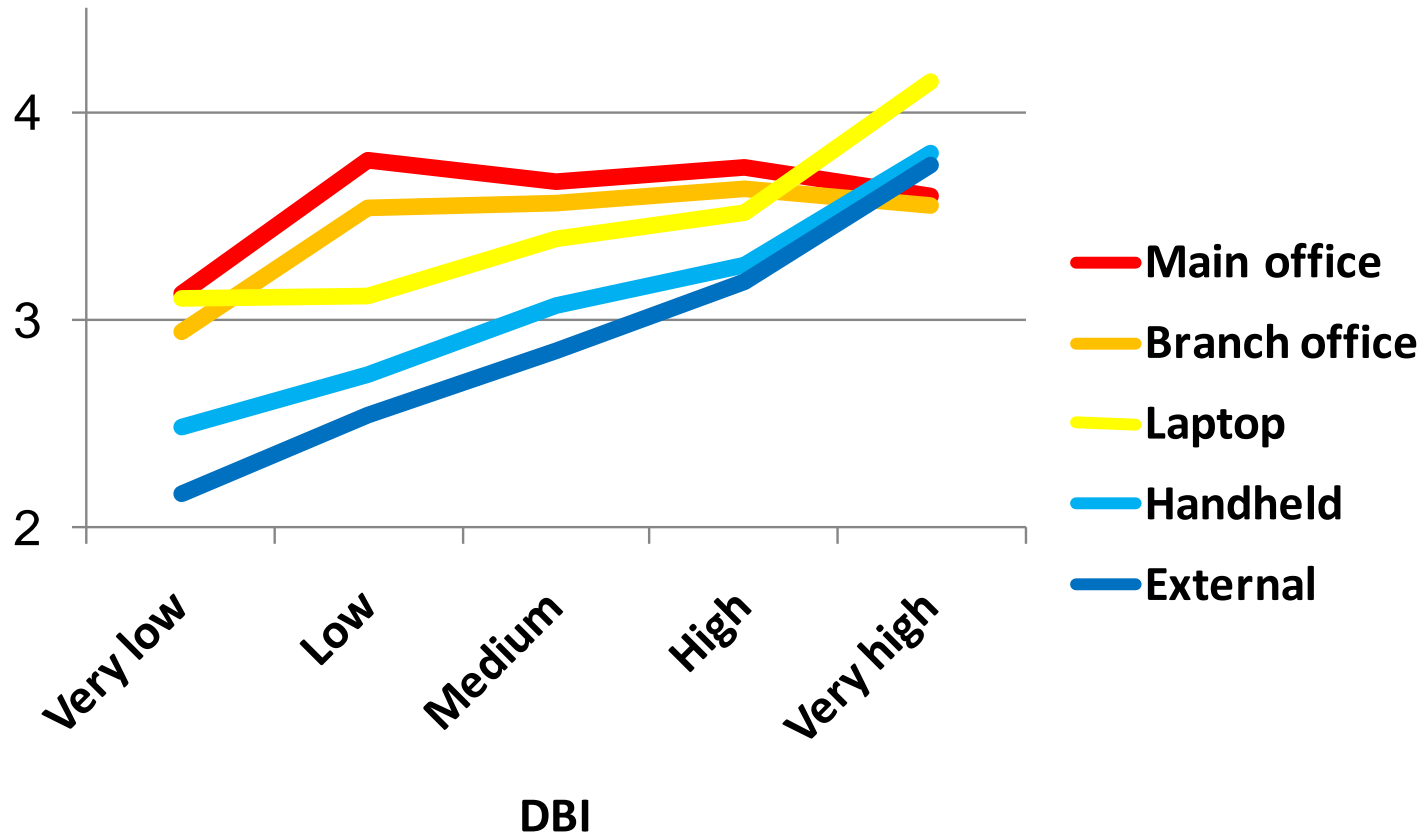
5 = a major concern
1 = not a concern at all



The distributed business index, Quocirca 2008
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Impact if access is unavailable

