



May 2009 – N°41

EDITORIAL



Béatrice Durand
Marketing Director
Ipanema Tech.

Are all your ducks in a row?

You are about to launch your new project, you have selected the technology, you've got the budget approved and even your boss is supportive. What about a last check before the final countdown?

Need a managed service?

We're happy to welcome a new MSP partner, **Britannic Technologies**, who is launching *NetManager*, based on Ipanema (see Jonathan Sharp's interview).

Need more technical training & updates?

We're announcing our new e-learning services for improved training flexibility (see the News section).

Need a tight coupling of the network to your business?

WAN Governance™ is a new concept that embraces the key business benefits of a predictable and fast network in a Top-Down management approach (see page 2).

Want to share views with us?

To provide regular updates and discussions about the different aspects of WAN Governance, we opened a specific blog site where we talk about different topics in relation with network-to-business alignment. We hope you visit <http://www.wan-governance.com> soon and send us comments.

Ready to go? 3...2...1...

Béatrice

PARTNER STORY



Jonathan Sharp
Sales & Marketing Director
Britannic Technologies Limited



Innovative managed service *NetManager* was born from a new partnership between Ipanema Technologies and Britannic Technologies

BD: What did you decide to create a managed service focused on application performance?

Jonathan Sharp: Britannic Technologies is a privately owned company with 25 years experience in providing quality voice and data solutions, with a high level of technical know-how and customer service. Throughout our history, we have focused on working with our customers in partnership and adding tangible business value through effective use of technology, more recently focusing on providing unified communications and network convergence.

JS: A big driver of network convergence has been the efficiencies that can be achieved through delivering multiple services (voice, data and video) over a single, yet flexible network infrastructure. After 5 years of providing multi-functional networks, we recognized a significant requirement for a focus on application performance. Such services promise further business value by effectively managing multiple applications across the network and creating a better alignment of the applications with business needs. This approach enables businesses to set guaranteed SLAs on application performance based on user profile and application importance. Coupled with the growing demand for managed services and outsourced technical skills, we saw a significant market opportunity.

BD: Why did you decide to create a managed service focused on application performance?
JS: A big driver of network convergence has been the efficiencies that can be achieved through delivering multiple services (voice, data and video) over a single, yet flexible network infrastructure. After 5 years of providing multi-functional networks, we recognized a significant requirement for a focus on application performance. Such services promise further business value by effectively managing multiple applications across the network and creating a better alignment of the applications with business needs. This approach enables businesses to set guaranteed SLAs on application performance based on user profile and application importance. Coupled with the growing demand for managed services and outsourced technical skills, we saw a significant market opportunity.

BD: Can you tell us more about NetManager?

JS: NetManager is the name of Britannic's managed service. It uses the carrier-class SALSA platform from Ipanema hosted in the carrier-grade *Global Switch 1* and delivers the core functions of Ipanema: Visibility, Optimization, Acceleration and WAN Governance. NetManager enables us to build large-scale, application-centric services, while keeping the total cost of ownership to a minimum and removing the complexity of network setup and management, thereby extending the reach and affordability of Ipanema to the market.

BD: How will Britannic's customers benefit from this service?

JS: Our customers will benefit tremendously from NetManager, which will greatly improve network and application performance—without them having to make significant investments in technical resource and their own enterprise solutions. The improved control will enable them to configure their network based upon business rules and achieve greater efficiencies by right-sizing and scaling the network as required by their business, via access to quantifiable information.

BD: Why did you choose Ipanema to develop NetManager?

JS: Following a significant review across the market, we found that the core offerings from Ipanema were an ideal fit to support our customers' requirements and our vision for our managed services portfolio. Our decision was formed largely due to the strength of the technology compared to the competition, the wide range of solutions that could be supported through a single scalable platform (including some unique elements) and the hosted options that will enable us to provide an affordable yet high-quality service to market.

