



optanix

POSITION PAPER

Why Optanix

The Business Value: How it Helps

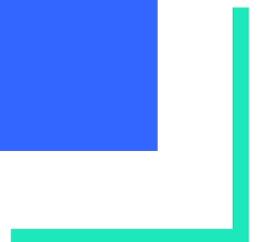


Table of Contents

Market Dynamics.....	3
Problem Solved.....	3
Predictability Definition.....	4
IT Service Predictability Delivers Compounding Benefits.....	4
Outcomes.....	4
Economics.....	4
Availability.....	4
Performance.....	5
Governance.....	5
Assets.....	5
Why Optanix.....	6
See the Whole Picture.....	6
Focus on What Matters.....	6
Activate Remediation.....	6
Get Better Every Day.....	6
About Optanix.....	7
About the Optanix Platform.....	7



Market Dynamics

In today's hyperconnected world, the battle for your customer has moved to the edge. Time is the new currency and success is measured in milliseconds. A recent Gartner report says customers now manage 85% of their relationship with an enterprise without interacting with a human, while Forrester reports 88% of customers are likely to defect from a brand after a bad experience. Clearly IT is under more pressure than ever to deliver, as customers won't wait around for your IT service levels to catch up with their expectations.

The problem for today's IT organizations is that operational infrastructures generate tidal waves of events – often millions of unqualified raw events and associated alerts per day – inundating IT teams beyond their ability to manage, even with an army of engineers. That flood of event data puts those IT teams in reactive mode and slows time to resolution. And despite the abundance of data, things remain unclear:

- Which business services and users are impacted – and to what degree?
- What is really causing this event?
- What impact will this have on my SLAs?
- Could this have been avoided?
- Can we fix this only once?

IT organizations have spent more than \$70B on IT management tools in recent years, yet existing tool choices have failed to solve the problem – and may exacerbate it with overlapping functionality and resulting alert fatigue. Root cause remains elusive and IT must either invest in labor-intensive manual effort to understand and root out the problem – or settle for managing symptoms.

And the situation is getting worse. The tidal wave of events continues to grow exponentially. Devices now outnumber humans, and new technologies like software-defined everything, hyper-scale computing, and hybrid and converged infrastructure become mainstream.

Problem Solved

The future of business success requires transforming to a new IT service delivery model that is fast, predictable, always on and secure. Instead of a passive model, rife with service disruptions and uncertainty, IT must adopt an active IT service delivery model that delivers predictable outcomes and a known infrastructure state, moving from:

- Managing a tidal wave of events → A Clean Signal, pinpointing root cause/business impact
- Slow reaction time, flying blind → Accelerated, first-time remediation
- Pointing fingers, staff frustration → Full accountability, empowered people
- Multiple, overlapping tools → Single, unified platform

The new game for today's leaders is to run your business on a predictable IT service delivery infrastructure.

Predictability Definition

With Optanix's patented technology, millions of raw IT events are captured and processed to pinpoint root cause and distill true business impact into a single event, generating a "Clean Signal." The Clean Signal accelerates remediation, with a proven 91% first-time fix rate for more predictable service performance and availability.

The advantages of predictable IT service delivery extend beyond the infrastructure and create compounding benefits across your organization, including more predictable governance, economics, asset management and business outcomes.

IT Service Predictability Delivers Compounding Benefits



Outcomes

With a predictable infrastructure, positive business outcomes are realized in the form of increased customer revenue. The ability to show significant service differentiation from the competition, coupled with the rapid deployment of new business services, facilitates digital transformation across the organization. This further drives the organization's ability to meet strict SLAs.



Economics

A predictable infrastructure results in reduced operational costs. For example, by moving the IT management platform from a CapEx to OpEx model, an organization will realize cash flow benefits as well as a reduced total cost of ownership. The efficient utilization of IT personnel and resources brings about predictable cost estimates that reduce financial risk and exposure. The integrated nature of the Optanix Platform effectively replaces the need for a multitude of standalone systems that have significant cost implications.



Availability

High availability is a critical aspect of a predictable IT infrastructure. The reduced downtime is driven by orders of magnitude faster problem identification based on intelligent automation. The Optanix Platform has the proven ability to determine the root cause of problems, resulting in proactive and targeted remediation efforts. Automatic verification of remediation activities results in a "fix once, not many times" approach.





Performance

The Optanix Platform provides predictable performance of the IT infrastructure. 91% of incidents are resolved the first time and 54.9% of incidents require one engineer vs. the industry average of 2%. The Optanix Platform determines the best way to monitor and manage the diagnostic process by taking into account the scope and scale of each device. This reduces the diagnostic churn that adversely impacts performance in competitive approaches.