5 = Major impact
1 = Minor impact



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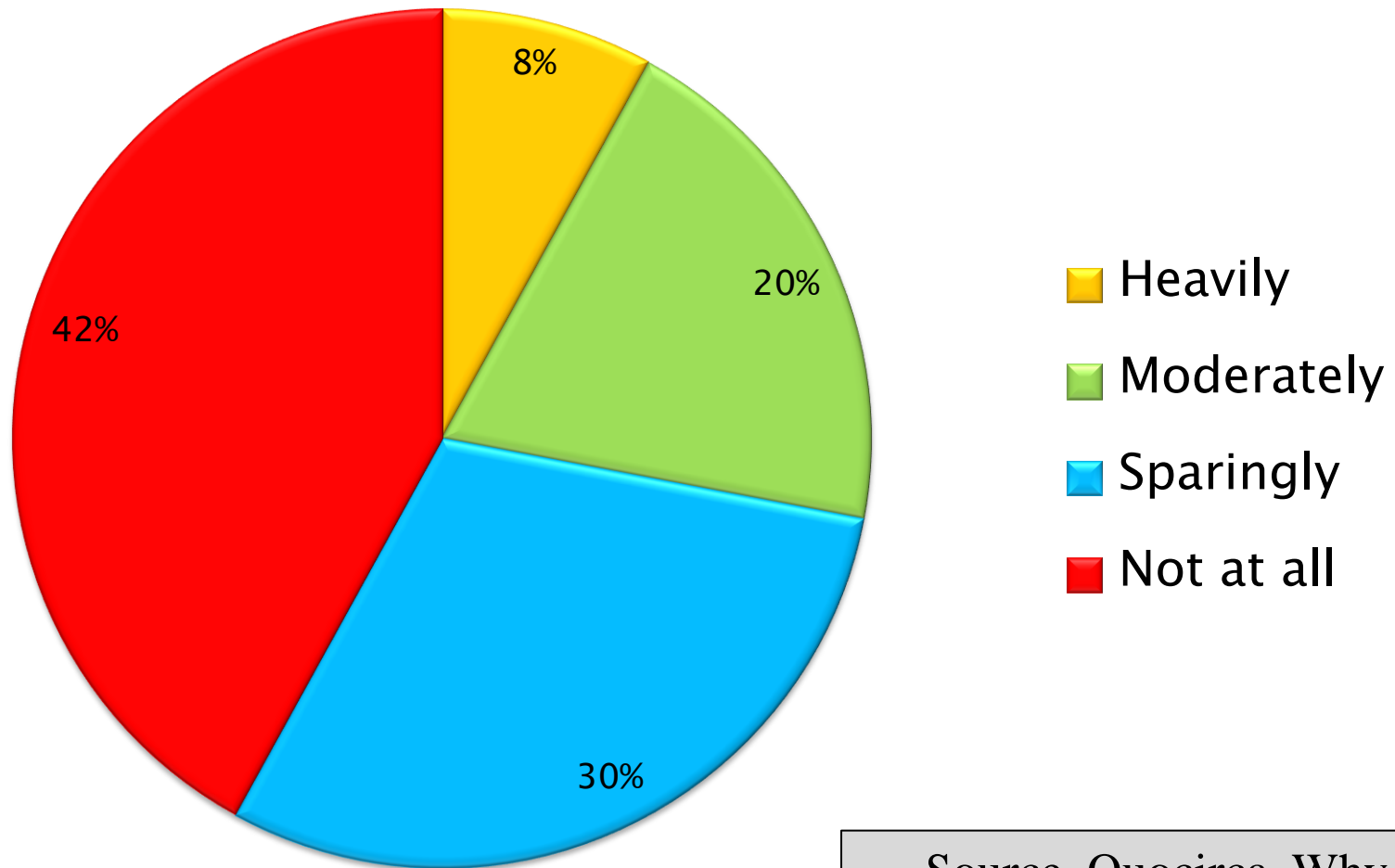
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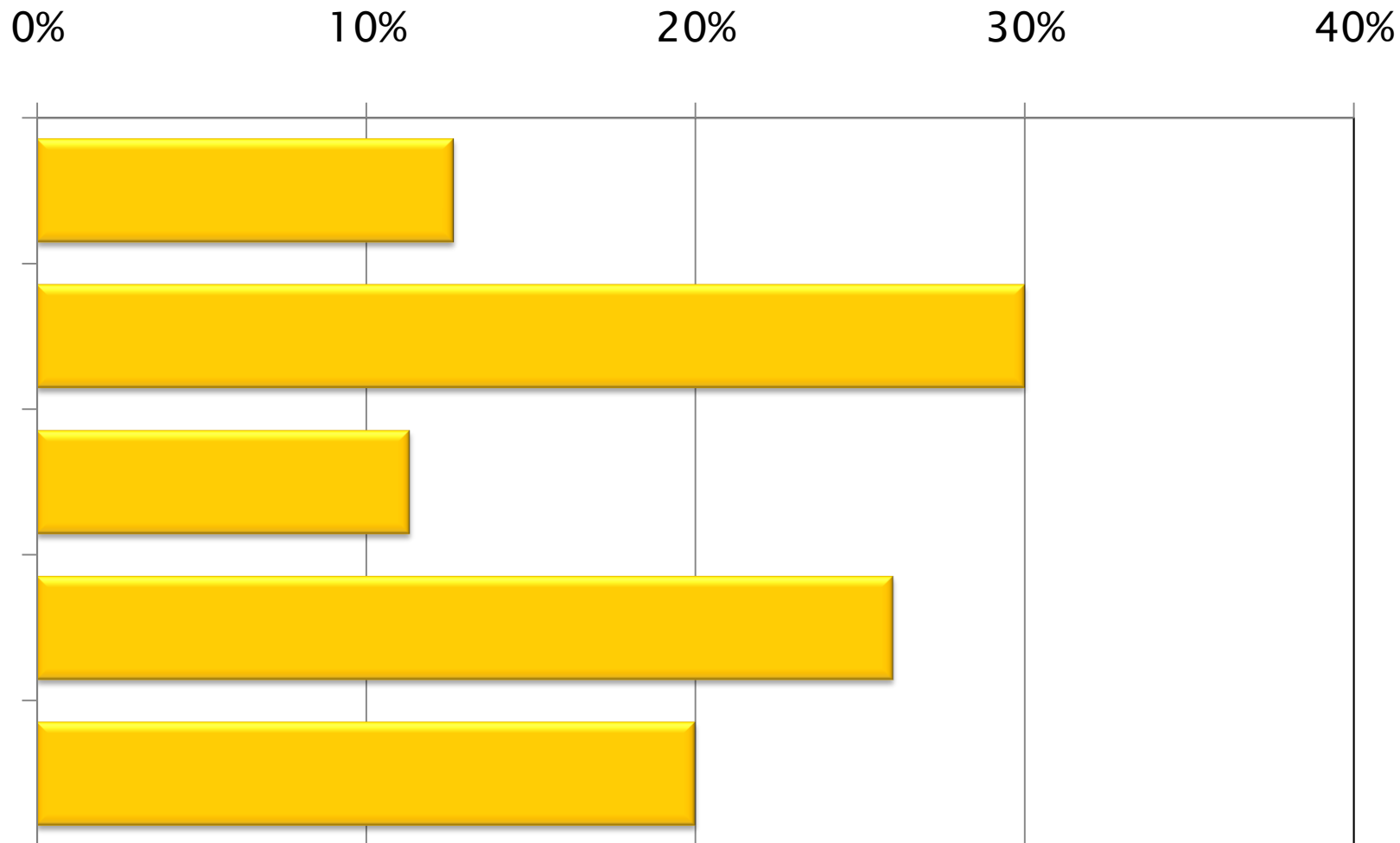
Broadcast Yourself





