LiveAction

Unmatched Network Visibility

5 Criteria for Choosing an NPM Solution

Webinar

LiveAction
Unmatched Network Visibility

- Application Performance Optimization
- Accelerated Troubleshooting
- Network Readiness Assessment
- Data-Driven Change Initiatives
- Advanced Reporting & Analytics
- Operational Excellence

Today's Panelists

Timothy Rhodes
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Apprize360 Intelligence

David Izumo
Principal Technical
Marketing Engineer
LiveAction

Be sure to join the conversation!
Post your questions to the Q&A Panel

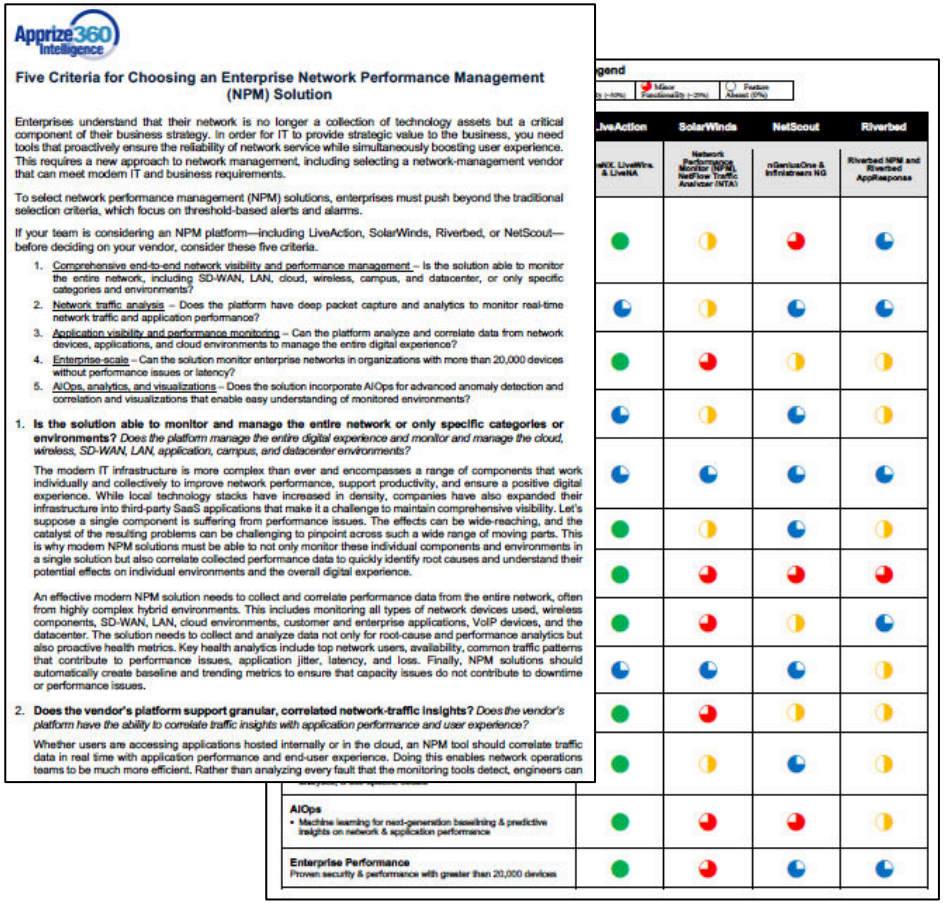
Criteria for Selecting an Enterprise Network Performance (NPM) Solution

Analysis of SolarWinds, Riverbed, LiveAction, and NetScout

February 2021

Study Findings

- Aggregate analysis of customer interview
- Written report available at:
  www.LiveAction.com



Apprize360 Intelligence

Five Criteria for Choosing an Enterprise Network Performance Management (NPM) Solution

Enterprises understand that their network is no longer a collection of technology assets but a critical component of their business strategy. In order for IT to provide strategic value to the business, you need tools that proactively ensure the reliability of network service while simultaneously boosting user experience. This requires a new approach to network management, including selecting a network-management vendor that can meet modern IT and business requirements.

To select network performance management (NPM) solutions, enterprises must push beyond the traditional selection criteria, which focus on threshold-based alerts and alarms.

If your team is considering an NPM platform—including LiveAction, SolarWinds, Riverbed, or NetScout—before deciding on your vendor, consider these five criteria.

1. Comprehensive end-to-end network visibility and performance management – Is the solution able to monitor the entire network, including SD-WAN, LAN, cloud, wireless, campus, and datacenter, or only specific categories and environments?
2. Network traffic analysis – Does the platform have deep packet capture and analytics to monitor real-time network traffic and application performance?
3. Application visibility and performance monitoring – Can the platform analyze and correlate data from network devices, applications, and cloud environments to manage the entire digital experience?
4. Enterprise-scale – Can the solution monitor enterprise networks in organizations with more than 20,000 devices without performance issues or latency?
5. AIOps, analytics, and visualizations – Does the solution incorporate AIOps for advanced anomaly detection and correlation and visualizations that enable easy understanding of monitored environments?

1. **Is the solution able to monitor and manage the entire network or only specific categories or environments?** *Does the platform manage the entire digital experience and monitor and manage the cloud, wireless, SD-WAN, LAN, application, campus, and datacenter environments?*

   The modern IT infrastructure is more complex than ever and encompasses a range of components that work individually and collectively to improve network performance, support productivity, and ensure a positive digital experience. While local technology stacks have increased in density, companies have also expanded their infrastructure into third-party SaaS applications that make it a challenge to maintain comprehensive visibility. Let's suppose a single component is suffering from performance issues. The effects can be wide-reaching, and the catalyst of the resulting problems can be challenging to pinpoint across such a wide range of moving parts. This is why modern NPM solutions must be able to not only monitor these individual components and environments in a single solution but also correlate collected performance data to quickly identify root causes and understand their potential effects on individual environments and the overall digital experience.

   An effective modern NPM solution needs to collect and correlate performance data from the entire network, often from highly complex hybrid environments. This includes monitoring all types of network devices used, wireless components, SD-WAN, LAN, cloud environments, customer and enterprise applications, VoIP devices, and the datacenter. The solution needs to collect and analyze data not only for root-cause and performance analytics but also proactive health metrics. Key health analytics include top network users, availability, common traffic patterns that contribute to performance issues, application jitter, latency, and loss. Finally, NPM solutions should automatically create baseline and trending metrics to ensure that capacity issues do not contribute to downtime or performance issues.

2. **Does the vendor's platform support granular, correlated network-traffic insights?** *Does the vendor's platform have the ability to correlate traffic insights with application performance and user experience?*

   Whether users are accessing applications hosted internally or in the cloud, an NPM tool should correlate traffic data in real time with application performance and end-user experience. Doing this enables network operations teams to be much more efficient. Rather than analyzing every fault that the monitoring tools detect, engineers can

gend

	LiveAction	SolarWinds	NetScout	Riverbed
	eNX, LiveWire, & LiveNA	Network Performance Monitor (NPM), NetFlow Traffic Analyzer (NTA)	nGeniusOne & Infinistream NG	Riverbed NPM and Riverbed AppResponse
	●	◑	◕	◔
	◔	◑	◔	◔
	●	◕	◑	◑
	◔	◑	◔	◑
	◔	◔	◔	◔
	●	◑	◔	◑
	●	◕	◕	◕
	●	◕	◑	◔
	◔	◔	◔	◑
	●	◕	◑	◑
	●	◑	◔	◑
AIOps • Machine learning for next-generation baselining & predictive insights on network & application performance	●	◕	◕	◑
Enterprise Performance Proven security & performance with greater than 20,000 devices	●	◕	◔	◔

Buyers' NPM Evaluation Criteria

- **Buyer reported criteria used to select a Network Performance Management (NPM) solution from the following vendors:**
  - SolarWinds
  - LiveAction
  - NetScout
  - Riverbed

State of NPM

Six Trends shaping NPM

Hybrid IT

- Heterogenous environments
- Multi-cloud
- Containers
- Microservices
- VoIP / Video / Unified communications
- IOT
- Network ops optimization

Secure Access Service Edge (SASE)

- Network is dynamic set of endpoints
- SASE converges networking & network security
- Combines WAN & cloud-based network security
- End-to-end secure solution

Digital Experience

- End user & digital experience
- Application performance
- Cloud / SaaS performance
- Capacity management
- Rapid Root cause analysis
- Consistent performance
- Correlation to business service & revenue

SD-WAN

- SD-WAN adoption
- Bandwidth improvement
- SD-WAN Security

AIOps

- AI-driven provisioning & optimization
- AI-driven analytics

Scale & Security

- Cross-domain security
- Telemetry
- Compliance
- Network visibility
- Automation

NPM Selection Factors

1 **Does the vendor’s platform provide comprehensive, end-to-end network visibility & performance management**

NPM Selection Factors

1. Does the vendor's platform provide comprehensive, end-to-end network visibility & performance management

2. Is the solution able to support granular, correlated network traffic analysis & insights?

NPM Selection Factors

1. Does the vendor's platform provide comprehensive, end-to-end network visibility & performance management
2. Is the solution able to support granular, correlated network traffic analysis & insights?
3. **Does the solution enable complete application visibility & performance monitoring?**

NPM Selection Factors

1. Does the vendor's platform provide comprehensive, end-to-end network visibility & performance management
2. Is the solution able to support granular, correlated network traffic analysis & insights?
3. Does the solution enable complete application visibility & performance monitoring?
4. **Is the solution capable of monitoring enterprise networks in organizations without performance issues?**

NPM Selection Factors

1. Does the vendor's platform provide comprehensive, end-to-end network visibility & performance management
2. Is the solution able to support granular, correlated network traffic analysis & insights?
3. Does the solution enable complete application visibility & performance monitoring?
4. Is the solution capable of monitoring enterprise networks in organizations without performance issues?
5. **Does the solution incorporate AIOps to enable advanced anomaly detection & correlation as well as visualizations to aid in the understanding of monitored environments?**

NPM Selection Factors

1 Does the vendor's platform provide comprehensive, end-to-end network visibility & performance management

- Monitor & manage the entire network – SD-WAN, Cloud environments, wireless devices, datacenters, VoIP, and applications
- Create automate baselines & trending metrics
- Health analytics
- Fault management
- Root cause analysis
- Performance insights

NPM Selection Factors

1 Does the vendor's platform provide comprehensive, end-to-end network visibility & performance management

Customer feedback

- LiveAction collects real-time data from multi-vendor network elements, including cloud, SD-WAN, applications, and datacenter
- LiveAction's LiveNA platform automatically identifies anomalies and surfaces the most critical ones to address.
- LiveAction's LiveNX supports real-time visualization of end-to-end application flows, identifying performance metrics and highlighting path changes routing changes to enable rapid diagnosis and correction.
- LiveAction supports the need for immediate troubleshooting of multi-domain performance issues as well as proactively optimizing network performance.

