

Success Story

Beyond the Network...



AT A GLANCE

COMPANY

- Britannic Technologies
- Headquartered in Guildford, Surrey
- Meets future market requirements through innovation and development

CHALLENGE

- Needed effective reporting for customers
- Protect and guarantee customers application performance
- Develop an application based managed service

CHOOSING IPANEMA

- Provide high value and innovative services
- Possibility of creating larger scale architecture
- TCO kept to a minimum
- Growing demand for managed services

OBSERVED BENEFITS

- Application based managed service
- Flexible and affordable managed services
- Fully integrated application performance solutions

Britannic Technologies uses Ipanema for their NetManager service

Britannic Technologies created 'Netmanager' a new application traffic management solution that aligns the network with business goals based on Ipanema's technology.

COMPANY



Britannic Technologies Ltd specialises in IP communications, systems integration and application development, working closely with customers to implement the optimum mix of technology and services, carefully designed to fulfil their strategic business objectives – both now and in the future.

Throughout the many changes in business communications over recent years, Britannic have continued to remain at the forefront of the ICT (Information and Communications Technology) sector

by listening and responding to their customers - invariably this requires an innovative approach.

They focus on addressing the ever-developing needs of the converged communications market. Through four key areas within their business, which can be seamlessly integrated into existing or new operations as applicable, they are:

- IP Telephony and Contact Centres,
- Network Services,
- Software and Applications Development,
- Professional Services.

CHALLENGE



One of the big drivers for network convergence has been the efficiencies that can be achieved by delivering multiple media (voice, data and video) over a single, yet flexible network infrastructure. After 5 years of providing multi-functional networks Britannic realized that they needed to find an effective way of guaranteeing the performance of all the applications that cross the WAN for their customers. This made them understand the real importance of application performance.

effectively managing multiple applications across the network that are aligned to business needs. This approach enables businesses to set guaranteed SLA's on application performance based not only on the users' profile, but also on their business critical application performance. This coupled with the growing demand for managed services and outsourced technical skills led Britannic to see that there was a significant market opportunity for this type of solution and that it was the way forward.

Britannic found that monitoring application performance can really improve business value, by

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CHOOSING IPANEMA



Following a significant, review across the market Britannic felt that Ipanema's core offerings were an ideal fit to support their customers' requirements. Ipanema's solution would further strengthen the value of their managed services portfolio. Their decision was made largely due to the strength of the technology in comparison to Ipanema's competition. The wide range of solutions that are supported through a single scalable platform (including some unique elements) and the hosted options will enable Britannic to provide an affordable yet high quality service to the market

Britannic decided to name their managed service using Ipanema's technology: 'NetManager'. NetManager uses Ipanema's carrier class

SALSA (Scalable Applicable Level Service Architecture) platform. SALSA is a dedicated management platform that has a clustering architecture that can scale to cater for the whole customer base of the largest service providers.

NetManager delivers the core functions of Ipanema: Visibility, Optimisation, Acceleration and WAN Governance, all as a service, supported by Britannic's Network Operations Centre (NOC). NetManager makes it possible to build large-scale application centric services, whilst keeping the total cost of ownership to a minimum and removing the complexity of network set up and management by utilizing Britannic's technical services, thereby extending the reach and affordability of Ipanema to market.

OBSERVED BENEFITS



As you would expect NetManager provides all of the benefits of Ipanema Technologies solution by delivering business objective based managed service: application performance visibility, control, optimization, and acceleration and WAN Governance.

Where NetManager is different though is the pricing model and managed services delivered by Britannic Technologies. Britannic are well known for their customer partnerships and technical support. NetManager brings this highly customer focused approach, accompanied by flexible and affordable pricing model thereby extending the market leading

network management solutions offered by Ipanema Technologies to a wider market.

"We are really excited as to the role of NetManager, providing customers with the ability to gain real clarity when it comes to WAN management and aligning business needs to technology, thereby guaranteeing the performance of the network" stated Jonathan Sharp, Britannic Technologies' Sales and Marketing Director.

Ipanema develops solutions enabling any enterprise to have the **full control of their global network**.

Our unique patented technology guarantees business application performance for each user, no matter where or when. It simplifies network operations. It reduces costs. In a nutshell, we guarantee critical application performance and **make a multi-site network feel like one**.

With Ipanema enterprises can:

- ☑ Guarantee User Experience:** Ensure that all users of business applications receive the performance they need.
- ☑ Protect Business Applications:** Ensure the performance of critical applications by proactive management and allocation of network resources
- ☑ Simplify Network Operations:** Reduce the amount of time they spend managing the network to as little as a few hours per month.
- ☑ Reduce Network Costs:** while continuing to guarantee end-user satisfaction.
- ☑ Achieve Global WAN Governance:** Manage all aspects of their application traffic over the network from a business perspective.