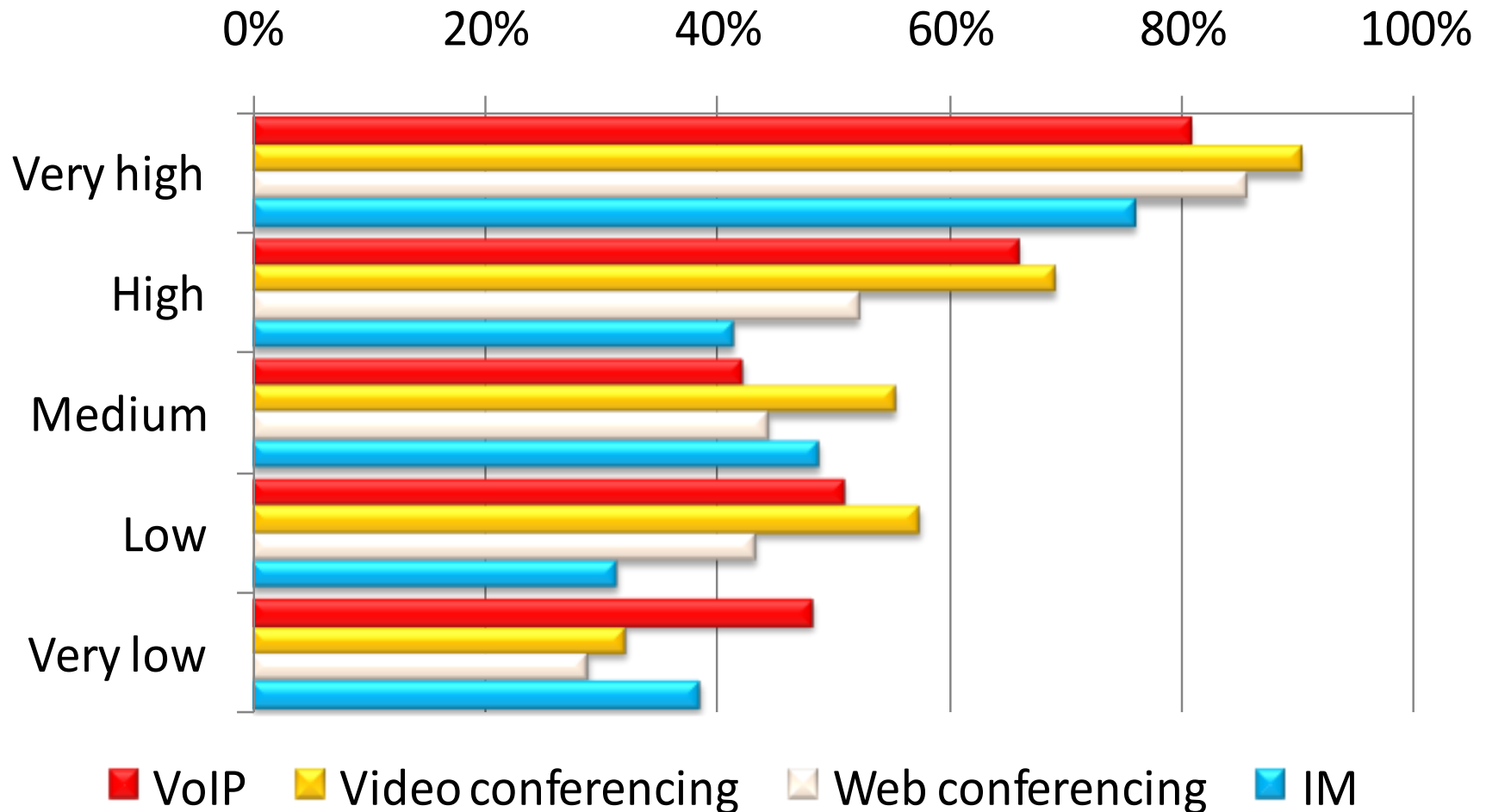


Source, Quocirca, Why Application Security is Crucial, March 2008



Source, Superhighway at the