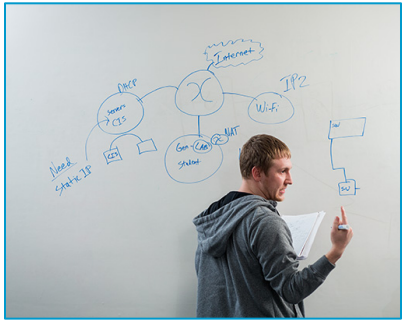
"APM was one of the capabilities we wanted integrated into our NPM solution, not an add-on or separate integration. Other vendors have several modules that are not integrated together. What I loved about LiveAction was that LiveWire and LiveNX had deep integration to be able to have correlated end-user experience with other environments, whether it was cloud, virtual, or network devices." **–Senior network engineer, Large US Retailer**

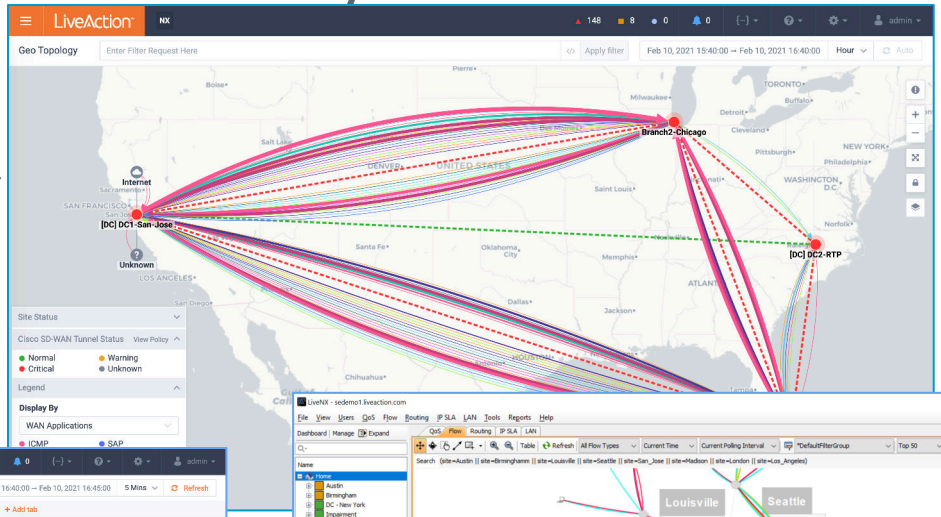
LiveNX End to End Visibility

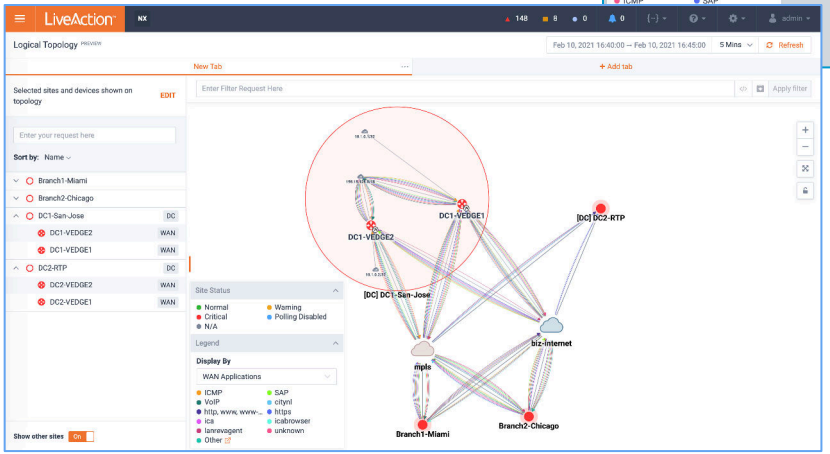
- LiveNX Goal: Recreate the mental model of the network engineer

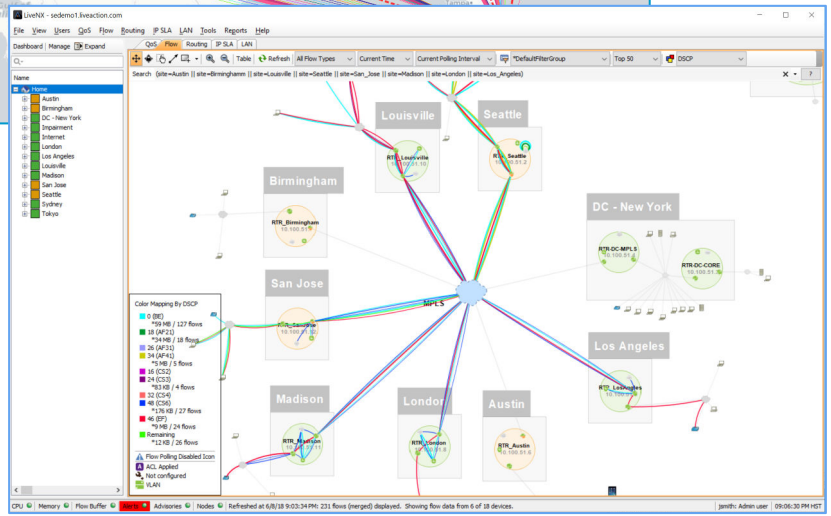
- Why important?
  - Networks are complex!
  - Faster troubleshooting
  - Help to operationalize new technology
  - Intuitive workflows to manage SD-WAN, cloud and the entire network