Governance

Governance workflows are built into the Optanix Platform. Incidents are routed, delivered and assigned automatically to the correct team, and escalated as needed. The governance capabilities span both people, in terms of handling incidents in a timely and effective manner, and technology, by understanding the dependencies between infrastructure elements. For example, if a device is taken down for maintenance, the system understands that device's downstream relationships and automatically puts those devices in dependency failure mode, so false alarms won't be generated. Governance also includes compliance, security and change management.



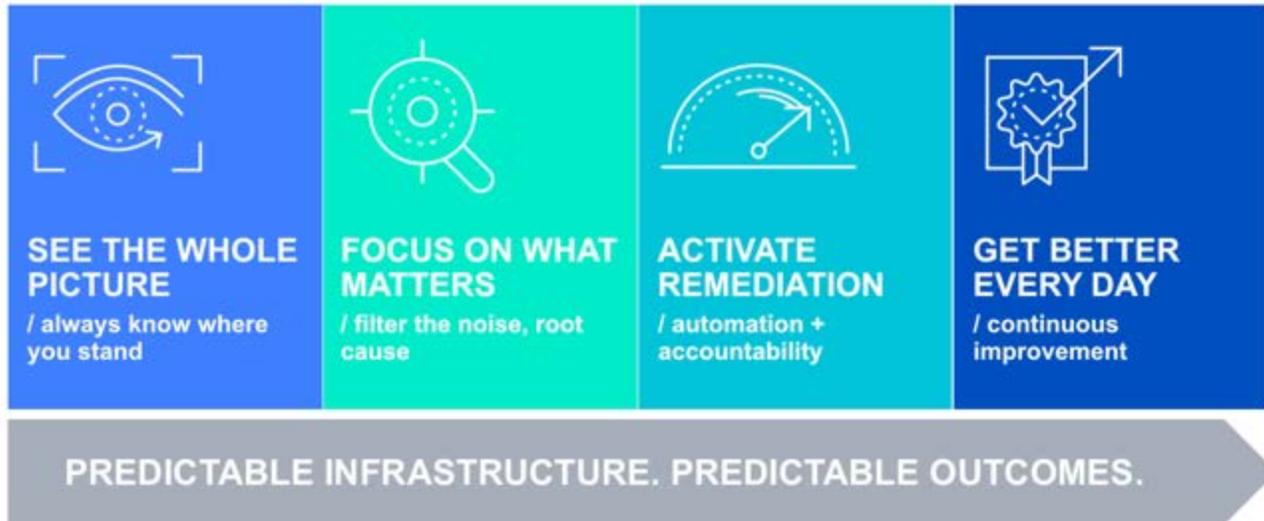
Assets

All of your data is critical to understanding your IT infrastructure and making it predictable. The Optanix Platform is able to inventory and understand all of the devices and the services they are associated with (e.g., a router is tagged with the service it is offering). This also includes reporting, configuration management, visibility into integrations and software license compliance.





Why Optanix



See the Whole Picture

With Optanix, you always know where you stand. The Optanix Platform collects high volumes of event data from any source, from beginning to end, with our Snapshot Processor continually auditing performance of the current state. Our patented method of continuously capturing meaningful data is the key to accurate root cause analysis and enables IT to shift from reactive to proactive behaviors.

Focus on What Matters

Optanix's unique Clean Signal is the result of filtering out irrelevant events to reveal true root cause – and its true business impact – in a single, actionable event. We automatically pinpoint, verify and validate the cause of the event, and actively remediate: preparing the right information and getting it to the right person. The Clean Signal also informs meaningful role-based visualizations, both desktop and mobile.

Activate Remediation

Optanix has a proven 91% first-time fix rate which improves the predictability of IT service delivery infrastructure and boosts team productivity. With Optanix, you resolve issues orders of magnitude faster, classifying issue severity and creating automated workflows to improve response times. Optanix fosters greater accuracy and accountability, which means no finger pointing or protracted war room exercises.

Get Better Every Day

Everything is measurable with Optanix, meaning you can enhance operational stability to achieve business service excellence. Built with your organization's continuous improvement in mind, the Optanix Platform includes a library of more than 2 million best practices, which embodies 15+ years of domain experience and embeds the collective experience culled from 250+ of the world's largest organizations.



About Optanix

Optanix is leading the advancement of IT service predictability in today's hyper-connected digital economy – where reliable service delivery has never been more vital. Hundreds of customers rely on the Optanix Platform and IT Management-as-a-Service (ITMaaS) to enable unbeatable service availability that leads to positive business outcomes. Optanix solutions are delivered through industry leading channel partners who rely on Optanix's extensive IT automation experience.

About the Optanix Platform

The Optanix Platform is the only comprehensive, integrated solution designed to handle all aspects of managing IT environments. It uses patented automation and correlation processes to pinpoint the actionable root cause and business impact of service issues while reducing event noise by a factor of more than 1,000,000 to one. And by automatically routing only true root cause incidents to the appropriate support team in just seconds, the platform reduces incident remediation times by 50% and helps support teams respond proactively 95% of the time.