WEBCAST

Featured Analyst Firm

Gartner

Webcast sponsored by
Ipanema & Gartner:

Stop struggling with application performance and control and take a step towards WAN Governance

To view:

www.ipanematech.com

NEWS

Ipanema launches WAN Governance™, a set of innovative features and professional services

"Using Wan Governance services makes our network fully predictable. Usage and performance are transparent and we get easy-to-understand KPIs. There are no more misapplied resources and we can now fine-tune the network budget vs performance tradeoff according to business priorities. Of course, our users benefit from an excellent quality of experience in any circumstances." says **Patrick Withers, Network Manager at Guerbet**, one world leader in medical imaging.

To see more:

www.ipanematech.com

And visit our new blog:
www.wan-governance.com

Ipanema launches new e-learning services

Complementing its live courses, Ipanema proposes now web-based, e-learning services that address many customers' requirements like on-line certification, technology updates, specialized modules, etc.

To see more:

www.ipanematech.com/en/e-learning

May 2009 – N°41

SOLUTIONS & SERVICES



Thierry Grenot
CTO
Ipanema Technologies

WAN Governance is where WAN Optimization and Application Performance Management meet IT Governance. This approach enables enterprises to coherently and predictably manage their WAN in order to align network to the business. (Source: Wikipedia)

WAN Governance: enterprise's business, first.

Béatrice for Ipanews: *Thierry, what does WAN Governance mean to enterprises?*

Thierry Grenot: WAN Governance is a unique way to manage the WAN from a business perspective rather than from a technical point of view. It aims at **aligning the network to the enterprise's business**.

BD: *What are the enterprise challenges for application networking?*

TG: On the one hand, enterprises know that employee productivity requires predictable application performance, anywhere, anytime. To optimize efficiency, they need to adapt their IT architecture to modern business processes and a WAN that is always fast. On the other hand, enterprises are also required to optimize their cost structure, including IT and network resources. Combining these two aspects in a flexible and manageable way is the goal of WAN Governance.

BD: *Practically speaking, what does it mean?*

TG: It is not rocket science, rather a fair dose of common sense allied to a clear Top-Down approach: 1) Decide about objectives 2) Understand the current situation 3) Compare the situation to the objectives 4) Decide corrective or improvement actions 5) Apply them 6) Measure results and evaluate gaps with the objectives 7) And so on... This process has to be easy and fully supported by appropriate tools, like the Ipanema system. It can be performed internally or through services offered by Ipanema or its certified partners.



BD: *What are the benefits that WAN Governance federates?*

TG: We categorize WAN Governance outcomes in 4 main benefits:

- **User experience guarantee**, leading to predictable business processes;
- **Business application acceleration** to improve user productivity;
- **Network operations simplification** to enable the network team to concentrate on serving people, not machines; and finally
- **Network-related cost reduction**, built on IT agility, bandwidth reduction, better use of the Internet and low TCO.

BD: *How do these benefits work together?*

TG: It is important to not consider all these benefits independently, but as a part of a coherent entity that serve a common goal, global to the enterprise: its business. In term of product, it means a fully integrated platform, which we will detail in a newsletter to come.

BD: *Why is Ipanema pioneering WAN Governance?*

TG: I believe that Autonomic Networking, which is at the core of our platform, is a key enabler of WAN governance. The fundamental idea of Autonomic Networking is that it is possible to design distributed systems that automatically collaborate and adapt to fast-changing situations in order to achieve a global and **common goal**.

BD: *What is the main challenge of Autonomic Networking?*

TG: Dynamic and complex demand (traffic) versus static infrastructure (network). The good news is that nowadays this is feasible: while the human brain is a very slow device able to deal with dreadfully complex problems, computers are communicating machines able to solve thousands of simple issues in a single second: associating the two of them leads to a system that is humanly managed at an **objective-level** while processors collectively take care in real-time of all the micro-decisions according to actual—and unpredictable—situations in order to meet the defined objectives.

Autonomic Networking brings network management from its current childhood (devices have to obey) to the maturity of adulthood (devices can decide).



Adult, at last?