Whiteboard to Network Visibility









SD-WAN Workflows: 3-Click Investigation

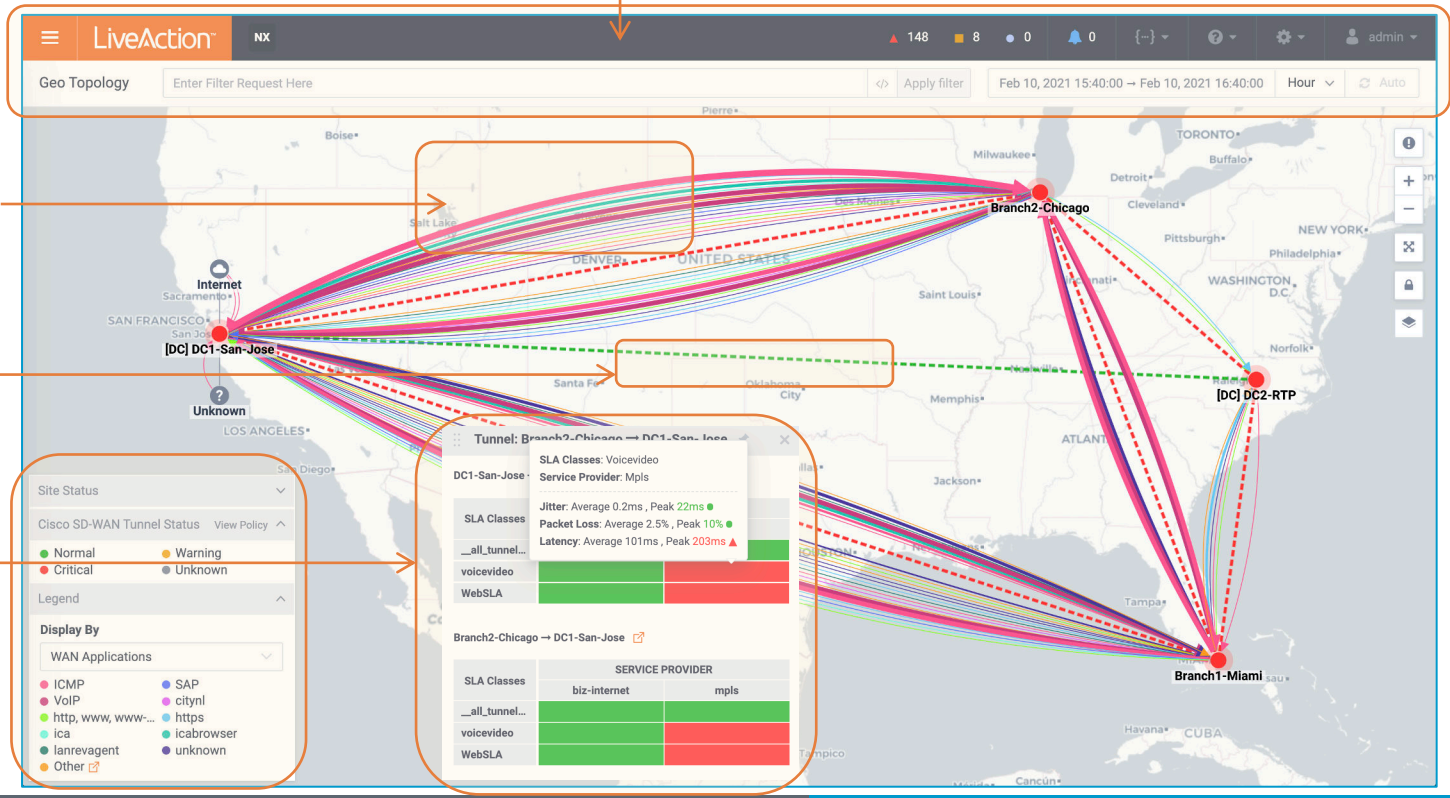
Operations Dashboard

Applications

SD-WAN tunnel

Sites

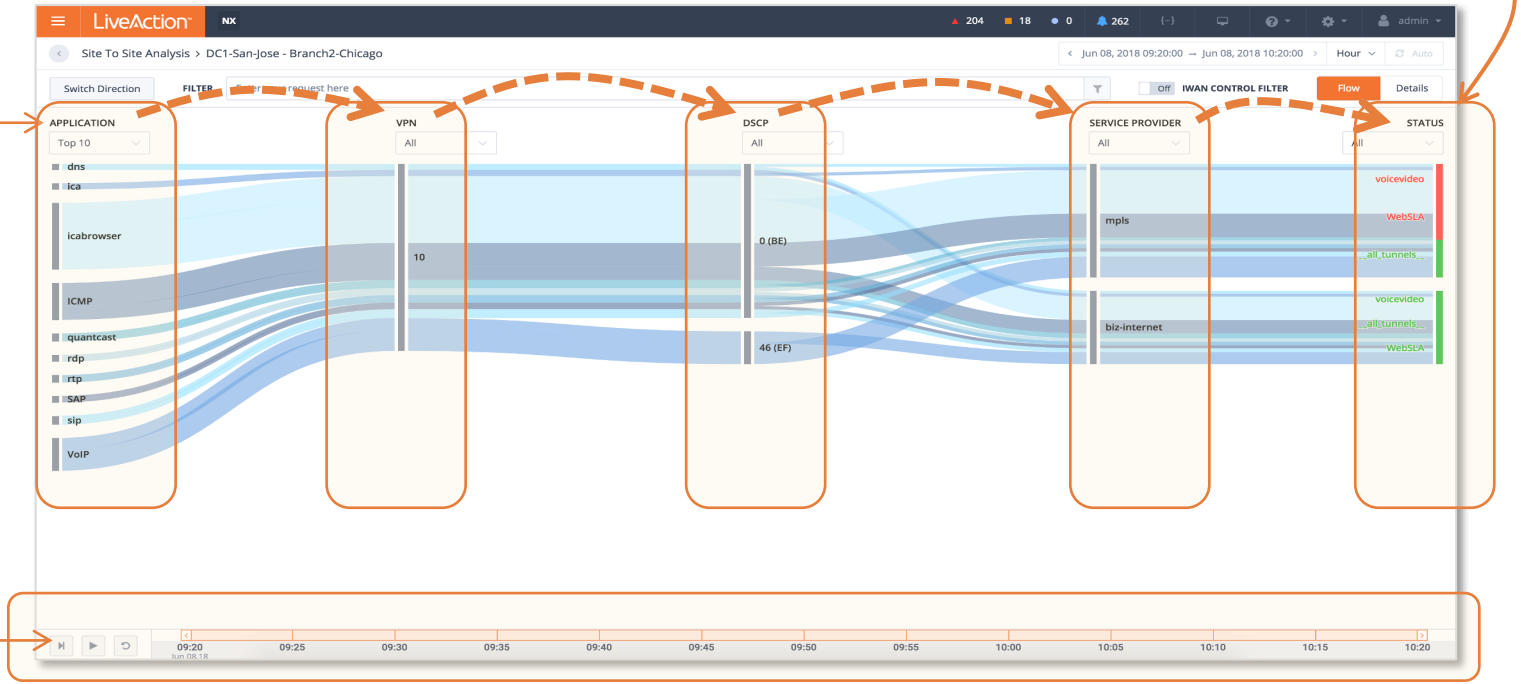
Service Provider



Click 2: Isolate site to site data flows

Status

Verification

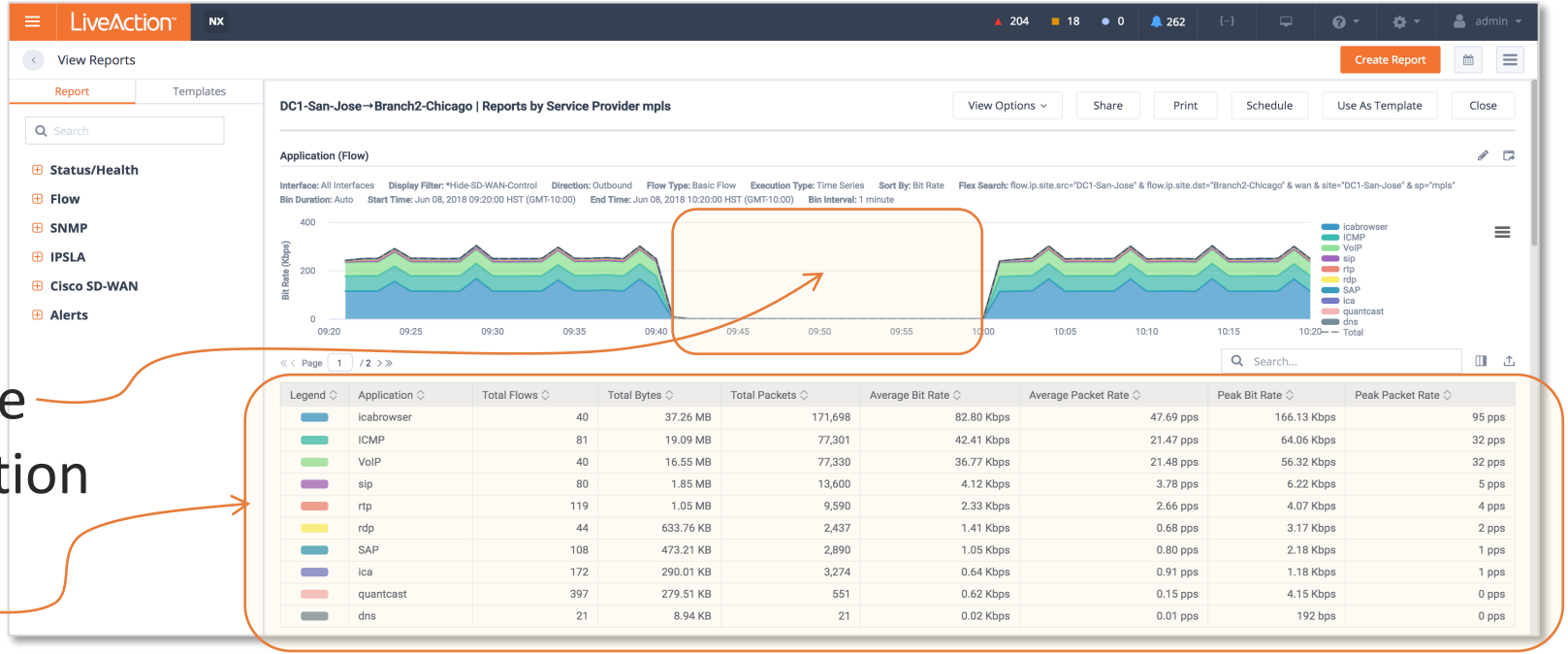


Historical playback

Click 3: Service Provider performance monitoring

Service Interruption

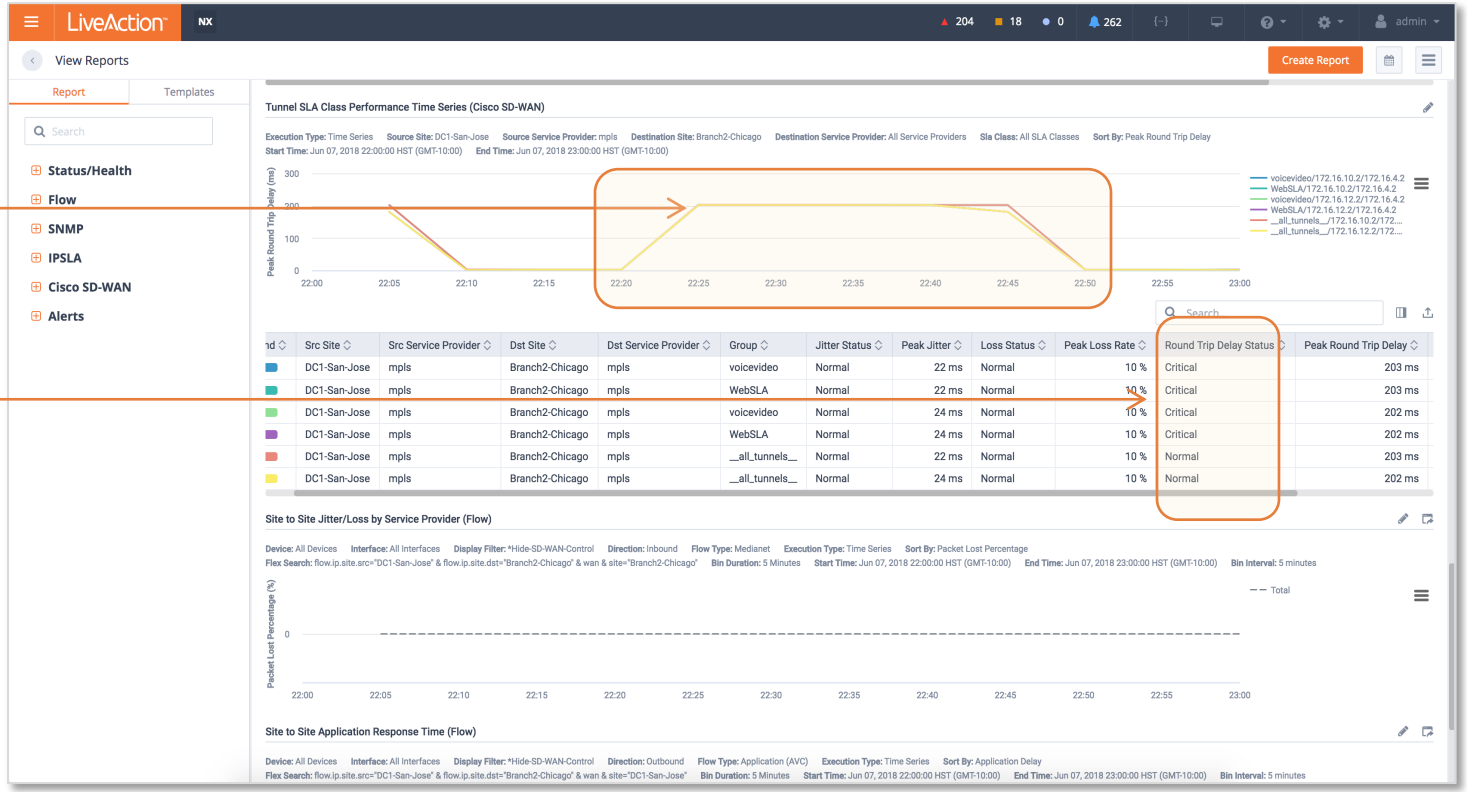
App Details



Click 3: Root Cause

Path Delay

Severity



NPM Selection Factors

2 Is the solution able to support granular, correlated network traffic analysis & insights?

- Deep packet capture & analysis
- Network traffic monitoring
- Application performance
- Transaction correlation with end-user sessions
- Pinpoint and prioritize performance issues impacting revenue

NPM Selection Factors

2 Is the solution able to support granular, correlated network traffic analysis & insights?

Customer Feedback

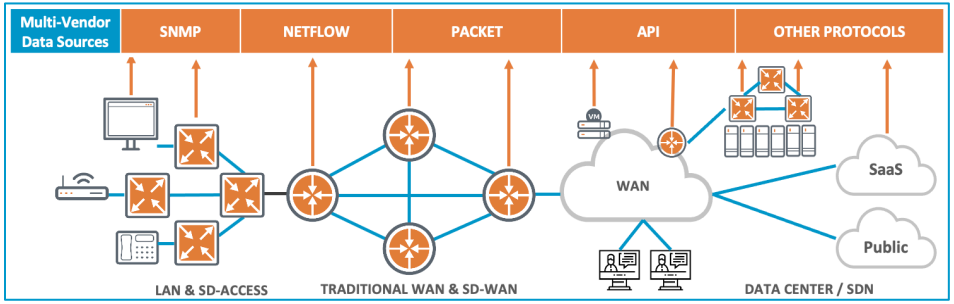
- Real-time, complete packet-by-packet analysis
- Complete network visibility ingesting packet data, flow data, WI-FI data, & device data
- LiveNX ingests flow data, including NetFlow, IPFIX, sFlow, jFlow, and data generated by LiveWire, for visibility into network performance across multi-vendor, multi-domain and multi-cloud networked environments.
- LiveWire extends functionality to include capturing packets that are traversing the wire into flow data, which is then consumed by LiveNX for in-depth performance analytics and visualization.