Crossroads –Quocirca, September 2008

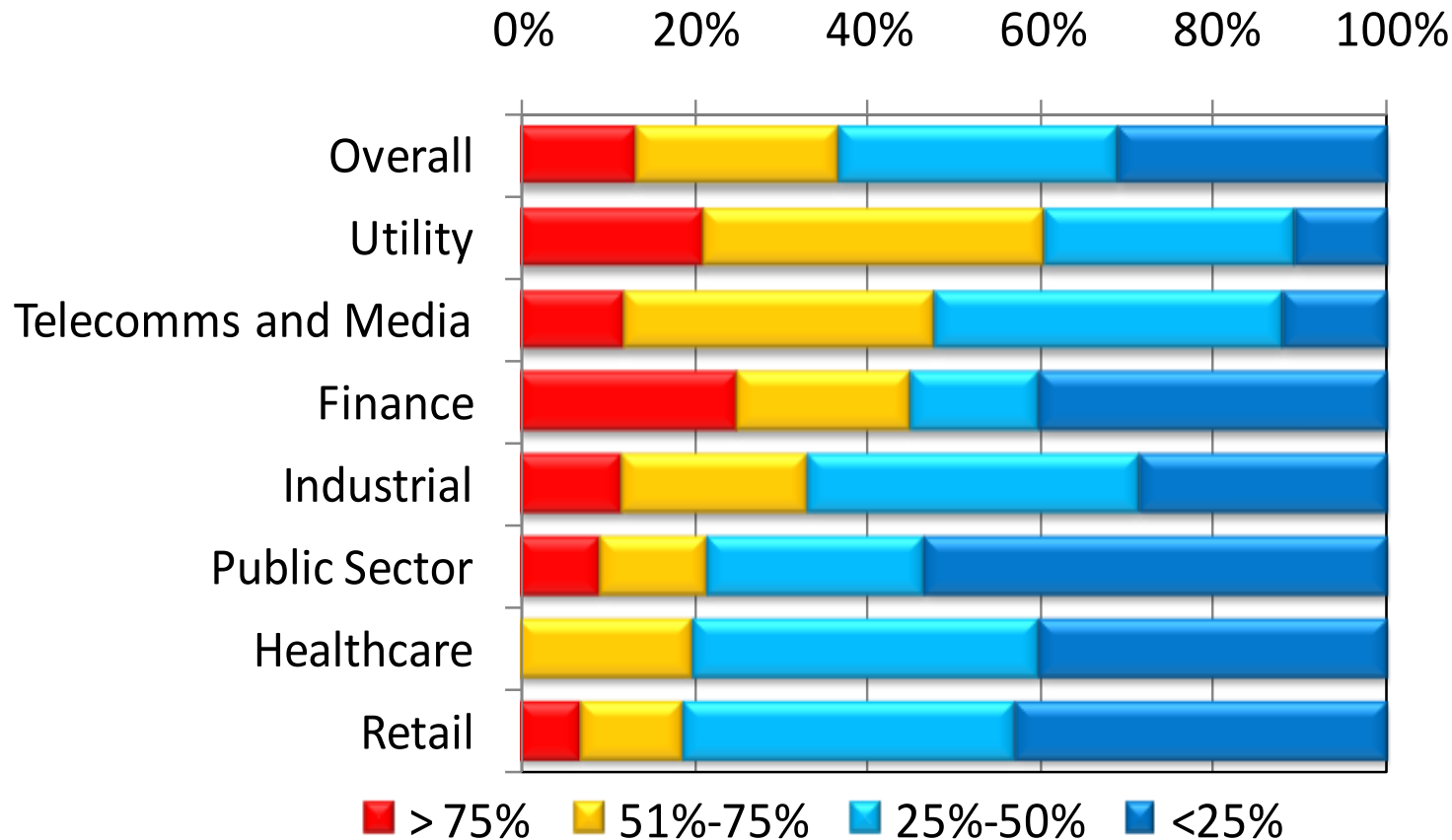
Percentage of organisations using communication technology by DBI



