



Global enterprises undertaking a consolidated approach to computing rely heavily

on applications and services that traverse the corporate network. Significant revenue loss is incurred when applications and communication services do not adequately support business operations and processes. Corporate networks have become a vital business vehicle and there is an increased awareness that the current level of application performance visibility is no longer sufficient.

Some enterprises are realizing business efficiencies by outsourcing traditionally in-house IT functions to managed service providers (MSPs). These providers offer a wealth of IT operational experience, combined with managed network, managed data center, and managed application services.

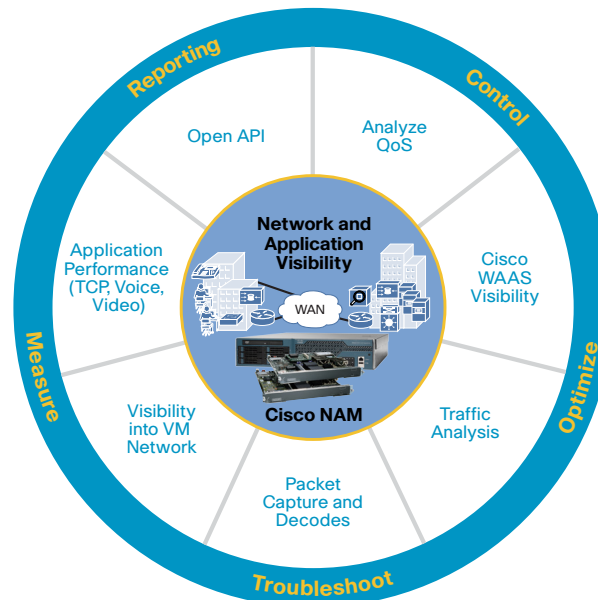
At the same time, MSPs are beginning to move beyond the traditional approach of delivering basic connectivity to offering services that incorporate user experience and the application-focused initiatives that have gained importance in today's business services environments.

Cisco® Network Analysis Module (NAM) provides comprehensive visibility into the network across the application delivery lifecycle to empower MSP IT to deliver a consistent end-user experience (Figure 1). It offers application performance analytics, flow and packet-based traffic analysis, and advanced troubleshooting capabilities. It also provides deeper insight into control and optimization mechanisms such as quality of service (QoS) and Cisco Wide Area Application Services (WAAS) to facilitate effective use of network resources for improving application performance.

In addition, Cisco NAM supports an open API that allows customer and third-party management applications to pull performance data to build additional value such as service-level monitoring, customer reports, capacity planning, and much more.

InfoVista's 5View™ Service Data Manager (SDM) allows the aggregation and correlation of application response time data and network traffic statistics from multiple Cisco NAM devices into a single database and reporting application in real time. Enterprises and MSPs can use 5View SDM's analytics to visualize application and network service performance, help assure service delivery, improve service levels, and differentiate from their competition by creating value-added views and key performance indicators (KPIs) that satisfy stringent requests for internal IT, service operation centers, and high-value customers.

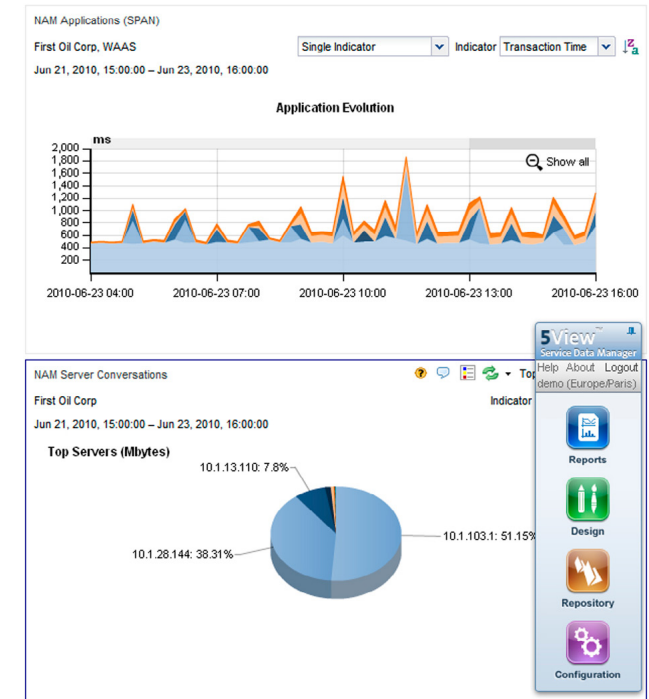
**Figure 1. Cisco NAM Offers Visibility Across the Entire Application Delivery Lifecycle**



## Business Benefits

By combining real-time, granular visibility using Cisco NAM and carrier-class, multi-tenant reporting using InfoVista 5View SDM, MSPs can cost-effectively deliver managed services.