"LiveAction's platform takes a step by step look at your traffic, via NetFlow export. The traffic is sampled throughout its flow through your network and makes QOS, route, and security recommendations that can be implemented automatically, or one at a time with a point and click. The detail is amazing!" **- Senior network engineer, Private Airline Service**

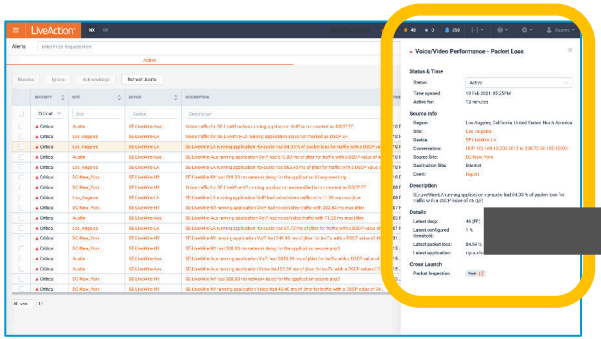
LiveNX: Multi-Telemetry For Complete Picture of Network

- LiveNX consumes vast amounts of telemetry:
  - SNMP
  - Flow: IPFIX, NetFlow, sFlow
  - Packets
  - API to SDN Controllers and Services

- Why is this important?
  - Many enterprises have point solutions that are difficult to correlate.
  - LiveNX is a single platform to manage and troubleshoot the network from the campus, WAN, cloud, data center and SD-WAN.
- Example Use Case: Voice Troubleshooting and Correction



Use Case: Voice Issue - Alert > Path Analysis > Packets > Fix



Voice/Video Performance - Packet Loss

Status & Time

Status:	Active
Time opened:	10 Feb 2021, 05:25PM
Active for:	13 minutes

Source Info

Region:	Los Angeles, California, United States, North America
Site:	Los_Angeles
Device:	SE-LiveWire-LA
Conversation:	UDP 192.168.10.202:5012 to 208.73.56.155:12000
Source Site:	DC-New_York
Destination Site:	Internet
Event:	Report

Description

SE-LiveWire-LA running application rtp-audio had 84.33 % of packet loss for traffic with a DSCP value of 46 (EF)

Details

Latest dscp:	46 (EF)
Latest configured threshold:	1 %
Latest packet loss:	77.77 %
Latest application:	rtp-audio

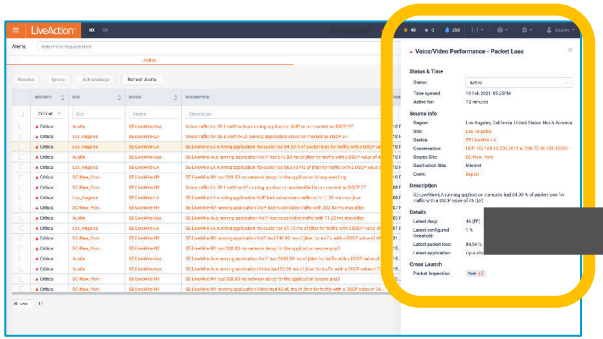
Cross Launch

Packet Inspection — Peek

Drilldown for more detail

Drilldown to packets

Use Case: Voice Issue - Alert > Path Analysis > Packets



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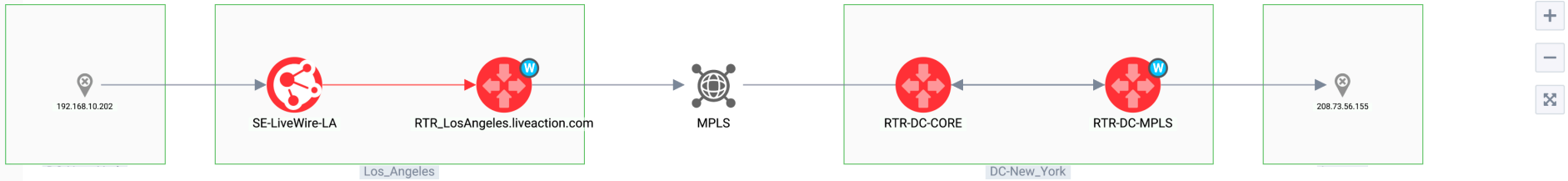
Cross Launch

Packet Inspection	Peek

Drilldown to Path Analysis for the specific conversation

WAN Applications > Application: > PATH UDP 192.168.10.202 : 5012 - 208.73.56.155 : 12000

Feb 10, 2021 17:10:41 → Feb 10, 2021 17:25:41

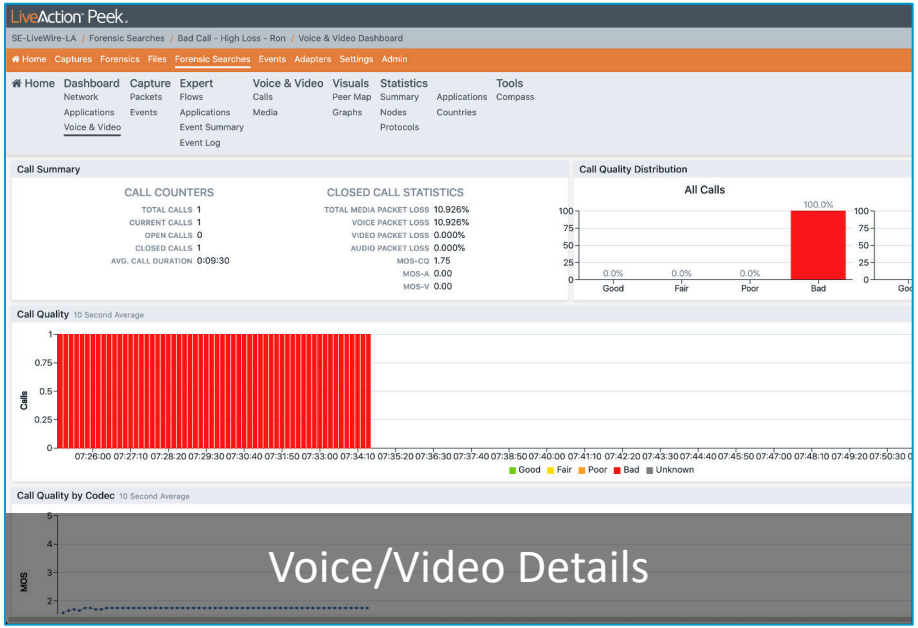


Path Flow DC-New_York — Internet

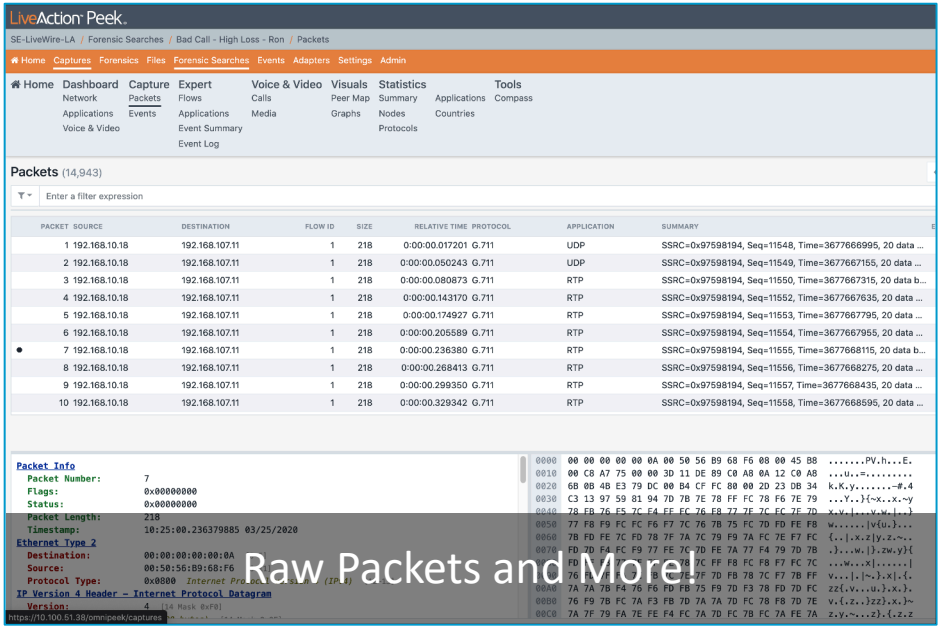
Device Name	SE-LiveWire-LA Peek	RTR_LosAngeles.liveaction.com	RTR-DC-CORE	RTR-DC-MPLS
Site Name	Los_Angeles	Los_Angeles	DC-New_York	DC-New_York
Application		rtp-audio	nsp	statistical-conf-audio
CPU Usage	8.0	7.00 %	7.00 %	10.00 %
Memory Usage	50.00 %		15.00 %	16.00 %
In Interface	eth1		GigabitEthernet3	GigabitEthernet3
Out Interface	eth1		GigabitEthernet2	GigabitEthernet2
In QoS Policy	No Policy		No Policy	No Policy
Out QoS Policy	No Policy	SHAPING	No Policy	No Policy
Bytes In	1.56 MB	1.43 MB	693.77 KB	693.77 KB
Bytes Out	1.56 MB	693.77 KB	693.77 KB	693.77 KB
Bit Rate In	13.89 Kbp		6.17 Kbps	6.17 Kbps
Bit Rate Out	13.89 Kbp		6.17 Kbps	6.17 Kbps
Utilization In	0.00 %		0.00 %	0.01 %
Utilization Out	0.00 %	0.01 %	0.00 %	0.00 %
Jitter Average	67.95 ms	-	-	-
Packet Loss Rate	77.77 %	-	-	-

