

### Overview

When making any major purchase, it is important to attempt to determine the return on investment (ROI) that the solutions being considered may deliver. An advanced service assurance solution can produce positive ROI in a variety of ways, including downtime and degradation avoidance, improved customer experience and satisfaction, and enhanced productivity and efficiency of IT operations staff.

### Avoid Downtime and Degradation

Companies often calculate the cost of IT service downtime and degradation by examining their negative impact on three areas: revenue, productivity and reputation. However, such an approach does not provide a full depiction of the effects that service interruptions can have on an organization. While it is difficult to determine the true cost of downtime, here are just some of the additional outcomes it can lead to:

- Billing delays
- Compliance fines
- Receivables delays
- Recovery costs
- Regulatory penalties
- Security risks
- SLA penalties
- Stock price value loss
- Supply chain disruptions
- Litigation related costs

**Gartner estimates the average cost of downtime is \$5,600 per minute – or well over \$300,000 per hour.**

Obviously, the best way to avoid the costs associated with service interruptions is to avoid them altogether – or, when they cannot be avoided, to fix the underlying issues as quickly as possible. The Optanix Platform helps companies to do both by delivering predictive and proactive business service assurance across hybrid infrastructures, with actionable intelligence for prioritizing and addressing problems before they impact critical business services.

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. Further, 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.

### Use Case

When one of America's largest healthcare companies was experiencing issues with its catalog sales contact center – its main source of revenue – they called on Optanix to assist. Before Optanix got involved, this contact center was operating at just 99.75% availability and it was rife with version control issues and process problems – all of which combined to cause millions of dollars in lost sales plus untold other damage to the company. Upon implementation of the Optanix Platform and associated services, availability rose to 99.97% for a period of five years and the company's sales from this important revenue stream increased significantly.

### Improve Customer Experience (CX) and Customer Satisfaction (CSAT)

Businesses today are under constant scrutiny from their customers. To succeed in such a climate, companies must provide excellent customer experiences that generate high CSAT, produce referrals that help gain new customers, and help to renew existing contracts.

For companies that rely on technology to interact with their customers, delivering flawless digital experiences is essential. The Optanix Platform helps assure such experiences by going beyond typical monitoring and management to provide business service management. This feature detects problems that may impact the business and enables users to pinpoint the cause of such problems and remedy them before they affect end-users.

The platform also provides purpose-built visualizations that help users identify trends and take corrective action to achieve continuous service improvement – oftentimes by exposing issues a business never realized they had and that other platforms may have never uncovered. And with each improvement in a company’s operational environment, that company is able to provide better customer experiences, which lead to improved CSAT, which produces positive effects such as increased retention and revenue.

The Optanix Platform provides in-depth visibility not only into the application layer but also the infrastructure that supports critical collaboration and contact center environments. This helps companies fix problems they did not know they had and optimize existing technology investments by enabling features such as a survivability dashboard that captures dropped and recovered calls, agent desktop and customer IVR journey monitoring, real-time utilization of popular collaboration routes, and room occupation and device usage details.

#### Use Case

When a Fortune 500, multi-state healthcare organization became an Optanix customer, our platform quickly uncovered the fact that they were dropping 25,000 calls per day due to a CVP Survivability misconfiguration. They had been unaware of the dropped calls and this discovery enabled them to fix the issue to ensure all their customers could receive the support they need.

### Enhance Productivity and Efficiency of the IT Operations Team

The Optanix Platform enables IT operations teams to work much more efficiently and effectively:

- The highly targeted actionable intelligence the Optanix Platform delivers enables L1 engineers to handle most operational issues, reducing reliance on senior L2/L3 teams and allowing them to spend less time addressing problems and more time on strategic initiatives.
- Streamlined remediation and management workflows reduce Mean Time to Repair (MTTR) of IT issues through a combination of automation and secure, multi-tenant remote access that enables engineers to rapidly solve problems.
- Through a Managed Platform as a Service model, Optanix manages the platform and ongoing maintenance instead of the customer, thus reducing the cost and risk associated with operationalizing the technology (deploying of the platform and onboarding the devices).