



MANAGED DATA NETWORKS: APPLICATION VISIBILITY AND USAGE

Help improve application performance, forecasting and governance to enhance productivity and user experience.

Product summary

Improve critical information sharing and create differentiated customer service with a unified view from the application to the network to deliver improved visibility and control.

The growing number of critical business applications are having to converge on complex networks, and this is making optimum application performance harder to achieve. Time sensitive applications such as Customer Management Systems, Secure financial transactions as well as voice, video conferencing, and other collaboration tools are now sharing the same IP or separate Internet network. The truth is, greater insight into network performance is needed, especially at the application layer. Then you can make more informed decisions to prioritise applications, improve operations and reduce organisational costs.

Telstra's Application Visibility and Usage reporting tools offer Telstra Managed Data Networks (MDN) customers* visibility of applications on the network and data exchange between different sites. The service leverages Telstra's unique visibility of the core network through to customer networks to deliver an integrated, end-to-end view from the application to the router. This can improve management and performance of mission-critical applications. It is also the first step towards application-assured networking.

Towards an application-centric network

Application Visibility and Usage can assist you to view, manage and improve application performance. Application Visibility and Usage can help improve the control of secure transactions between your ordering systems, suppliers and key customers to improve fulfilment lead times, inventory management and cash flow. You can potentially improve your business engagements and allow you to collaborate more effectively with real-time access to subject matter experts.

Telstra has a clear roadmap and commitment to simplify network management and boost productive efficiency. We have already invested more than \$2.5bn in transforming our networks to support this goal.

Further steps in the journey include:

- Integrated portal with improved user access
- Consolidated reporting combining access, CPE and application data
- WAN optimisation services to enhance application performance
- Branch consolidation to improve access to applications
- Centralised systems using a hosted model
- Enhanced mobile performance of applications
- Improved security and compliance.

Product features

Application Visibility and Usage utilises reporting tools linked to the MDN Customer Reporting portal. It assists you to troubleshoot and resolve faults, improve forecasting and governance, and allocate ownership, quotas and costs of network traffic. This solution also provides near real time and historical reports of:

- Visibility of the applications that are detected and identified on the network. The portal will present these both graphically and as a list
- Data usage based on specific end users, sites and applications displayed as:
 - Top 10 identified applications detected per site
 - Top 10 applications by volume usage
 - Top identified IP addresses by usage
- Other customisable reports are also available.

Product benefits

Application Visibility and Usage offers superior visibility to improve the performance of applications and boost productivity and user experience:

- Help improve availability by resolving faults more rapidly
- Troubleshoot problems by identifying trends and potential issues
- Accurately forecast demand fluctuations or capacity upgrades, gain early warning of threshold breaches and evaluate capacity to introduce new applications
- Identify ownership of network traffic between distributed sites and end users to allocate costs or bandwidth limits
- Assist in recognising inappropriate traffic and detect compromised or rogue servers
- Easy to deploy and activate
 - simply use the existing capabilities in Telstra's routers
- Can remove costs of third party software, servers and internal IT resources and drive further cost savings by optimising network usage.

About Telstra

Telstra provides network services and solutions to more than 200 of the world's top 500 companies. They rely on us to do business across 240 countries and territories and to enable greater productivity, efficiency and growth.

Telstra solutions offer exceptional benefits – skilled people and a rich portfolio of services delivered on our world-class Telstra Next IP™ network and Next G™ network. To ensure reliable performance, they're monitored and maintained from our dedicated centres using advanced management and operational systems. And they're backed by Telstra Enterprise-grade Customer Service™ and one of Australia's largest and most qualified field and technical workforce.

IF YOU HAVE ANY QUESTIONS
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