Drilldown to Packets

Peek – Packet Analytics



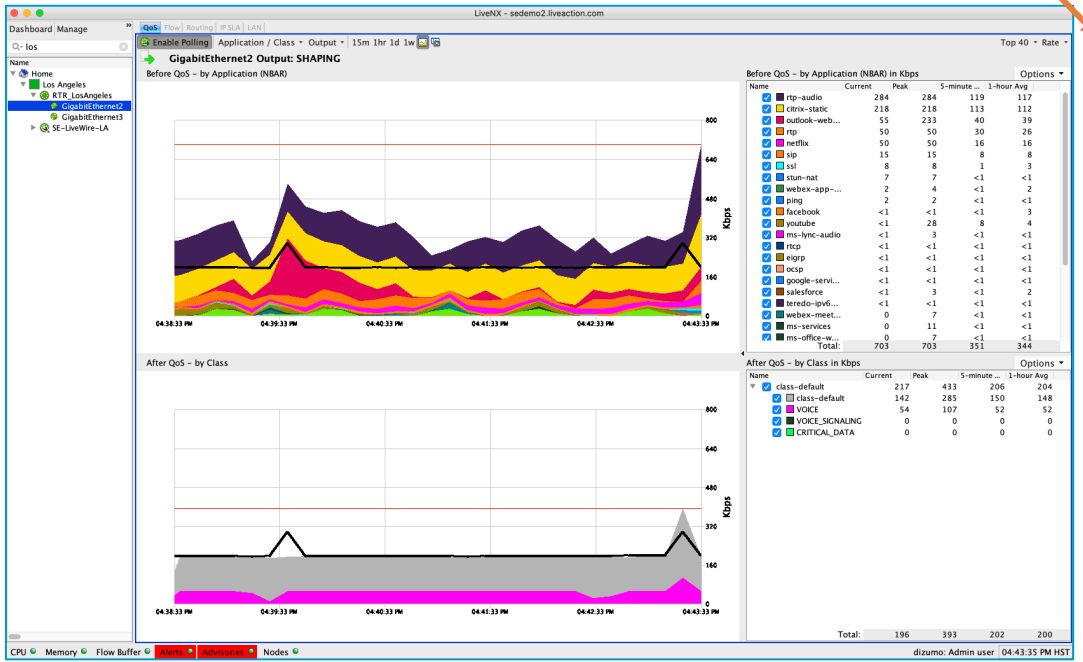
Voice/Video Details

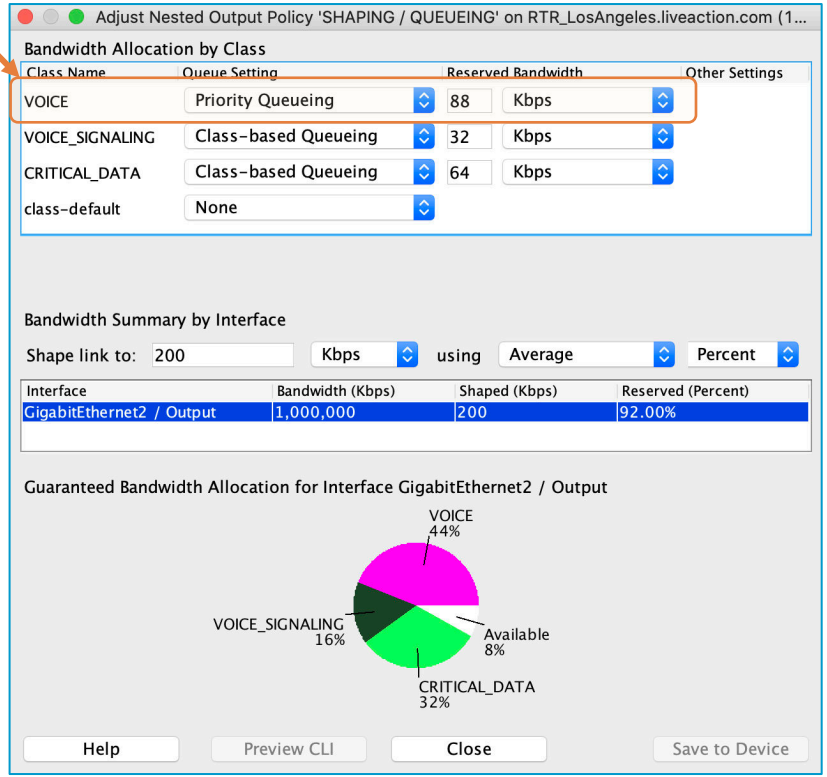


Raw Packets and More!

Fix: QoS Monitoring and Configuration

Add Bandwidth to VOICE Class





NPM Selection Factors

3 Does the solution enable complete application visibility & performance monitoring?

- Analyze & correlate data from network devices, applications, & cloud environments
- Visualize packet-by-packet to perform detailed application-performance analysis.
- Pinpoint the source of latency as network versus application.
- Report top application performance highlighting average application and network delays.
- Digital and end-user experience monitoring
- Synthetic user experience

NPM Selection Factors

3 Does the solution enable complete application visibility & performance monitoring?

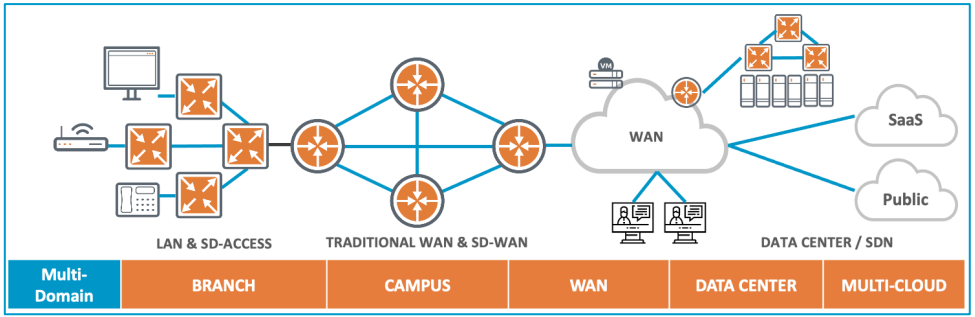
Customer feedback

- LiveAction analyzes application traffic with full visibility into protocol and application types, including video, voice, instant messaging, and file transfer.
- LiveAction enables troubleshooting of applications deployed in the datacenter, public cloud, or hybrid network.
- Provides insights into how a network is being used, how applications are performing, and which sanctioned or unsanctioned applications are being used.
- Using LiveAction's Application Path Analytics (APA) feature, users can identify precisely where application performance issues originate and correlate the impact of those issues on other applications and network devices

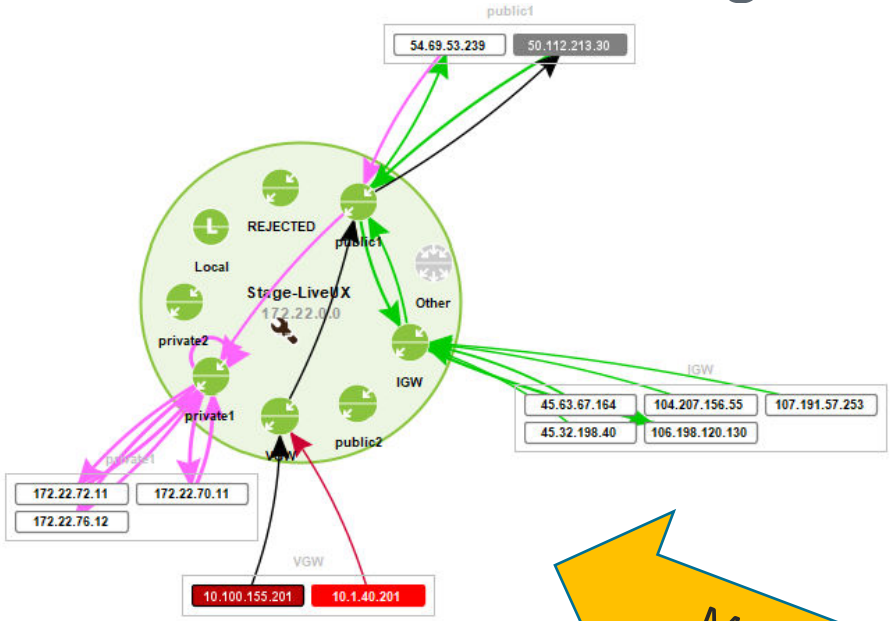
"One of the things that other customers told me about LiveAction was the level of detailed insights for dashboards and reporting, especially about segmenting by network traffic by type. LiveAction has very detailed filtering capabilities, which allows for this granular capture and review of different data types for RCA." **– Senior Manager of Network Architecture, International CPG Manufacturer**

Multi-Domain Application Visibility

- Why is this important?
  - Applications are prolific
  - Apps are hosted on-premises in data centers and in the private or public clouds
  - End users and business entities don't care where the app is located. They need to drive business objectives.
- How?
  - Visibility across multi-domain and multi-vendor networks
- Example Use Case: Cloud Monitoring