The distributed business index, Quocirca 2008
315 European senior European managers

- **A consistent experience, which means:**
 - Acceptable response
 - Real time experience
 - At any location, mobile or tethered
 - Internal or external
 - Irrespective of distance

Percentage of employees working remotely at some point during a week



The distributed business index, Quocirca 2008
315 European senior European managers

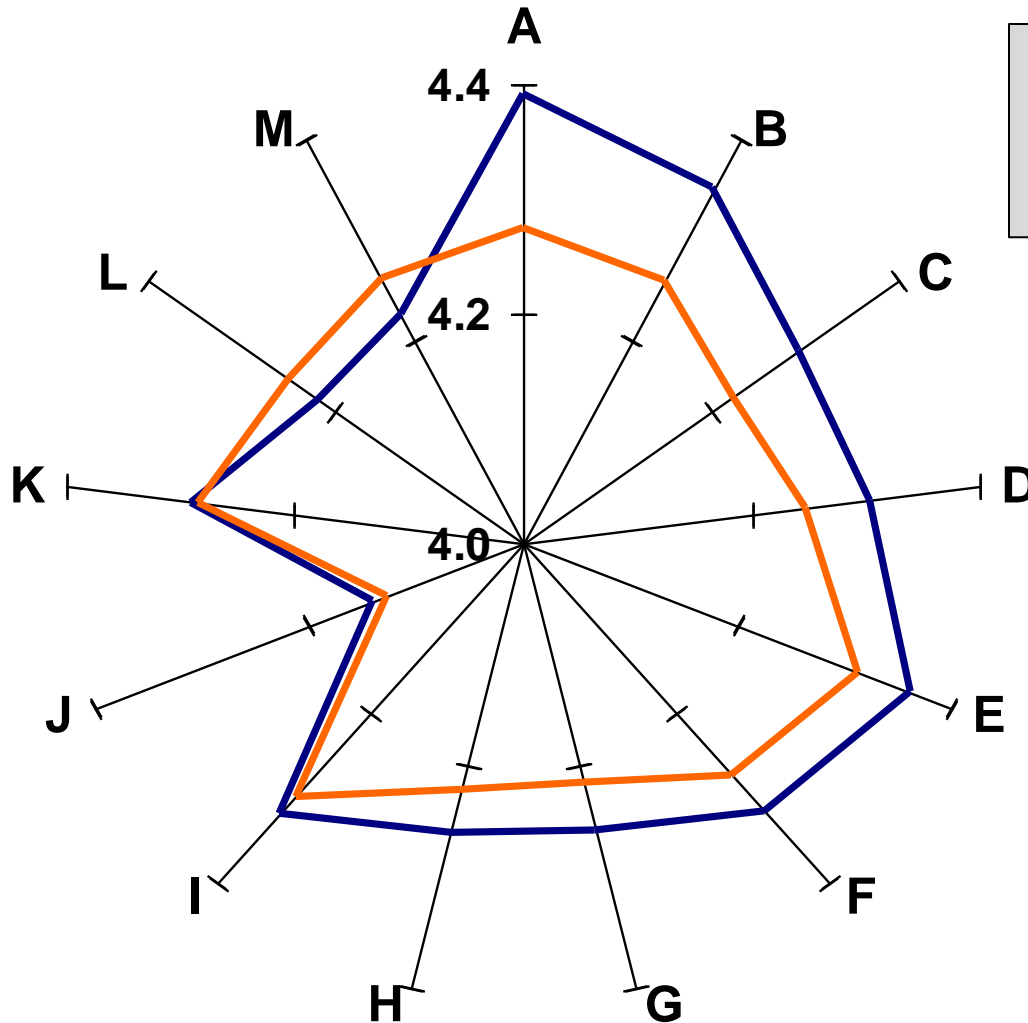
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- **The Network as an afterthought**
 - Surely, the network is just plumbing?
 - Just increase the bandwidth?
- **No – the network is a fundamental business platform**
 - Need for a solid, measurable, performance
 - Need to maximise existing network asset investments
 - Invest in new where needed