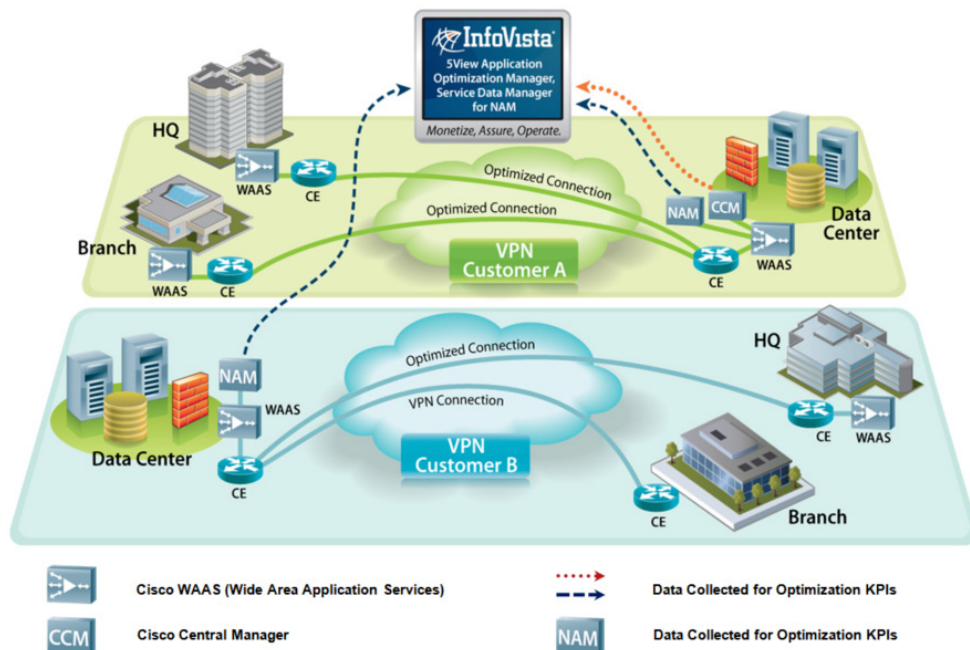
**Figure 2. InfoVista 5View Service Data Manager Reporting**



Key benefits include:

- Increased revenue opportunity with value-added differentiated services
- Enhanced service levels with proactive detection of performance issues
- Improved application performance with effective use of monitoring, control, and optimization mechanisms such as Cisco WAAS
- Reduced Mean Time to Repair with rapid problem isolation and troubleshooting
- Improved operational productivity using intuitive reports highlighting issues that can have the highest impact on performance

**Figure 3.** Multi-tenant Deployment Scenario



Cisco NAM and InfoVista 5View SDM can be used in both WAN optimized or non-WAN Optimized deployments or in scenarios where MSPs are offering both optimized and non-optimized VPN services. As an example depicted in figure 3, InfoVista 5View SDM along with Cisco NAM is used for managing optimized VPN deployment for Customer A, while it is used for managing a mixed optimized and non-optimized deployment for Customer B.

## Why Cisco NAM and InfoVista 5View SDM?

Together Cisco NAM and InfoVista 5View SDM enable cost-effective managed service delivery across the network.

The broad portfolio of the Cisco NAM, which encompasses integrated services modules, self-contained appliances, and virtual service blades, offers deployment flexibility and consistent performance visibility from the remote sites to the service provider points of presence (POPs) and data centers. Cisco NAM provides granular packet and flow-level visibility along with precise application performance and traffic analytics.

InfoVista 5View Service Data Manager supplies the robust, carrier-grade application performance management platform and feature set to provide real-time visibility, tailored analytics and historical reporting.

The solution offers full multi-tenant capabilities both in its support of multiple NAM service modules to collect large volumes of application performance data for multiple customers and in its architecture to segregate, aggregate, analyze, and store this data for real-time reporting and exception monitoring. It has a unique, high-performance, data processing engine, which facilitates the efficient management of the hundreds of thousands of IP communications usually handled by MSPs. Intuitive display selection criteria capabilities offer a user-friendly method for choosing what report view and customer/service/indicator/time window to report on. When combined with Vistalnsight for Networks, InfoVista 5View SDM helps enable converged application, service, and network infrastructure monitoring on a single scalable and extensible platform.

The multi-tenant reporting provided by InfoVista complements the granular performance visibility offered by Cisco NAMs to help monitor and assure the service levels delivered to end customers, yet isolate and resolve delivery problems proactively and promptly at their source.

## For More Information

For more information about the Cisco NAM product family, visit <http://www.cisco.com/go/nam>, contact your local account representative, or email the Cisco NAM product marketing group at [nam-info@cisco.com](mailto:nam-info@cisco.com). For more information about the InfoVista 5View Service Data Manager NAM option, visit <http://www.infovista.com> or contact InfoVista at [marketing@infovista.com](mailto:marketing@infovista.com).