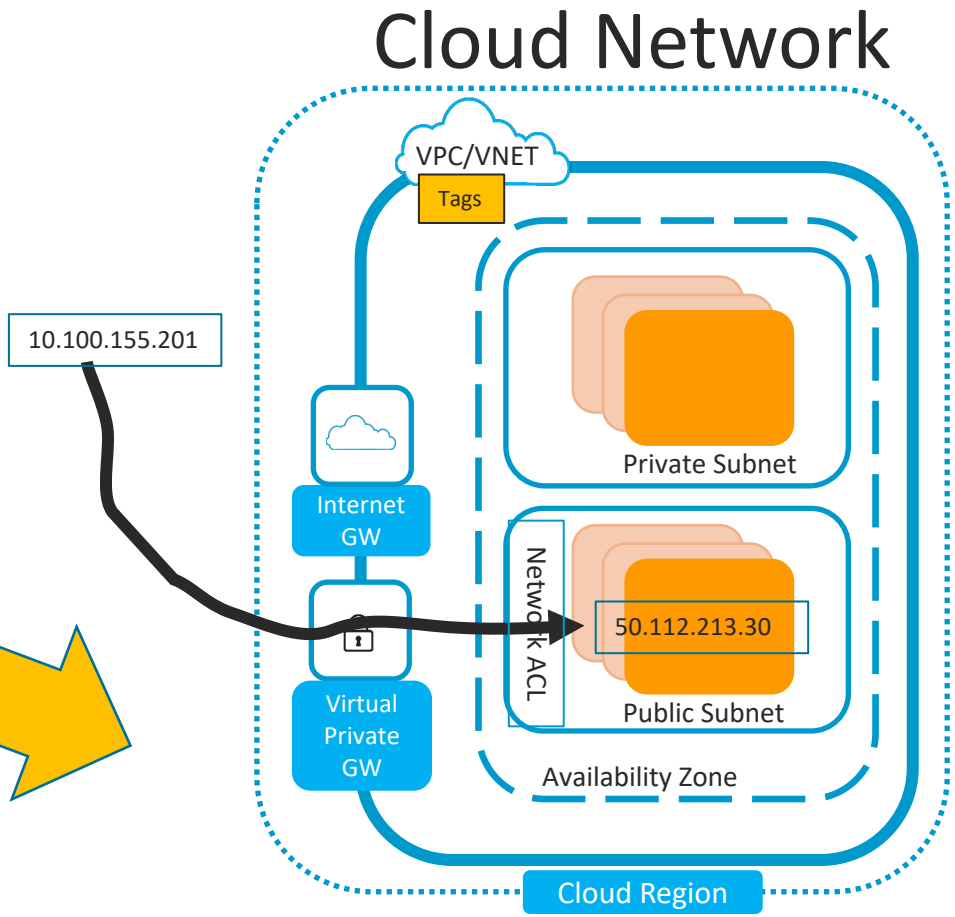


Cloud Network Through LiveNX Lens

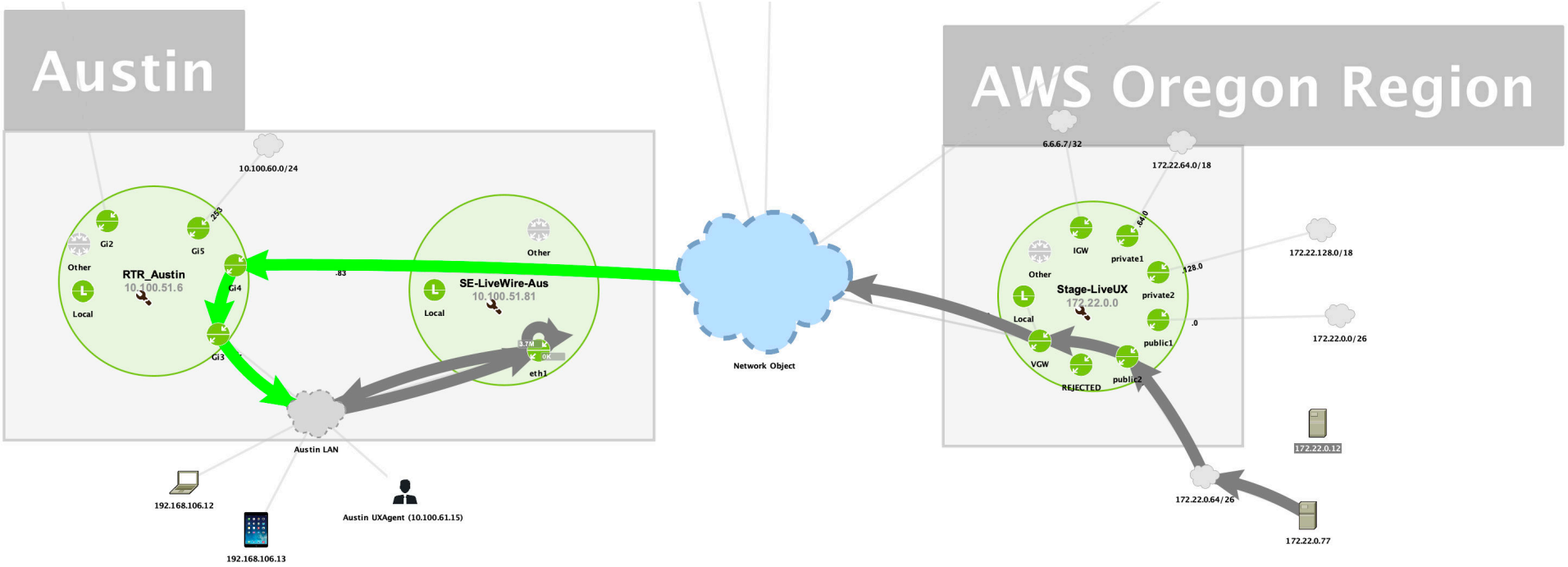


LiveNX

Mapping



End-to-End Path Visibility via LiveNX



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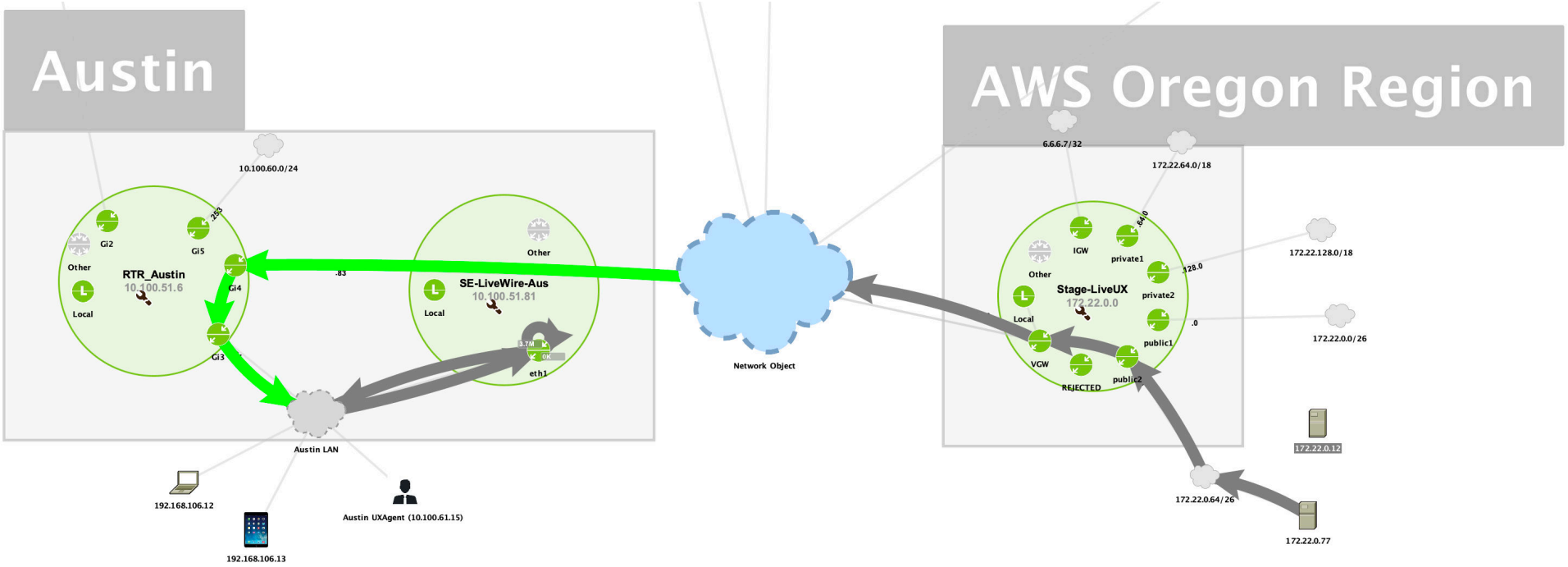


NPM Selection Factors

4 Is the solution capable of monitoring enterprise networks in organizations without performance issues?

- Monitor large-scale, complex & hybrid environments with minimal latency, including SD-WAN, multi-cloud deployments, and various application infrastructures
- Analyze capacity to help plan & predict for needed resources to maintain performance levels

NPM Selection Factors

4 Is the solution capable of monitoring enterprise networks in organizations without performance issues?

Customer feedback

- LiveAction can support large enterprise deployments without performance or latency issues, supporting multi-site and multi-region deployments.
- LiveAction supports real-time, detailed monitoring and network-performance management.
- In addition to supporting scale, LiveAction supports a company's growth by analyzing and supporting capacity planning to ensure that the proper number and type of resources are included to enable the required performance.

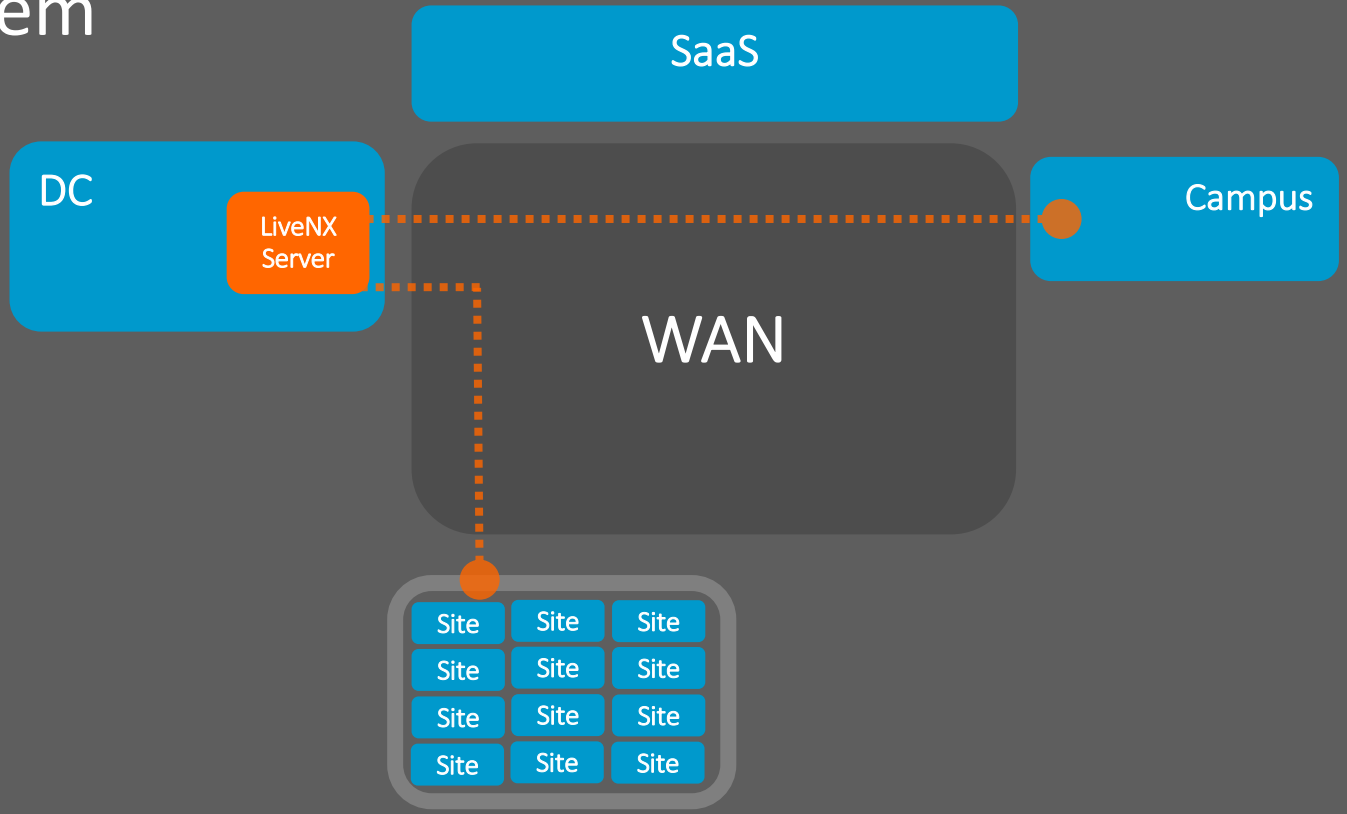
"As a large multi-national organization, we require scalable solutions that do not require patchwork to make them work across different regions or for type sizes of devices and environments. We felt like with other vendor solution we would have to deploy multiple different instances and then tie them together on the back-end to make it work across the over 100,000 devices we have in our network." **– Senior Manager of Network Architecture, International CPG manufacturer**

