

WHAT YOU DON'T KNOW ABOUT YOUR NETWORK MIGHT COST YOU

Greater visibility helps network operators improve efficiency, protect availability and generate revenue.

Seeing Is Believing

When it comes to your network, ignorance is definitely not bliss. The more historic data and threat detection capabilities you have when it comes to the types of traffic that are most important to you — peering traffic, customer traffic, backbone traffic, edge traffic, data center traffic, etc. — the better off your business will be.

Leading service providers and other large organizations with complex networks must do everything possible to keep today's traffic moving efficiently and anticipate future demand. Having pervasive network data at your disposal can help you gain insights into your network for driving better decisions:

- Optimize network resources and improve network capacity planning
- Make more favorable peering agreements and lower your transit costs
- Understand your customers and empower your sales teams
- Drive top-line growth by providing new and enhanced services, from traffic intelligence and market breakdowns to Quality of Service (QoS) and MPLS/BGP VPNs.

Just as important is your ability to prevent disruption to the network by deploying DDoS attack detection and response management tools. Visibility is meaningless if you don't do something with what you see, especially when you're dealing with potential outages from network hotspots, BGP hijacks, DDoS attack traffic, and network misconfigurations. The best solutions let you identify and address problems in just seconds, so you can resolve them before they impact your business.

Being able to monitor your network for potential bottlenecks and threats is just a baseline, and additional visibility tools can help you do so much more.

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Every network operator wants insights into network performance, so they can optimize resources and drive better business decisions. But many operators miss opportunities for monitoring their network elements.

In this whitepaper, you'll learn valuable network visibility best practices that can help you maintain peak service and availability, intelligently expand your capacity, better understand your expenses and even generate revenue from part of the business that's typically considered just a cost center.



The Security Division of NETSCOUT

Here are some key factors to consider when determining how network visibility can impact your business:

Save Money Through Peering and Transit Analysis

Companies that share network resources, either through peer agreements or transit provider relationships, often have no way of knowing if agreements are being honored or if cost savings could be achieved another way.

With the right visibility tools, network operators can compare current peer usage against agreed-upon usage, and see if sending traffic to a shared router would be less expensive than paying a transit provider or an alternate peer. In our experience, it's possible for network operators to achieve ROI on network visibility enhancements in as little as three months by analyzing peer-to-peer, peer-to-transit provider, and transit provider-to-transit provider relationships.

Generate Revenue and Build Trust With Customer Traffic Analysis and Reporting

Imagine being able to gain visibility into your customers' traffic on your network—and then provide that visibility to them as a value-added service. Just knowing how your customers use your network can help you provide better customer care and focus your sales efforts, and many network operators take it a step farther by selling network traffic and DDoS threat reports or providing them as a competitive differentiator. Either way, sharing visibility with your customers goes a long way toward building trust.

Get to the Heart of the Matter With Big Data Analytics

Many visibility solutions don't allow you to search raw and enriched data with unlimited filtering, but this can be critical when you notice an event and want to relate it to something that happened several months ago. With the ability to store full-fidelity network flows, you can drill down to any level of detail you need to solve problems and puzzle through unforeseen situations.

Network operators who think comprehensively and creatively about network visibility will be better prepared to scale, secure and streamline their networks. Make sure you take time to assess your current visibility situation – check the sidebar for other important things to consider – and see if it's time to take the blinders off when it comes to certain aspects of your network.



Contact Arbor Networks® for all your network visibility needs.

More than 90% of Tier 1 service providers, data center operators and large network operators worldwide rely upon Arbor Networks for network-wide visibility, DDoS detection, traffic engineering and advanced peering/transit analysis.

Contact us for a free consultation on how to enhance your network visibility and make more informed operational, security and business decisions.



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What does a comprehensive network visibility solution look like? If your network visibility solution doesn't include these critical elements, it may be time to get a new one:

Comprehensive traffic, customer and geographic reports that are pre-developed and readily available

DDoS attack detection, identification, and mitigation capabilities, enhanced by global intelligence that looks for the latest DDoS attacks and botnet-based threats

Complimentary customer portal that lets you offer visibility and DDoS protection for your customers, as a paid service or competitive differentiator

Control over data storage locations, which is especially important for companies dealing with compliance issues

Big data analytics that let you search full-fidelity network flows through unlimited filters, for a deeper dive into forensics and traffic flow analysis

Fully virtualized and supported on multiple hypervisors, for compatibility with your network function virtualization (NFV) and software-defined network (SDN) strategies

Aggregate Global Licensing to unlock the artificial constraints of licensed appliances and enable the more efficient use and re-use of your licenses

Open APIs (RESTful and others) to unlock automation capabilities and provide flexibility for DevOps to tie various systems together