

Application Performance Management (APM)

Optimised performance for your data network applications

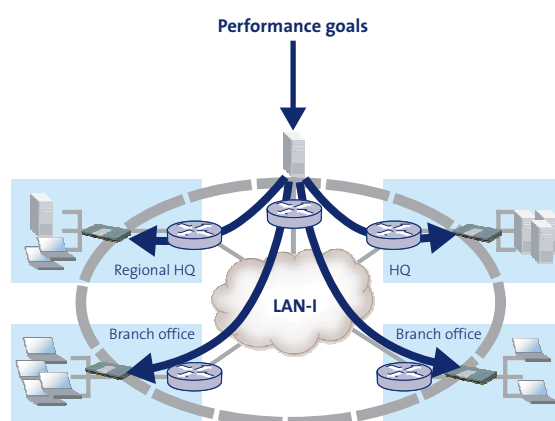
Your benefits

- Objective, traceable analysis and visualisation of data network utilisation
- You prioritize applications by yourself
- Optimisation of bandwidths for data transmission
- APM is a Managed Service: Swisscom will manage your corporate data network based on clearly agreed specifications
- Offers can be made based on internal quality agreements
- Complete transparency in your corporate data network
- Improved workstation performance, increased employee satisfaction
- Reduced total cost of ownership (TCO) with higher quality of service (QoS)

What you need

The data network forms the heart of your company. Practically all applications, ranging from database queries, SAP, Voice over IP (VoIP) and your call centre, right through to all e-mail and HTTP traffic (Internet, intranet and extranet) communicate via this network. Should network performance decrease under high load, your consoles still tend to report that everything

is still running smoothly. Up to now, bottlenecks were eliminated simply by increasing bandwidth on the data links. As a result, your costs rose without guaranteeing smooth data traffic. Your current infrastructure is not capable of this, as it is not transparent enough. In short, you need to get your network infrastructure into shape without investing huge sums of money.



Our solution

APM from Swisscom increases the transparency of your network. It improves your service quality, while simultaneously keeping your costs down. To implement this solution, we first analyse your data traffic, which makes the performance of all the applications on your data network visible in realtime (*visibility*). Following this, you set the performance goals per application. The next step is the optimisation of your network resources across different sites by means of dynamic bandwidth assignment, intelligent packet forwarding, advanced compression and adaptive TCP acceleration (*optimisation*). Following precise calculation of the effectively required bandwidth, the data links are then sized (*rightsizing*). Finally, the Managed Service APM ensures your specifications are adhered to around the clock (*monitoring*). This enables you to reach your goals in terms of performance, customer satisfaction and costs.

APM – an innovative service from Swisscom

Application Performance Management (APM) Facts & Figures

Basic scope

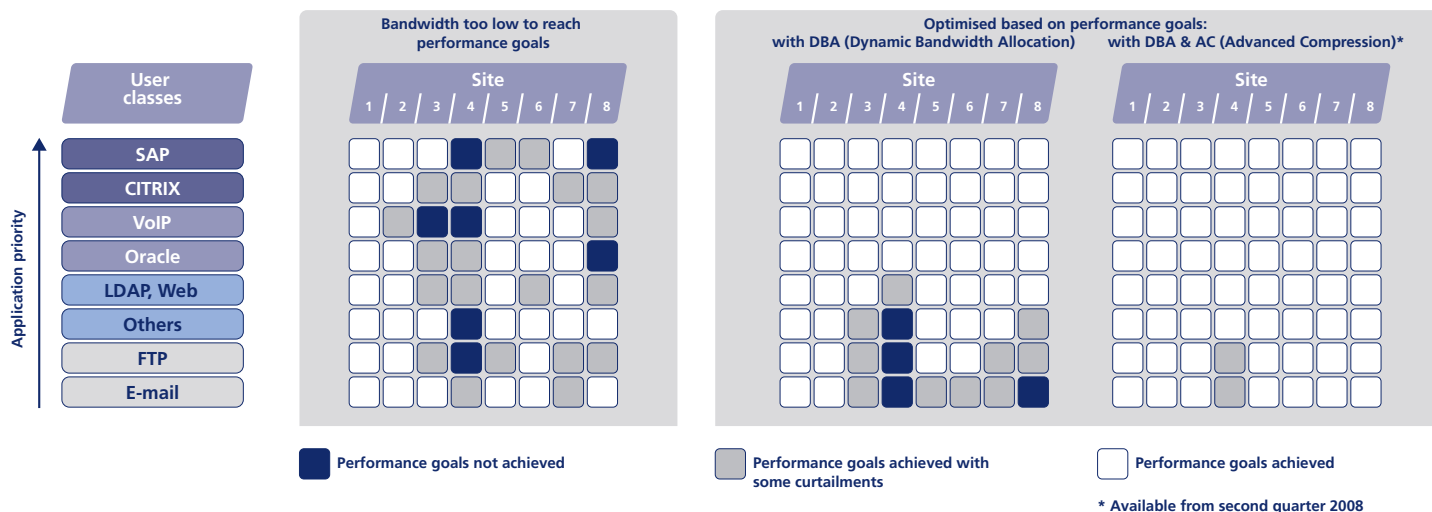
Audit (Visibility)	Placement of APM CPE (customer premises equipment) at strategic points in the WAN
	Real-time measurement of traffic flows per site, per application
	Visibility, thanks to rapidly available image of traffic patterns at application level, quick determination of problem points in the network
	Final design for application classification and the associated CPE
	Provision of various audit reports

Advanced scope

Deployment (Optimisation & Control)	Installation and configuration of the APM CPE in the network, based on design specifications (following audit results)
	Transition to APM as a Managed Service
Service Management (Monitoring)	Monitoring of traffic behaviour of applications (reports can be viewed on Customer Extranet)
	Review and fine-tuning of control and optimisation during service management activities

The information in this document does not constitute a binding offer. It is subject to revision at any time.

Application performance before (left) and after (right) optimisation with APM



APM is available as an option with the LAN Interconnect Service.