

Don't just collect data, use it.

## OPTANIX SERVICE ASSURANCE PLATFORM

Are you losing ground trying to keep up with managing an increasingly complex mix of new projects, new environments and new technology choices? Whether it's digital transformation, migration to cloud or new multi-tier applications, Optanix offers a forward-looking solution that helps enterprises and service providers effectively operationalize new technologies across increasingly dynamic and distributed environments.



## KEY FEATURES

### Full-Stack Monitoring & Detection

- Proactively and predictively prevent impending problems
- Automatically detect abnormalities and their business service impact
- Identify and predict recently occurring issues that other platforms miss

### True Root Cause Analysis & Actionable Intelligence

- Multi-perspective analysis to detect problems, find why they occurred
- Gain actionable intelligence to remediate and prevent issues
- Prevent false alarms, maintain smooth business operations

### Business Service Monitoring

- Prioritize based on business impact and risk
- Predict business performance degradations
- Manage SLAs based on business service availability/performance

### Streamlined Management & Remediation

- Leverage workflows specifically designed for operations centers
- Minimize business impact and MTTR
- Reduce management costs/improve customer experience

### Flexible Deployment Options

- Deployment models that fit your requirements/staffing
- Optimize your own service desk or augment your services
- Offering self-service, managed platform or fully outsourced delivery models

## BUSINESS SERVICE CHALLENGES

With competitors only a click away, modern businesses need to provide high-quality experiences, not only for internal users, but for customers and partners as well. As organizations of all sizes rely more and more on information technology to drive their success, it's putting more pressure on the operations teams than ever before.

Increasingly, businesses today must undertake digital transformations, with new or improved applications and services, to drive additional revenue through new or existing streams.

Unfortunately, managing these new applications and services can prove difficult for operations teams, who may be working with an assortment of limited point tools as well as skill gaps. Compounding the problem, businesses are constantly looking to reduce IT costs, despite the fact that IT environments continue to grow in size and complexity.

For businesses to succeed in today's fiercely competitive environment, they need to empower their IT operations teams with the tools and services required to assure the performance of critical business services.



CONTINUOUS BUSINESS CHALLENGES FACED BY YOUR IT TEAM.

With Optanix, you get a complete monitoring solution featuring several innovative capabilities – giving you a unified, intelligent and business-aligned view of your IT services and infrastructure.

“OPTANIX DELIVERS THE LEVEL OF PREDICTABILITY WE NEED TO RESPOND TO OUR CUSTOMERS’ DEMANDS AND ENSURE WE HAVE A HIGHLY STABLE, ALWAYS RELIABLE INFRASTRUCTURE IN PLACE FOR CRITICAL SERVICE DELIVERY.”

— Executive Director Technology Services

## THE OPTANIX SOLUTION

The Optanix Platform delivers predictive and proactive business service assurance across hybrid infrastructures, with actionable intelligence for prioritizing and addressing problems before they impact critical business services.

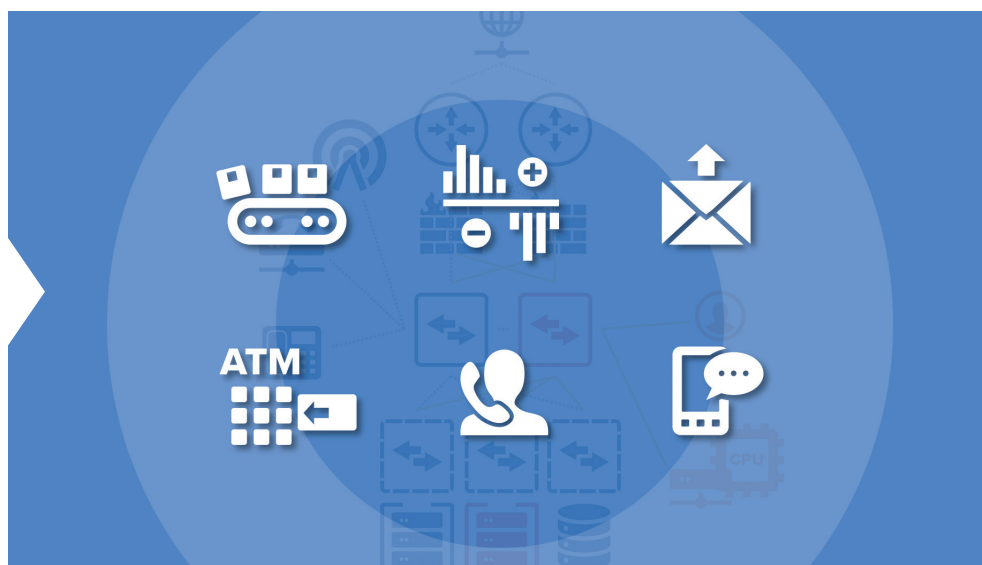
Our service assurance platform helps businesses protect revenue, improve customer experience and reduce IT costs.

