

Enterprise Performance Management

Introduction

For many enterprises, IT organizations tend to focus on individual issues and priorities based on who they are within the organization and what the project entails. For example, an enterprise is deciding to deploy a new business-critical application like voice over IP, Citrix, SAP, or PeopleSoft. The CIO would likely focus on the improved benefits, cost savings, and allocation of resources. A network architect may focus on issues such as bandwidth requirements, prioritization and impact on other applications. Finally, the network manager tends to worry about potential new issues that can impact end-users, how to identify issues and how to troubleshoot another application on an already strained infrastructure.

This one example for a single new initiative highlights the silo approach where organizations tend to focus on a single issue within different groups while there may be huge implications across the entire organization ranging from the end-user to the CEO.

The Enterprise Performance Management (EPM) approach brings these disparate issues, views and groups together and focuses on providing a holistic view to improving overall performance of critical resources, applications and staff.

This solution brief will focus on key attributes and best practices for organizations looking to successfully deploy an EPM strategy across their enterprise.

EPM key attributes

Instead of following the old approach of focusing on a single issue or user, EPM focuses on four critical attributes for successful implementation.

- Solve both business challenges and operational challenges
- Provide the right view and tools for different groups
- Improve and optimize performance for unified communications and deployment requirements
- Increase the business value of IT

Each of these steps has key criteria that overlap, but each one provides the right framework for successfully deploying an EPM solution.

Solve both business challenges and operational challenges

For many organizations, there is a distinct separation between business challenges and operational challenges. While they are extremely different in their approach, a successful strategy can help bring the business and operation requirements in alignment to provide a holistic view for EPM. The best way to highlight this is an example:

A medical organization has an initiative to implement a new program allowing patients and customers to call a qualified nurse or pharmacist with medical questions or for consultations. When the business plan was created, it included building a call center to house the staff for this new program.

In addition, a state-of-the-art communications systems allowed VoIP and unified messaging to the employees. Quickly, the organization has large issues in terms of retention, employee satisfaction and morale. These highly compensated and trained professional staff did not thrive in a call center environment.

The business challenge in this scenario was to keep the program that their customers loved and promoted while the staffing issue was a major issue. The organization decided to move away from a call center environment to one where the

Table of Contents

Introduction	1
EPM key attributes	1
Solve both business challenges and operational challenges	1
Distributed enterprise management challenges	2
Provide the right view and tools for different groups	2
Improve and optimize performance for multiple applications and deployment requirements	3
Increase the business value of IT	3
Fluke Networks and EPM	4

staff could work from home with a more flexible and friendly environment for these professionals. This approach could solve the staffing resource issue, but now provided new operational challenges.

The operational challenges hinged on taking the new requirements – including VoIP and unified message capabilities – from a single office building to hundreds of individual remote locations. Instead of business grade LAN and WAN resources for all employees in one location, individual staff would now need to use broadband connections. Even with the change in infrastructure, the staff required the same quality of service for the mission-critical applications.

This example highlights how business and operation goals can be extremely different. However, imagine in this scenario, if the executive staff decided to roll out this new strategy without having considered the operational challenges. Instead of unhappy staff in a call center, the operation challenges could make working from home even more frustrating and even more importantly, the availability and quality of critical applications now could impact individuals with important medical questions and issues.

Distributed enterprise management challenges

Operational challenges

- Measuring infrastructure effectiveness accurately
- Detecting and solving applications issues quickly
- Managing transitions smoothly
- Integrating data and voice successfully

Business challenges

- Accessing performance information to assure organizational effectiveness
- Assessing the impact of expenditures and controlling IT costs to achieve business goals
- Managing IT talent effectively to maximize its benefit to the enterprise
- Winning with convergence to reduce costs, increase performance and improve competitiveness

Provide the right view and tools for different groups

In the previous example, it is fairly straightforward to see the executive staff (CEO, CIO, CTO) focus on the business challenges and the operations, application, network and architectural staff would focus on the operational challenges of actually making it work. While the goal of EPM is to bring an enterprise-wide solution, individuals in different roles have different requirements for information to do their job properly.

- Executive requirements focus on an enterprise wide view of performance and metrics
 - Validate performance of critical applications
 - Optimize enterprise-wide resources
 - Verify organization effectiveness and competitive advantage
- Architectural requirements focus on optimizing IT resources (bandwidth, CPE, etc.)
 - Bandwidth allocation – right sized circuits
 - End-user quality of experience
 - Validating service level agreements with providers
- Operational requirements focus on ensuring availability and performance
 - Proactive monitoring of business-critical resources
 - Reactive troubleshooting and problem resolution
 - Reduce trouble tickets and mean time to repair/resolve
- Application requirements focus on delivering business-critical applications to end users
 - Monitor and measure application quality of experience/service
 - Pinpoint potential issues between multiple servers and troubleshooting
 - Develop and improve business-critical applications to implement and deliver

What makes the EPM framework so important is that even though these different groups have the different requirements, they are all intertwined so a single group can impact the success of all others.

Let's take a look at the medical organization example again with a different view.

- The executive team decided to move the staff from call centers to home
- The architectural team had to insure the bandwidth and CPE requirements were met for each user – whether at the call center or home
- The application group needed to verify the infrastructure could support the application's high QoE requirements
- The operations team needed to plan to handle monitoring and troubleshooting that went from one physical location where they are located to several hundred remote locations

And to take it full circle, the executive team needs the visibility to verify the new business strategy was implemented successfully. Or if new resources were required for the application, architectural or operations groups, the executive team needs clear, concise reports to highlight the new requirements so the asset allocation and budgeting process can be implemented quickly and successfully.