- A. Quick access to information about a problem
- B. Adequate resources to manage and maintain network
- C. Adequate staff training
- D. Easy maintenance of existing tools/solutions
- E. Maintain a documented process for managing network
- F. Retain and recruit specialist skills
- G. Easily implement new tools/solutions
- H. Use advanced tools to proactively manage infrastructure
- I. Justification of costs and benefits to senior management
- J. Use an open, standards-based architecture
- K. Simplification of the network
- L. Metrics to monitor and control operations
- M. Define and manage service level agreements

Managing 21st Century Networks, Quocirca 2007,
473 Europe IT managers

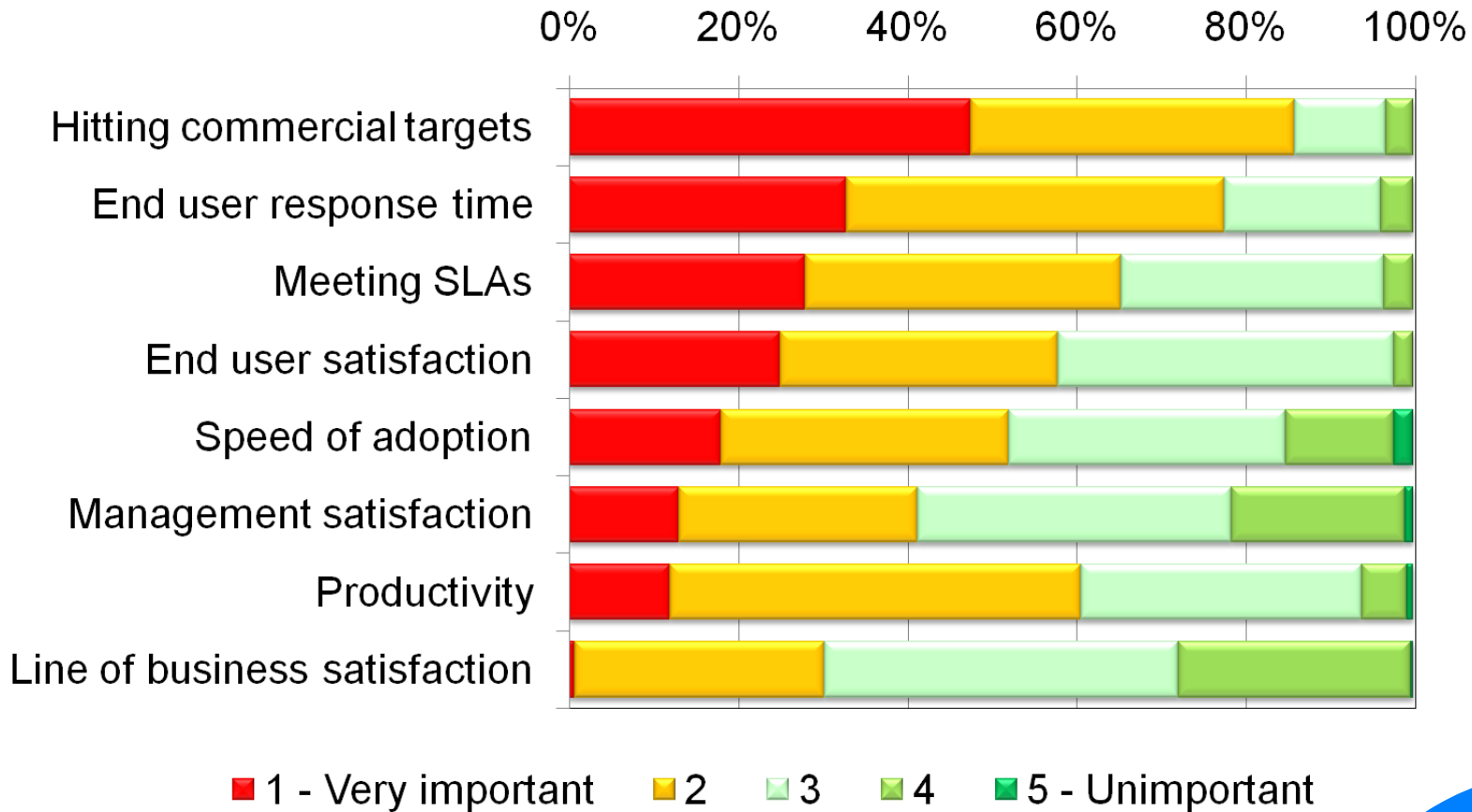
Managing 21st Century Networks, Quocirca 2007, 473 Europe IT managers