It works by providing full-stack monitoring – with end-to-end, top-to-bottom management of the IT infrastructure and services – that powers advanced analytics and root cause analysis. These features combine to predictively and proactively detect new and impending problems and quickly analyze them from multiple angles to find their true cause and provide actionable intelligence.

With business service monitoring and prioritization, root cause problems are prioritized based on the criticality of impacted business services to ensure the problems most important to the business are addressed quickly. Streamlined remediation and management workflows reduce Mean Time to Repair (MTTR) of those problems through a combination of automation and secure, multi-tenant remote access that enables experts to rapidly solve problems.

A leading payment service provider chose Optanix and our single unified platform to replace their multiple point tools, reducing TCO along with Mean Time to Notify and Mean Time to Repair in a multi-vendor environment.

BY FOCUSING ON BUSINESS PROCESSES AND THEIR RELIANCE ON UNDERLYING IT INFRASTRUCTURES AND SYSTEMS, THE OPTANIX PLATFORM ASSURES THE AVAILABILITY AND PERFORMANCE OF THOSE PROCESSES TO HELP ENSURE THE SUCCESS OF THE BUSINESS.







### Full-Stack Detection and Monitoring

Full-stack detection and monitoring – with end-to-end, top-to-bottom management from the underlying infrastructure to the business applications it supports – predictively and proactively detects, analyzes and notifies IT of problems before they impact critical business services and cause more wide-reaching issues. And, rather than using static thresholds, the platform employs Smart Analytics that take advantage of machine learning to ensure accurate alerts and reduce false alarms by detecting both newly occurring and impending deviations from normal. Smart Analytics also leverages both fault and performance data, including flow statistics and technology-specific information, to manage availability and performance, thus enhancing the accuracy of business service management and reducing MTTR.

Due to the value demonstrated by Optanix during an initial engagement, a major retailer expanded our monitoring and managed services to cover all of their brands across thousands of stores.

The Optanix Platform assures business services across the largest hybrid networks – supporting traditional network and systems infrastructures that are integrated with the software defined anything infrastructure of today and bridging the gap as new technology is deployed – in a seamless standalone solution.

### True Root Cause Analysis with Actionable Intelligence

True Root Cause Analysis (RCA) with actionable intelligence uses multi-perspective analysis to detect problems, find why they occurred and reduce false alarms. The platform's RCA workflow is optimized through its use of automation to analyze problems more deeply, take corrective actions and retest prior to creating a ticket. This increases accuracy and efficiency while reducing MTTR.

### Business Service Monitoring and Prioritization

Business service monitoring enables IT to prioritize and address issues quickly based on critical business impact. It works by mapping IT systems and infrastructure to the business services they support then analyzing impact when problems occur or are predicted. Service performance and availability are analyzed in both real-time and historical statuses and are presented in dashboards and reports. Additional statistics for business services are gained through integration with orchestration platforms.



In a recent survey of corporate IT decision makers, **93%** of respondents said they know and care about the tools being used by their MSPs.

