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THE OPTANIX PLATFORM: DELIVERING **UNIFIED COMMUNICATIONS** AND **COLLABORATION** ASSURANCE

COLLABORATION VIA VOICE, VIDEO, CONFERENCING, SCREEN SHARING, INSTANT MESSAGING AND ELECTRONIC WHITE BOARDS, PLUS PRESENCE INFORMATION, ENABLE EMPLOYEES TO PERFORM BUSINESS TASKS QUICKLY AND EFFICIENTLY. SUCH SOLUTIONS ALSO INCREASE PRODUCTIVITY AND IMPROVE TEAMWORK ACROSS GEOGRAPHIC LOCATIONS WHILE REDUCING TRAVEL EXPENSES AND WASTED TIME.

If implemented correctly and integrated with other business applications like contact center, unified communications and collaboration solutions allow for better communication with customers by providing a consistent interface across platforms and seamless transition through the communication chain. UC&C can also help companies provide better customer service as it enables real-time information sharing on multiple channels and allows customers to choose the most convenient method for them to communicate with you — all of which helps maintain customer satisfaction.

Unfortunately, the tools often used to manage UC&C environments are insufficient for providing effective management due to lack of insight, integration and actionable intelligence. Most are vendor-supplied, with narrowly focused capabilities, and do not integrate well with other tools to provide a full picture of the environment — an absolute necessity if one aims to truly provide UC&C service assurance.

Even with best-of-breed point tools, it is difficult to provide true root cause analysis without integration across the entire tool set. When problems arise, IT teams are often forced to go to multiple tools and troubleshoot the problems manually, wasting valuable time. This approach is insufficient in converged IP environments, where networks, servers, applications and endpoints all play interdependent parts in providing quality voice service — a critical consideration when identifying root cause.

To provide true service assurance in a UC&C environment, a full-stack, end-to-end solution is required.

THE OPTANIX PLATFORM

The Optanix Platform provides predictive and proactive business service assurance across the entire infrastructure stack supporting UC&C, with actionable intelligence for prioritizing and addressing problems before they impact critical real-time communication services. This protects revenue, improve customer experience and reduce IT costs.

The platform works by providing full-stack monitoring with end-to-end management for Cisco Unified Communications and Collaboration infrastructures. This approach enables it to proactively detect new and impending problems and quickly analyze them from multiple angles

to find their true root cause and provide actionable intelligence for remediation.

With business service monitoring, the Optanix Platform can prioritize problems based on the criticality of the impacted business services to ensure the most important challenges to the business are addressed quickly. The platform's streamlined remediation and management workflows reduce mean time to repair (MTTR) through automation, and the secure, multi-tenant remote access offered by the platform's Service Infrastructure Management Layer (SIML) further reduces MTTR by enabling experts to rapidly solve problems.

To address UC&C specifically, the Optanix Platform provides detailed analysis and visibility to monitor and manage UC&C systems with functionality typically only found in point tools. Further, these UC&C-specific features are seamlessly integrated into the Optanix Platform, allowing for all the platform's core features – such as Root Cause Analysis (RCA), Business Impact Monitoring (BIM), Smart Analytics and SIML – to be applied to UC&C systems. And by combining all these features in a single platform, Optanix eliminates the noise common in management deployments relying on multiple point tools.

DETAILED UC&C ANALYSIS

Detailed analysis of UC&C data gathered through multiple sources is used to quickly determine technology-specific problems and root cause while also providing the most likely solutions. This information is presented in a single location, making troubleshooting easier and faster. In addition, auto discovery both initially discovers the UC&C services and keeps them up to date for ease of configuration and accurate management.

- Reduce MTTR by quickly uncovering UC&C-specific problems along with root cause

- Increase management accuracy with auto-discovery of UC&C services

COMPREHENSIVE UC&C VISIBILITY

Comprehensive UC&C visibility works in conjunction with technology-specific analysis to provide UC&C-focused dashboards such as the Collaboration Quality Dashboard. This allows the network operations center (NOC) to provide feedback to the business on availability and quality of experience. In addition, the platform enables operators to easily monitor configurations and configuration changes, thereby easing troubleshooting by providing the ability to see what changed and who changed it.

- Quickly identify problems caused by configuration changes

- Provide feedback to the business on quality of experience and availability

PLATFORM FEATURES APPLIED TO UC&C

Optanix Platform features such as RCA, BIM, SIML and Smart Analytics provide effective and efficient UC&C management by integrating solution-specific information into the Optanix Platform. The platform also provides standard UC&C dashboards and reports that are generated based on the automatic discovery of the environment and automatically updated to reflect adds, moves and changes. These features combine to make UC&C management affordable with a high return on investment.

- Extend the value of the Optanix Platform features to manage UC&C environments

- Automate UC&C-specific report and dashboard creation based on discovered environment

OPTANIX'S UC&C MANAGEMENT ASSURES UC&C PERFORMANCE AND AVAILABILITY

The Optanix Platform provides predictive and proactive business service assurance for UC&C implementations to assure positive user experiences. Additionally, it enables IT operations teams to:

- Identify and analyze call trends and proactively take corrective action when underlying problems are present

- Quickly determine UC&C-specific problems, root causes and how to address them

- Quickly pinpoint true root cause of infrastructure, system and application problems impacting UC&C end to end and top to bottom to eliminate noise and reduce MTTR

- Fix problems automatically with the Optanix Platform, escalate problems not handled in a specific timeframe and account for planned outages

- View UC&C-focused dashboards and reports that allow NOCs to provide feedback to the business on availability and quality of experience

- Scale both up and down with a single platform to accommodate all sizes of customers

OPTANIX FOR UC&C USE CASE

A leading HR consultancy chose Optanix to manage the centralized Cisco UC system they rely on to keep them connected internally and with their customers. Since go-live, the Optanix Platform has turned the torrent of events that had plagued the company into less than six incidents per day. Plus, when incidents do occur, the platform sends automatic notifications within an average of 60 seconds.

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