Improve and optimize performance for multiple applications and deployment requirements

A third key aspect of EPM is having the flexibility and visibility for managing a wide range of application and/or deployment requirements. While most initiatives focus on a single implementation, there are many different criteria that can be impacted. In addition, most organizations implement initiatives that overlap in both time and resource requirements.

Let's look at the example in another way. The number and impact of changes could be huge for an organization implementing this initiative to home-based staffing. Several impacts could include:

- Unified messaging and VoIP goes from 100 Mbps LAN link to 3 Mbps DSL link
- Real-time quality of service settings moved from single building to hundreds of remote users
- Troubleshooting goes from onsite to remote
- Physical distance grew from feet to thousands of miles
- Bandwidth requirements went from shared resources to virtually dedicated resources.

Those are just a few issues that could arise from this initiative. Now think if the organization decided to deploy a new business-critical medical database and consultative application that now sits on a converged network of voice, video and data for a remote site with one employee using Internet-based connectivity. The impact could be huge in terms of managing existing and new initiatives across this diverse environment.

The EPM framework takes into account the needs and requirements for multiple application and deployment strategies. If a holistic framework is not followed, organizations tend to have difficulties when different groups are only focused on their individual goals and don't have the visibility to understand the impact on other requirements and business-critical resources.

Increase the business value of IT

For many CIOs, one key concern is not only increasing the business value of IT, but also quantifying the positive impact. For many organizations, IT is considered a cost center with a focus on how to reduce the expenses instead of a strategic asset where the focus should be on how to improve the overall business value to the organization.

A comprehensive EPM strategy allows an organization to focus on the strategic asset and how to leverage application and network performance across the entire enterprise. With a complete understanding of EPM, an enterprise can reduce the risk of downtime and degradation, reduce the cost of operations and troubleshooting, and optimize IT support staff.

For most organizations, there are several key applications that will directly impact the bottom line if there is downtime or degradation on the network and/or application. This can range from point of sale not being able to check out customers to shutting down a manufacturing line because of just-in-time processes to customers not being able to complete an online purchase. These costs can be several hundreds to several millions of dollars depending on the severity of the issue and the reliance of the enterprise. With EPM, you can greatly reduce the risk associated with application and network performance issues with improved proactive monitoring and reactive troubleshooting.

The goal is to build the business value of IT, but there are cost center components as well. With the right visibility, enterprises can greatly reduce the cost associated with maintaining and troubleshooting application and network performance. With a complete EPM approach, impacts include optimizing bandwidth expenditures, reducing the number of trouble tickets, lowering the average MTTR, reducing the number of remote dispatches, and decreasing the number of overlapping tools.

Optimizing IT support staff is closely tied with the benefits of reducing the cost of IT and management. If the enterprise can give the IT staff the right information at the right time, the team can be much more efficient in solving problems. Without the need for remote dispatch can easily save several days per incident depending on the physical location and the severity of the problem.

A complete EPM approach empowers an organization to help show the key business value of IT by enabling the enterprise to meet the overall goals with the support of the application and network requirements.

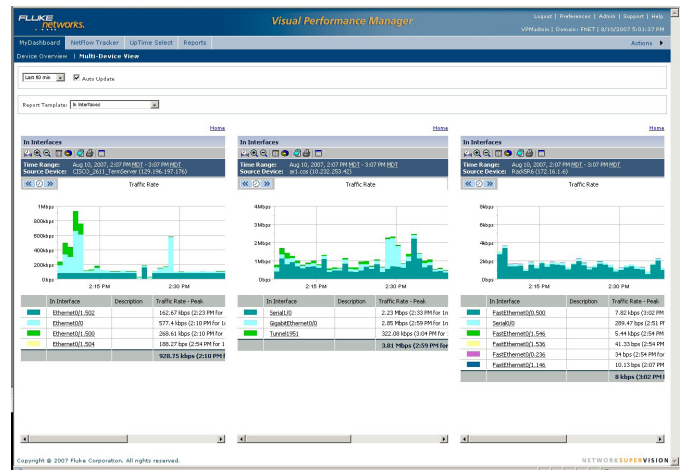
Fluke Networks and EPM

Fluke Networks has been an industry-leading provider of solutions enabling enterprises to successfully deploy and manage an Enterprise Performance Management approach.

For IT organizations addressing EPM and responsible for maximizing the value of infrastructure investments, Fluke Networks' Visual Performance Manager is a unified performance management system providing unparalleled breadth of visibility and depth of analysis for end-to-end application, VoIP and network performance management.

Visual Performance Manager can help you get the most out of your assets and investments while helping position your IT organization to strategically support the key initiatives of your enterprise.

According to your needs, you can choose different views, deployment techniques and modes of extracting data. Now various users throughout your organization can see customized views pertinent to their job function. Visual Performance Manager also integrates third-party products. Regardless of how many vendors and applications your IT organization works with, users have a single, consolidated mediation platform for doing all of their work.



Visual Performance Manager provides centralized control into management of application and network performance as well as change management with different views and deployment techniques depending on your unique needs.

Visual Performance Manager provides visibility enabling an EPM approach that allows enterprises to successfully deliver and manage unified communications by providing broad enterprise visibility, deep analysis and troubleshooting capability in an integrated system.

A successful EPM strategy should result in increased business value to the organization. Fluke Networks provides award-winning solutions that enable the delivery of superior IT services to the business by maximizing the value of IT with best-of-breed solutions for delivering quality end user experience via proactive monitoring and management and reactive troubleshooting and recovery.

To learn more about Fluke Networks, EPM and Visual Performance Manager, please visit:

www.flukenetworks.com/epm

205 Westwood Ave
Long Branch, NJ 07740
1-877-742-TEST (8378)
Fax: (732) 222-7088
salesteam@Tequipment.NET