

Retail Markets

Leading global fashion house chooses Netusage to monitor their key branch network.

Networks are just as important to retailers in connecting their stores as any other business, which is why this global fashion house chose Netusage to monitor their global Wide Area Network.

Their outlets are dispersed globally and like most organisations, have to ensure 100% reliability of their network connectivity to ensure their business continues uninterrupted.

As a leader in the design, marketing and distribution of premium lifestyle products in apparel, home, accessories and fragrances for more than 35 years, the company's reputation and distinctive image have been consistently developed across an expanding number of products, brands and international markets.

Visibility

The company needed to ensure that although they operated globally, they were able to view all of the traffic running over their network links 24 hours a day, from any location. So whether in New York, London, Paris or Geneva, visibility of network traffic visibility was of paramount importance.

Having worked with the company in building their European WAN, we understood the need to ensure the network was efficient, and that all applications and network traffic could be identified and monitored, without putting a burden on the IT network staff.

Netusage Traffic Reporter was chosen as the tool of choice for many reasons. Firstly, it was very quick and simple to install; with reports generating within an hour of defining the links within the environment. Secondly, Netusage is very intuitive to use, so little training is required, and non-network staff can easily interpret the charts generated. Finally, Netusage is passive, so it requires little administrative overhead.

Only one appliance was required to monitor all of the main WAN links in each region namely

Europe, Asia and the Americas, and since Netusage is browser-based, information can be accessed from anywhere within the group.

For this client, achieving network visibility provides the IT network staff with an intimate knowledge of network performance on both a near real-time and a historical basis. With visibility of network traffic they can be alert to the development of capacity problems and bottlenecks anywhere in the network and to exceptional situations as they arise and can take prompt and decisive action to troubleshoot and rectify them.

"We experienced a network virus recently, causing a 14-fold increase in network traffic flows. With Netusage we were quickly able to identify the source, and take immediate steps to contain the problem. Without Netusage we would have been blind to the problem", says the company's Network Analyst.

With on-the-fly and historical reports our client can review how the network is used and extrapolate trends to plan the most cost-effective strategy for the network, in order to optimise their investment in technology.

For them, network visibility is vital for network management.

What does our client say?

The company's European infrastructure manager had this to say:

"Before we installed Netusage Console, we spent a lot of network administration ensuring our networks were running efficiently. However, we had little visibility of what traffic was running over the links without investing further network resources. Now we have a tool that not only provides us with the level of reporting that we need quickly and easily, but with historical retained data, network troubleshooting is also extremely quick without the need of a packet analyzer or other low-level tool. This enables us to provide a better service, and we can also

provide visibility to management using the built-in reporting and drill-down capabilities at the same time. As our markets expand, we are confident our choice of network visibility tool is more than up to the job, without the resource overhead often afforded to traditional network management tools.”

Netusage

The Netusage Console is a plug-and-play appliance with a suite of integrated software tools that provide a network-wide view of an organisation’s traffic from any individual location. Netusage requires the minimum number of network appliances, is non-invasive and, unlike most other network monitoring tools, does not impede the flow of traffic.

The fashion house manages its global branch network links with a single Netusage Console.

Netusage takes the information that is provided by the company network’s Cisco routers and converts that data into useful reports from which they can learn all they need to know to optimise the performance of the network and manage its business application. The Console can be installed in approximately 30 minutes with zero network downtime and no impact on network performance.

Link Information	Status	Direction	Report Date	Utilisation Average/Peak
(1) Internet Link				
LAN (Firewall - LAN)	■	Outbound	16-Jun-2005	
	■	Inbound	16-Jun-2005	
(2) London Server Farm 1				
London (Harbour Exchange - MPLS)	■	Outbound	16-Jun-2005	
	■	Inbound	16-Jun-2005	
(3) London Server Farm 2				
London (North Colonnade - MPLS)	■	Outbound	16-Jun-2005	
	■	Inbound	16-Jun-2005	
(4) NY Server Farm 1				
New York (Park Avenue - MPLS)	■	Outbound	16-Jun-2005	
	■	Inbound	16-Jun-2005	
(9) EMEA WAN Links				
Frankfurt (Bockenheimer Landstrasse - MPLS)	■	Outbound	16-Jun-2005	
	■	Inbound	16-Jun-2005	
Geneva (Rue des Alpes - MPLS)	■	Outbound	16-Jun-2005	
	■	Inbound	16-Jun-2005	
Madrid (Plaza de Colon - MPLS)	■	Outbound	16-Jun-2005	
	■	Inbound	16-Jun-2005	

The Bottom Line

Netusage Console provides the visibility, scalability and accountability essential for good network management. It revolutionises network management, enabling unparalleled insight into exactly what is going on within networks thereby allowing informed decisions to improve efficiency and reduce costs.

Netusage Console enhances capacity planning, troubleshooting, performance monitoring, allocation of costs, quick identification of suspicious network traffic and service level agreement monitoring. It also rationalises server and data centre consolidation.

Netusage Console does all this using a cost-effective plug and play appliance which allows network administrators access across their network both locally and globally.

Netusage provides network transparency allowing users to stop reading data and start gaining knowledge.

About Us

Netusage is a division of Apoapsis, a premier network infrastructure consultancy and software solutions company serving Global Fortune 500 companies. The company has specialist experience in global financial, telecommunications and networking arenas. This, together with the software development division, affords Apoapsis a unique insight into enterprise network accountability.

Contact Us

Netusage

The Bridge, 12-16 Clerkenwell Road

London EC1M 5PQ

+44 (0) 20 7324 6050 (Switchboard)

+44 (0) 20 7324 6051 (Fax)

Email: sales@netusage.net