LiveNX Scale for Large Enterprise

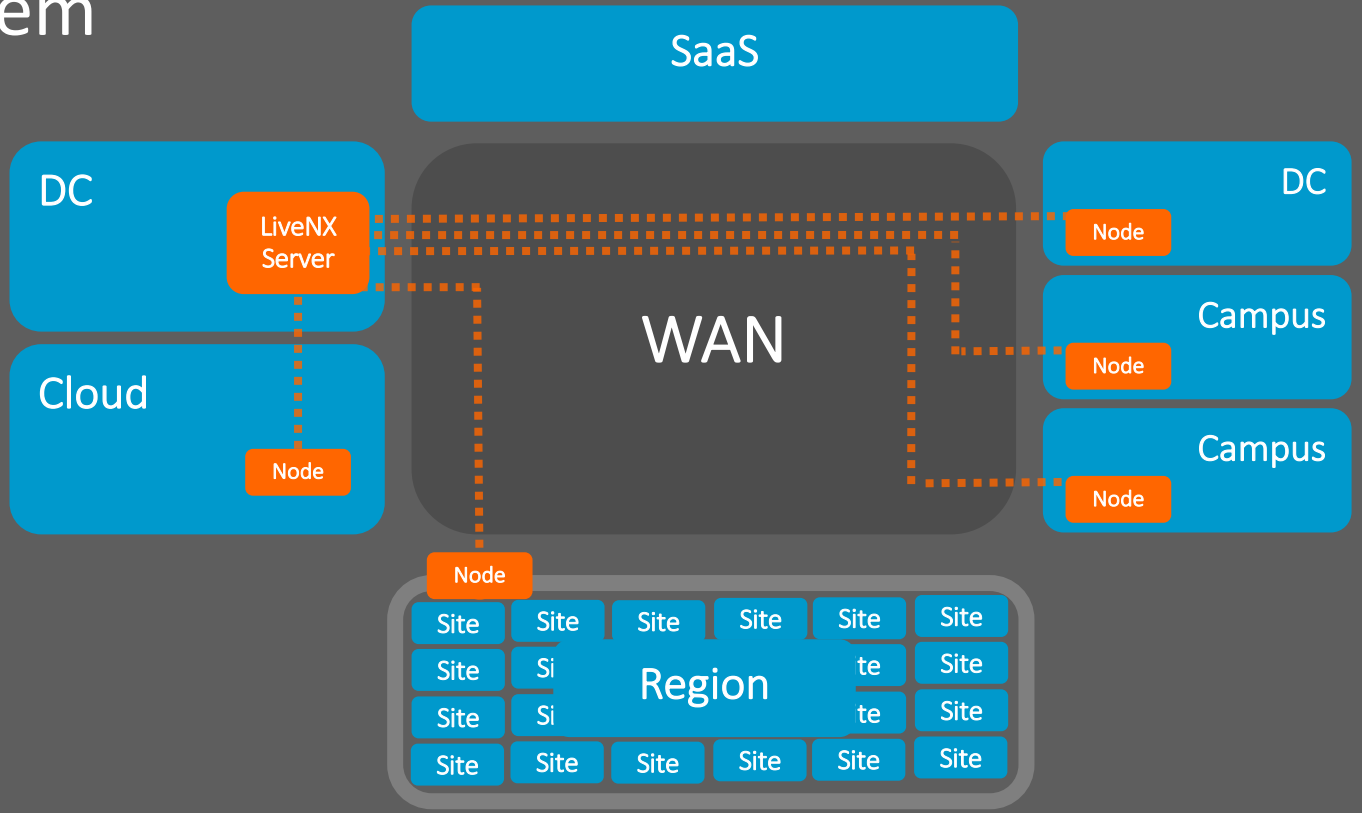
- 100’s, 1000’s or 10,000s of devices
- Many sites across multiple regions
- Distributed architecture
- Horizontal scale
- Strategic packet capture

LiveNX Platform

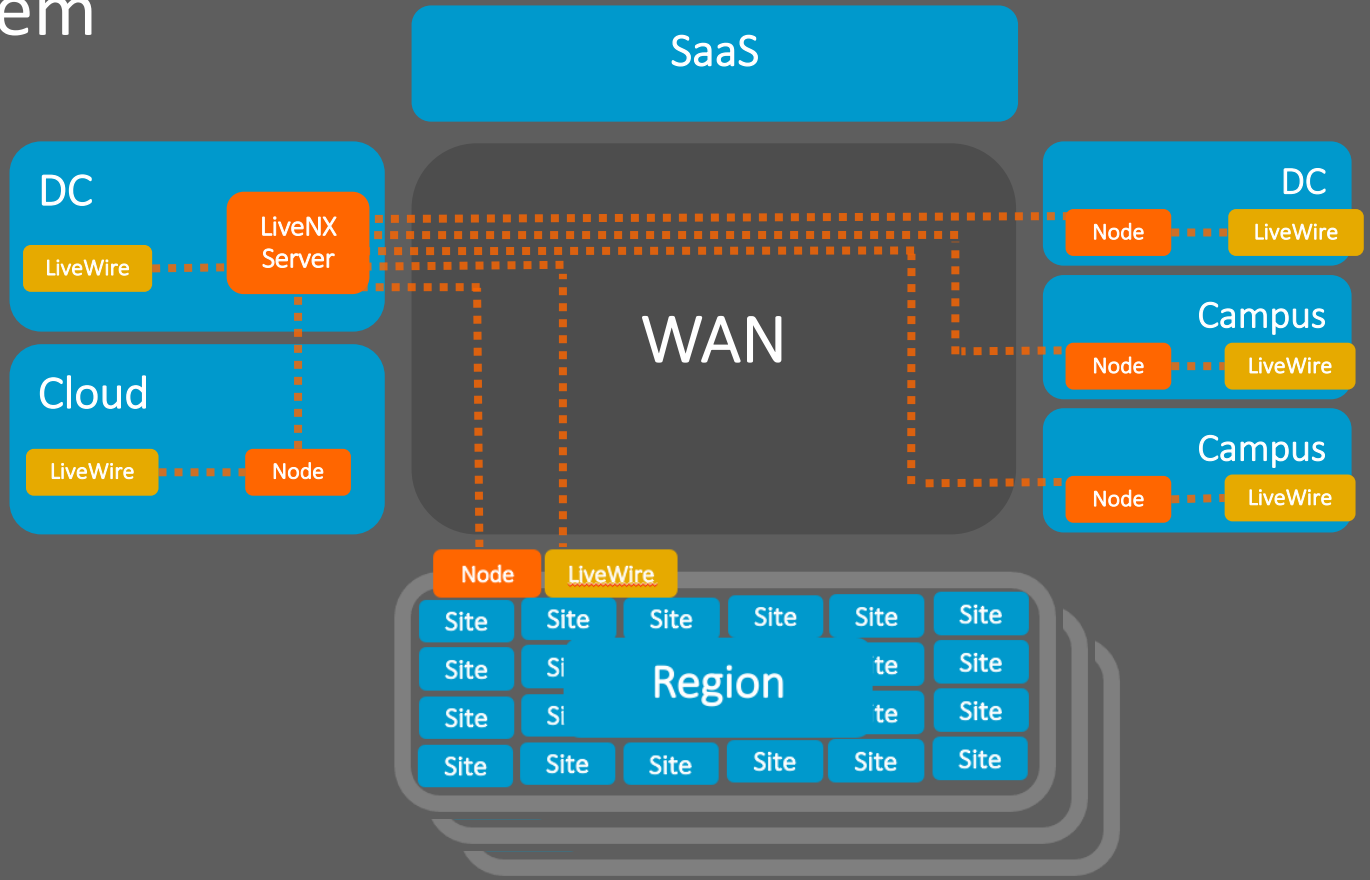
LiveNX System



LiveNX System



LiveNX System



NPM Selection Factors

5 Does the solution incorporate AIOps to enable advanced anomaly detection & correlation as well as visualizations to aid in the understanding of monitored environments?

- Machine learning to support scalable anomaly detection, dependency mapping, & event correlation
- Algorithms that support dynamic performance correlations, including determining which voice traffic to prioritize, when to throttle bandwidth, and whether a user's access should be blocked
- Visualizations to show network performance

NPM Selection Factors

5 **Does the solution incorporate AIOps to enable advanced anomaly detection & correlation as well as visualizations to aid in the understanding of monitored environments?**

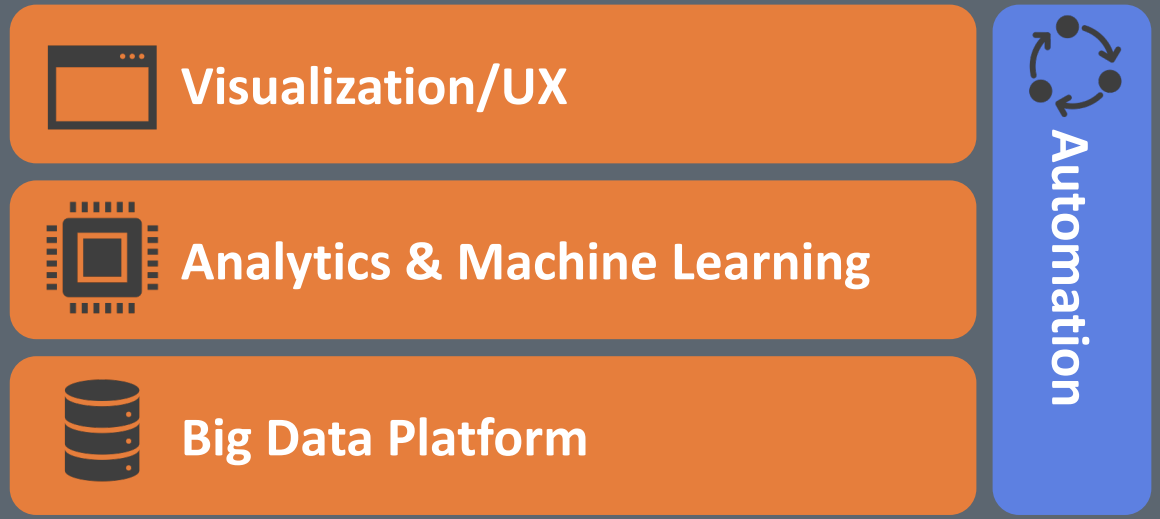
Customer feedback

- LiveNA is LiveAction's AIOps platform, which applies machine learning and heuristics to network datasets to enable advanced anomaly detection and predictive analytics
- LiveNA uses proprietary machine-learning algorithms to establish baselines for applications and the network to detect deviations from the baseline, anomalies and correlate events.
- LiveAction's patented visualization engine provides visual insights into the entire network, including visual packet analysis, visual path analytics, transport view, virtual overlay view, and site-specific details.

