



## Swisscom Corporate Business Selects Ipanema Technologies' Business Network Optimization System For Its New Application Performance Management Service (APM)

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Enables Swisscom Corporate Business to offer application-centric network services to the enterprises...

Swisscom Corporate Business, Switzerland's leading telecoms provider for Business Customers has announced the launch of its new managed WAN service for LAN-Interconnect (LAN-I): Application Performance Management (APM). This new managed service provides enterprises with greater control of their network and application performance. IT and networking departments are increasingly called on to align with business goals and guarantee the delivery and performance of key business applications. Network managers are looking for service providers that can offer application-centric Service Level Agreements (SLAs).

By managing the performance of applications across the wide area network (WAN), APM helps customers meet business goals, such as improving the management of a converged Virtual Private Network (VPN) or maximising the investment in other IT resources. Specific performance targets can be set for applications based on the business objectives of the company, and controlled across any IP infrastructure. The service allows optimisation decisions to be taken globally across the network, reducing risk, downtime and data loss.

APM is composed with scalable Consulting and Management Services:

### Audit (Visibility)

#### Measurement in the network

Traffic pattern, application types, utilisation rate, etc  
Identify application performance issue  
Samples of reports and assessment paper

### Deployment (Optimization & Control)

#### Installation and configuration of APM CPE's

Define and implement optimisation concept  
Define application performance objectives (delay, jitter, packet loss and allocated bandwidth per application)  
Define boundaries and responsibilities

### Service Management (Monitoring)

#### Monitoring and report

Application Monitoring  
Application-based Reporting  
Life Cycle Management: review, change and update  
Regular review meeting with customer

According to research carried out by IDC to network managers of large European companies and commissioned by Ipanema\*, 84 per cent of multinational organisations would like to guarantee the performance of their critical applications over the WAN. A further 76 per cent would like to be able to monitor their application performance in real time. APM addresses these concerns.

The Application Performance Management hosted service, a new offering from Swisscom Corporate Business, is now available and is targeted at multi site organisations. It is highly scalable and can be implemented across thousands of sites. Swisscom Corporate Business is utilising technology from Ipanema Technologies to deliver APM. Ipanema Technologies, through its Business Network Optimization solution, offers Swisscom Corporate Business a scalable carrier class system with a dedicated service delivery framework called SALSA that transcends their actual IP VPN service, allows them to shift from a network SLA model to an Application SLA model and opens a way toward a new generation of high-value services

centered around what matters most to the enterprise: the performance of their business-critical applications.

Further findings from the IDC research identify a clear market need for this service, showing that 47 per cent of multinational companies would like to purchase application centric network management and optimisation features as part of a service provider offering.

Georges Schlegel, Head of Product Marketing, Swisscom Corporate Business said: "Our Corporate Business customers highly depend on their business applications. It is therefore crucial that they can also rely on an application management tool which enables a flexible control over the availability and prioritisation of their applications. It is one of our main reasons we have chosen APM: it further enhances our market leading position by offering customers a modular, flexible and repeatable service with a depth and functionality on a global scale.

"There is a real market opportunity for service providers and telcos that are able to offer their clients and prospects application-centric services that address the performance challenges they face whilst maximising the network asset. By building visibility, management and optimisation services into its offering, Swisscom Corporate Business enables enterprises in Switzerland to take an application-centric approach to networking, giving it a real edge in meeting customers' needs," said Michel Agopian, Vice President Europe, Ipanema Technologies.

\* IDC 'Application Traffic Management: Taking Control of Your Network,' January 2006, Author Pim Bilderbeek.

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