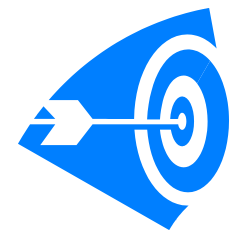
— Importance
— Capability

Average response from 1 (lowest) to 5 (highest). Gap decreasing clockwise

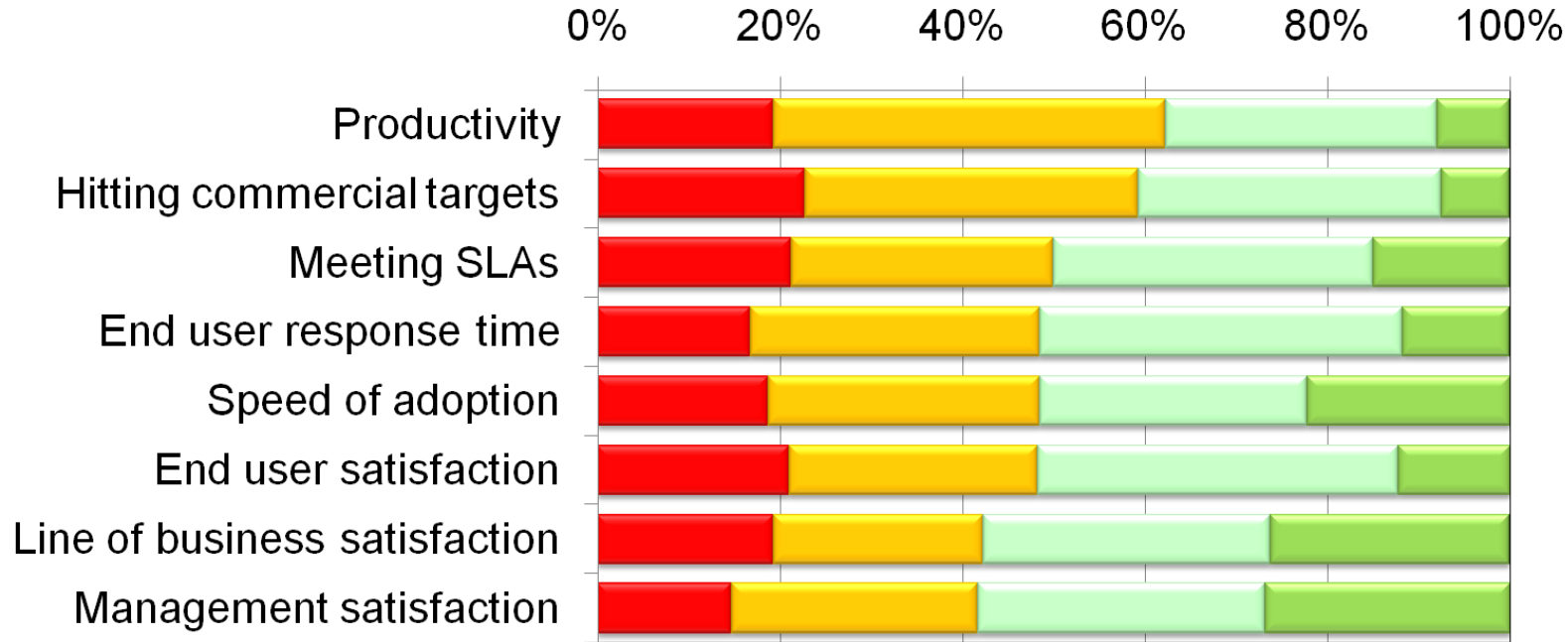
Importance of metrics for measuring the performance



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Availability of tools to measure performance