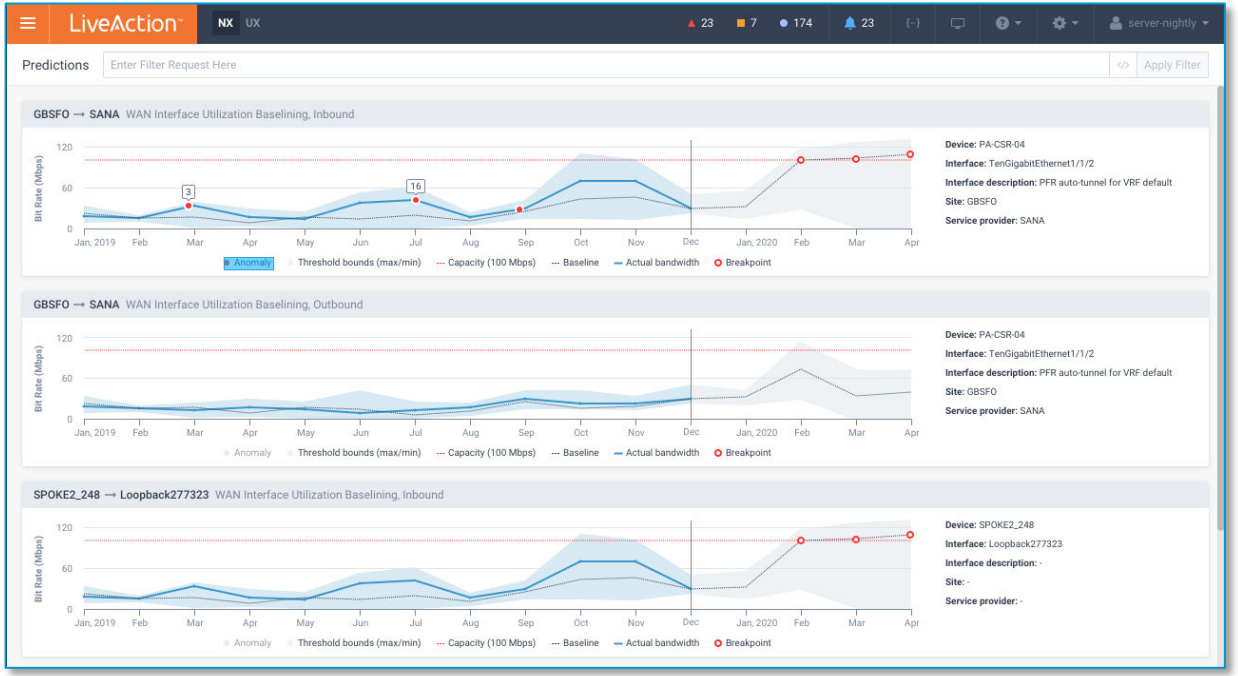
"AI is kind of of getting a bad wrap right now. But what LiveAction has done has built a very intentional machine learning-based foundation for LiveNX to continuously identify patterns and insight from customer metadata and identify anomalous behavior…. We need machine learning that can analyze and discover anomalous and performance data at scale." **– Senior Manager of Network Architecture, International CPG manufacturer**

LiveNA Network AIOps Platform

- **Analytics & Machine Learning**
  - Anomaly Detection
  - Predictive Analytics
  - Network Understanding
- **Analytics Automation**
  - Decision Automation
  - Continuous Expert Analysis
- **Big Data Platform**
  - Multi Telemetry
  - High Scale Ingest



LiveNA Capabilities



1. **Application Utilization and Performance Baselining** – LiveNA learns the utilization and performance patterns of the top network applications, baselines them on a per device per direction bases, and detects anomalies when the utilization deviates from learned normal behavior.

2. **WAN Utilization Baselining and Prediction** - LiveNA learns WAN interface utilization, baselines it, and detects anomalies when the performance deviates from learned normal behavior. In addition, it will trend utilization and provided predictions for threshold crossing events.

3. **QoS Utilization Baselining** - LiveNA learns QoS class utilization, baselines it and detects anomalies when the performance deviates from learned normal behavior.

4. **Anomaly Prioritization** (Summary Overview Page) – Top Anomalies and Insights can be quickly understood in context per app, per site, and per device. This allows context relevant drill-down to anomaly details.

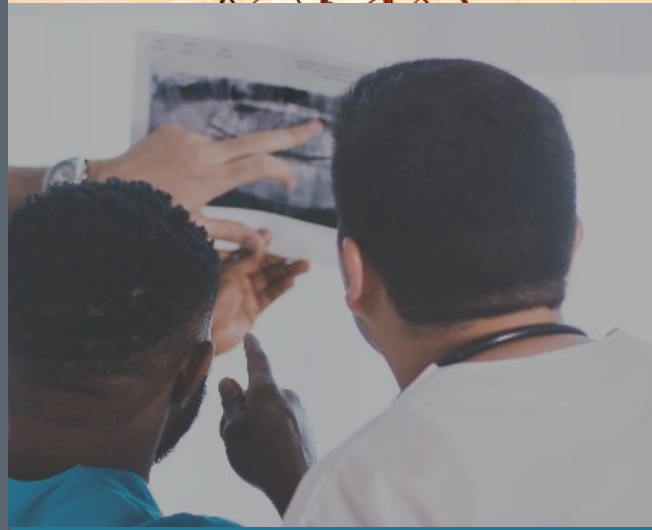
5. **Enterprise Scale –** Ingestion and processing of massive enterprise data sets combined with AI driven analysis to provide anomaly detection at scale. This allows teams to be presented prioritized issues without searching through vast data sets.

Energy Company and Medical Supply Organization Drastically Saves Valuable Time

Previously, Capacity Planning would take many hours or even multiple days to gather data, create reports and hand off to management. With LiveNA's predictive analytics, network admins can log in at their convenience and with a few button clicks, clearly identify WAN circuits that need upgrades.

They can predict when these critical WAN links will potentially run out of bandwidth.

This new workflow resulted in significant reduction in time and effort and allows the network team to focus on driving business upgrades.



Buyers' Vendor Perceptions

- **Buyer reported perceptions of vendors:**
  - SolarWinds
  - LiveAction
  - NetScout
  - Riverbed

Legend

Fully Present	Partial Functionality (~75%)	Partial Functionality (~50%)	Minor Functionality (~25%)	Feature Absent (0%)

Categories of Assessment	LiveAction LiveNX, LiveWire, & LiveNA	SolarWinds Network Performance Monitor (NPM), NetFlow Traffic Analyzer (NTA)	NetScout nGeniusOne & Infinistream NG	Riverbed Riverbed NPM and Riverbed AppResponse
End-to-End Network Performance Management Able to monitor the entire network without use of numerous modules, add-ons, and integrated partner solutions for: • Network traffic & pack analytics • SD-WAN, LAN, & Datacenter monitoring • Cloud and Application performance, wireless & UC monitoring • End-User Experience (EUE) monitoring				
Digital Experience Monitoring • Real-Time insight into application & user-level activity • Synthetic user experience analysis				
SD-WAN Monitoring • Visibility into underlays & overlays, tunnel performance, & lifecycle monitoring • Real-time visualization of end-to-end application performance				
Cloud monitoring • Visibility into multi-cloud environments • Ability to analyze bandwidth utilization of applications & services				
Application Performance Monitoring Traceability & analytics on network performance metrics from devices with application performance insights • Application path analytics • Packet-by-packet ladder analysis for detailed APM				
Unified Communications Analysis & Troubleshooting Monitoring & root cause analysis of VoIP, video, & UC				
Cisco QoS Ability to monitor Cisco QoS class per service with real-time visualization into QoS anomalies				
Advanced anomaly detection & correlation Leverage machine learning algorithms to create dynamic baselines & identify anomalous behavior from multiple sources of raw data				
Alerting & Notifications Support for multi-threshold alerting rules customized by site, device, & region				
Capacity Planning Analyze & plan for additional bandwidth & processing power needs				
Advanced Analytics and Reporting • Easy-to-build dashboards & reports • Visualizations of network, transport, virtual overlay, packet analytics, & site-specific details				
AIOps • Machine learning for next-generation baselining & predictive insights on network & application performance				
Enterprise Performance Proven security & performance with greater than 20,000 devices				

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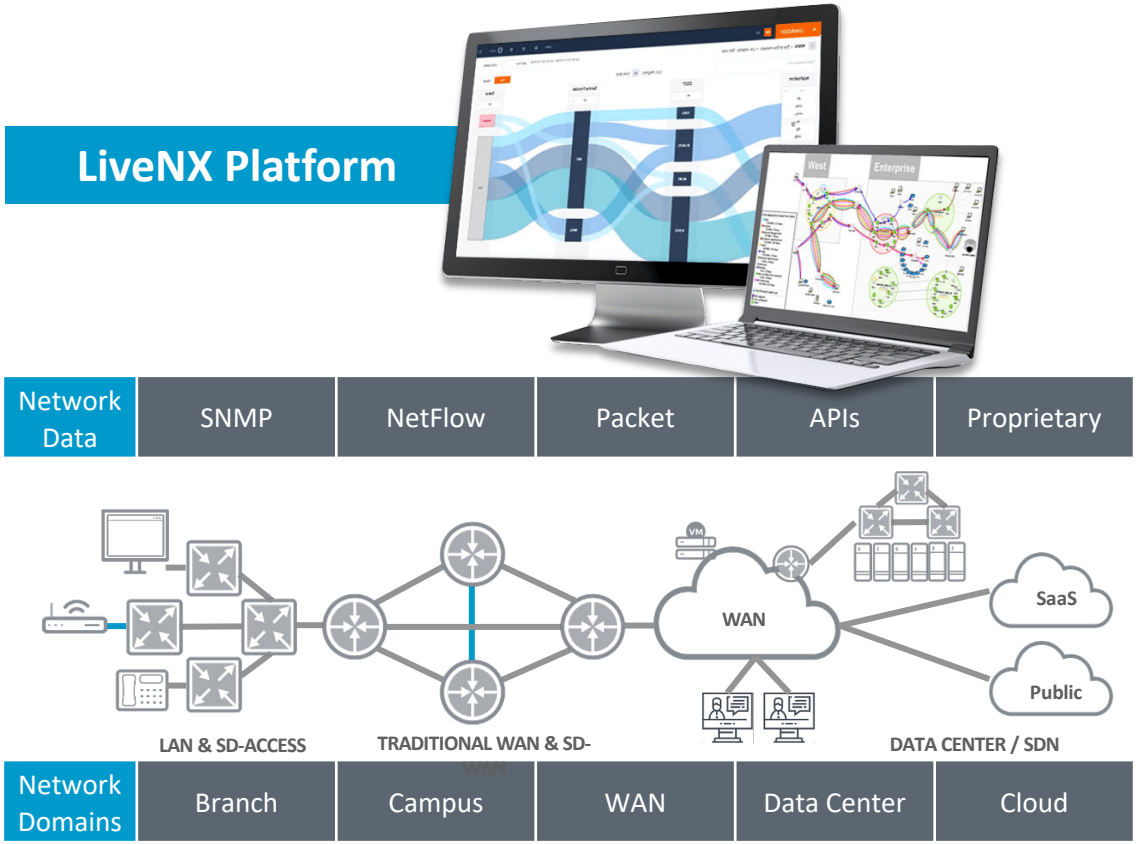
How LiveAction is Different



How Can We Help?

Get the full picture and insights to choose the right NPM solution

5 Criteria for Choosing an NPM Solution

www.liveaction.com/contact-sales/

1:1 LiveNX Demo Session

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Download LiveNX Trial

www.liveaction.com/download/

LiveAction

Unmatched Network Visibility

Don’t miss our next Webinar: Charting a Path to Successful SD-WAN Operations

Thank you

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