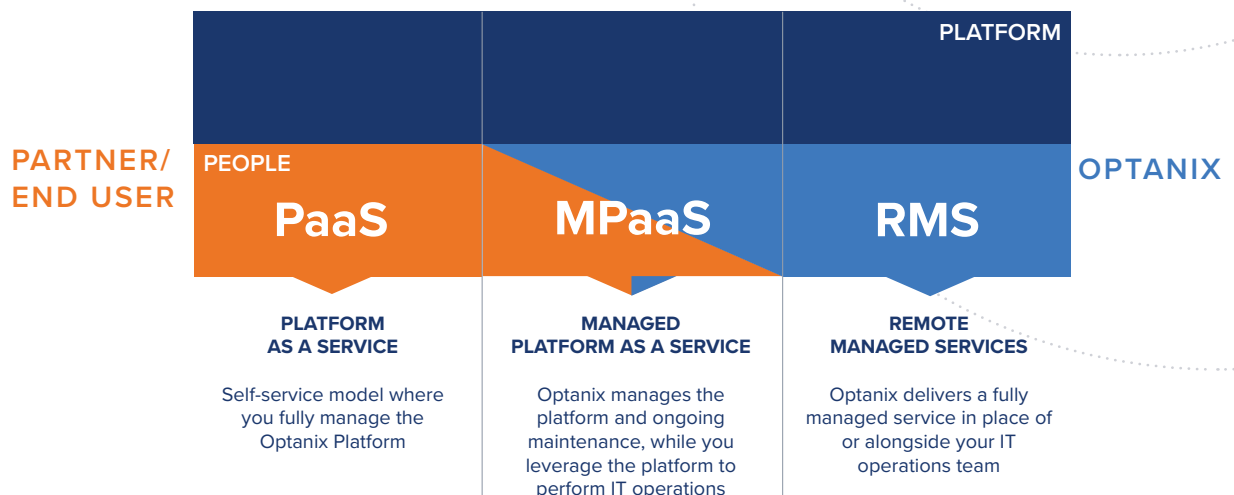
## Streamlined Remediation and Management Flows

The Optanix Platform's Service Infrastructure Management Layer (SIML) allows IT teams to address problems across multiple sites and multiple customers quickly and easily to minimize business impact. Its streamlined remediation and management workflows are specifically designed for operations centers – in service providers and enterprises alike – enabling them to quickly and securely address prioritized root cause issues to reduce MTTR, and consequently improving customer experience while reducing management costs.

SIML communicates with remote environments in a secure manner that is gated and controlled by the end customer. Additionally, SIML leverages machine learning and automation across multiple locations and hundreds of operational instances to streamline workflows and create operational efficiencies that benefit both service providers and end-clients with more effective management.

## Flexible Deployment Options

Do you want to deliver your own IT operations management capabilities or augment what you have with expert outside support? The Optanix Platform provides outcome monitoring capabilities across a single or full stack of technologies in either self-service, managed platform or fully outsourced delivery models.



# OPTANIX PLATFORM FEATURES

## ROOT CAUSE ANALYSIS (RCA)

Optanix's RCA streamlines workflows, reducing false alarms. Allows you to resolve business issues quickly, maintaining smooth business operations.

## BUSINESS IMPACT MONITORING (BIM)

Real-time situational insight into business services, enabling IT to prioritize and address issues quickly, limiting impact to business processes.

## SMART ANALYTICS

Detects deviations and provides proactive, predictive alerts, allowing IT teams to address issues before they impact critical business services.

## SERVICE INFRASTRUCTURE MANAGEMENT LAYER (SIML)

SIML reduces MTTR, increasing customer satisfaction and reducing NOC costs, by providing secure, multi-tenant remote access and streamlined workflows to distributed customers.

## SDx

The Optanix Platform extends to SD-WAN and SDDC management to ensure businesses services scale. Whether the largest hybrid SDx or traditional deployments, our full-feature platform keeps business services performing at peak efficiency.

## FLOW ANALYSIS

Flow Analysis enhances the accuracy of business service monitoring, increasing proactiveness and reducing MTTR.

## TECHNOLOGY-SPECIFIC SOLUTIONS (UC & UCCE)

Our platform delivers predictive and proactive advanced service assurance for UC and UCCE implementations by providing actionable intelligence for prioritizing and addressing incidents. Allowing businesses to dramatically improve the customer experience and reduce IT costs.

The Optanix logo, featuring the word "optanix" in a lowercase, blue, sans-serif font.

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