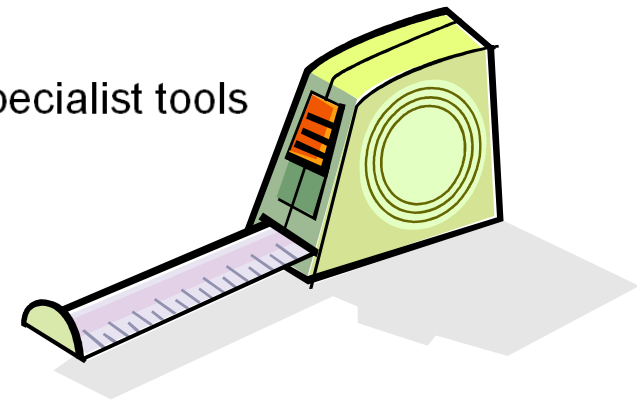


■ Yes, a range of tools

■ No tools

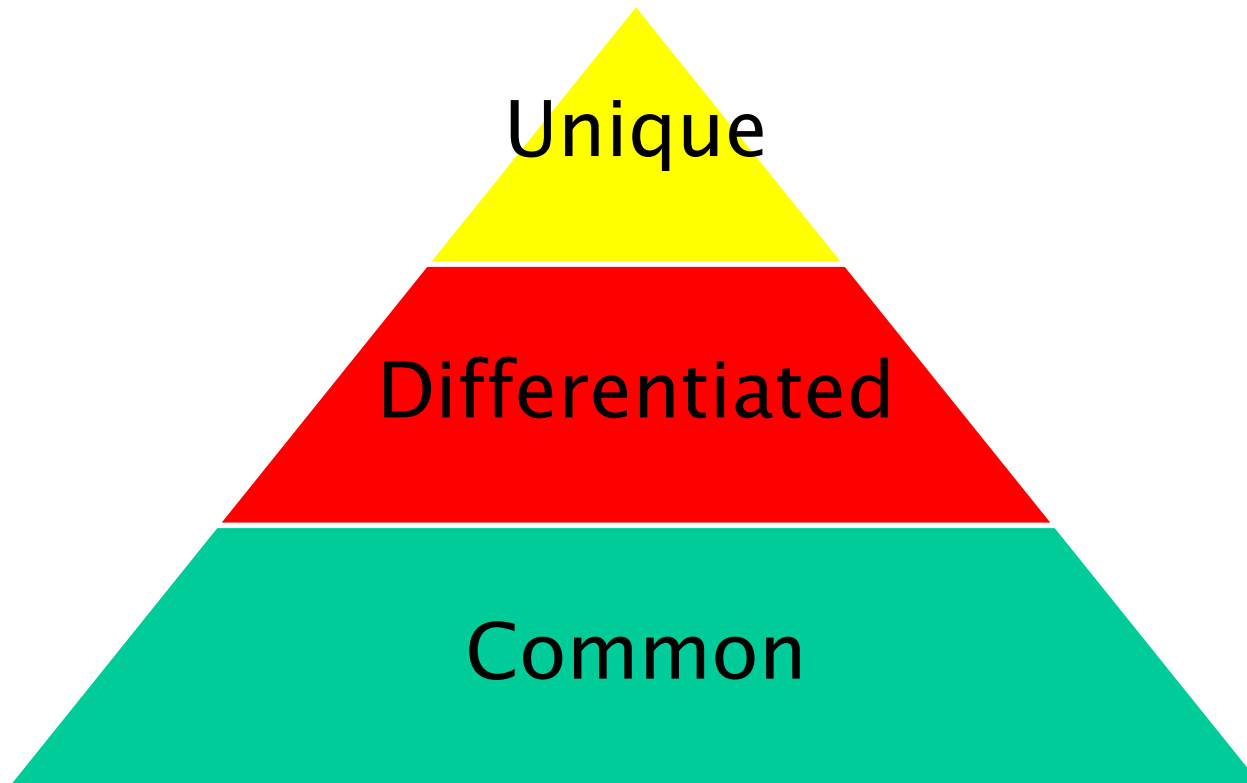
■ Yes, a few specialist tools

■ Unsure



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- User Expectations
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- Network applications and convergence
- Network stress
- The capability gap
- **Financial stress – a network for hard times**



Network management is a **differentiating** task that allows **common** processes to be outsourced and the business to focus on **unique** applications that give competitive advantage

- **The workforce is far more distributed than it has ever been**
- **Users and management expect to be able to take network performance for granted**
- **More and more content rich applications are stressing the network**
- **A function rich single point of management that meets expectations is essential**
- **The network is not just plumbing – it is a differentiator for a business, especially when times are hard**