

Delivering Network Information Analytics Managed Services

With the BlueCoat PacketShaper and
Vineyard Networks NetCore Reporting
Service



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NETWORK INFORMATION ANALYTICS OVERVIEW



Microsoft

Google

salesforce.com
Success On Demand.

facebook

You Tube



myspace.com



The explosion of cloud applications, Software as a Service models, and outsourced datacenter options, means that over 90% of business applications will be delivered over the Internet in 2010. In addition to this huge increase in business traffic across the Internet, recreational application demands have increased dramatically as file sharing becomes easier, high definition streaming becomes the norm, and social media applications share files, videos, emails, and chat.

Due to the vast amounts of data moving through Wide Area Network or Internet connections, the most common IT complaint today is, “*why is the network so slow?*” This complaint is heard in every type of business from the mom-and-pop cupcake shops all the way up to medium and large enterprise corporations around the world.

When slow network performance starts impacting business performance, people need answers. They need to know:

- Why is the network slow?
- What applications and users are consuming network resources?
- How do I fix it?

To answer these questions, Vineyard Networks has introduced a series of products and solutions that lets every company, from the smallest to the largest, solve these problems in a simple and efficient manner.

This white paper outlines how to leverage the Blue Coat PacketShaper’s application classification engine along with Vineyard Networks NetCore On Demand reporting console to deliver network monitoring solutions to your customers in an easy to configure, easy to operate, and easy to sell solution while building an annuity revenue stream and stronger relationships with your customers.

SOLUTION OVERVIEW

Network Information Analytics requires two key components. A probe on the network identifies traffic and records key usage and performance statistics, while a reporting server collects all this information from across the network, stores the data, correlates it, and provides a user interface to access the information and monitor and create reports.

In this solution we will be leveraging the L7 classification engine in the BlueCoat PacketShaper, which is used as the probe, and the industry leading reporting interface and monitoring functionality of Vineyard Networks NetCore On Demand.

“Our latest issue was our network was at 100% utilization for 3 days straight. I first got a network overage bill for \$1800 and then spent two evenings unplugging each machine until I found out which one it was. With our new monitoring solution from Vineyard Networks it takes me 30 seconds to resolve the same issue”

-Rick Sawson, DDW Insurance

The objective of this solution is to keep setup and installation simple and consistent between customers. This allows for a “cookie cutter” approach to acquiring new customers since the configuration of the entire system is exactly the same.

To make this possible we have developed a template based class tree and configuration for the BlueCoat PacketShaper. This configuration incorporates common best practices from BlueCoat Sales Engineers and creates a traffic tree that is easy to use, provides deep visibility, and also makes it easy to deliver additional value added services such as Bandwidth Management or QoS solutions. Depending on the level of services provided to the customer, additional services and applications can easily be added to the template class tree under the appropriate business class of service. For more information on this setup, please refer to the “Configuring the BlueCoat PacketShaper” document available on the Vineyard Networks website at <http://www.vineyardnetworks.com/>.

There are three easy steps to getting a customer setup for their Network Monitoring Solution.

1. Request the NetCore On Demand Cloud Instance [here](#).
2. Configure and install the PacketShaper.
3. Deliver the customer portal back to the customer.

“We have a customer up and running in about 20-30 minutes from start to finish which allows us to line up 5-10 installation in a single day with one of our junior engineers. The quick and simple installation and setup makes it easy for our customers and our team.”

-Dean Townson, ACSI

HOW IT WORKS

Here's a brief case study of how to introduce, sell, and deliver the Vineyard Networks Network Information Analytics solution to your customers.

Our fictional Managed Service Partner called the IT Manager at a local law office, ABC Legal, which has 11 locations across the state of California. After a brief introduction he asked the IT Manager, who we'll call Joe, one simple question, "Joe, how many times do people complain about how slow the network is?" After a chuckle and a sigh, Joe responded, "You mean today? People are complaining all the time."

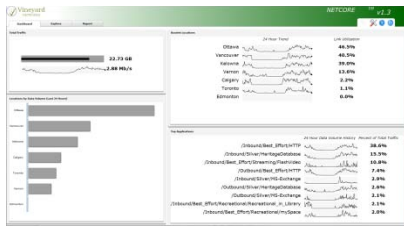
This is a common answer, and in fact, 100% of the companies we surveyed that hosted business critical applications offsite, responded that employees complain at least once per week about the "slow network".

This is all the information we need to see if Joe may be interested in the NetCore On Demand solution. If people are complaining, chances are Joe would be interested in a solution that will tell him why. Our Managed Service Provider partner responds, "Would you be interested in a solution that would tell you who and what applications are causing these issues, and when?" Joe's response was, "I would be, but to be honest, I don't have the time to set it up and learn it".

"That's the best part, we delivery this to you as a managed service, so we'll install and manage it, and it will only takes 5 minutes to setup and 15 minutes to learn". Here is the real benefit of the MSP delivery option to Joe. He doesn't have the time but he'd be happy to leverage your expertise as a technology partner to help him out, especially if he doesn't feel like he's paying for it. "We'll also drop it in for a free 2 week trial. Worst case is you'll walk away with a great report on how your network is being used today."

"Sounds good, how much does it cost?", is going to be the next typical question. Our partners deliver this solution for a single site at around \$250-\$300 per location per month, which includes the probe hardware (BlueCoat PacketShaper) onsite. In many cases with hub and spoke networks, a single probe can capture traffic from all the customer locations, keeping the probe hardware costs very low.

We see about 85% of these cases convert to an evaluation.



Once the customer has agreed to do an evaluation, you need to do two things:

1. Register for the NetCore On Demand free two week trial [here](#).
2. Set up the BlueCoat PacketShaper using the template configuration document [here](#).

When you register for the Vineyard Networks NetCore On Demand evaluation, make sure to put your partner information into the partner section and put any specific details into the details section (including network topology, virtual locations requests, network link size, partner branding requirements). You can request to have your logo used for the main logo on the Customer Portal, which helps continue to drive your relationship and brand awareness with the customer.

To set up the PacketShaper, you'll need to get an available IP Address for installation on the customers network. The PacketShaper can be set up inline or in watch mode connected to a network span port. Either configuration will work perfectly. You can get more details about installing the PacketShaper at https://bto.bluecoat.com/packetguide/7.4/documents/Getting_Started_Guide_v74.pdf

VINEYARD NETWORKS PARTNER BENEFITS

The market of SMB and SME organizations that are looking for Network Information Analytics solutions is huge and there are very few solutions or offerings designed to be accessible to this market. Vineyard Networks unique solutions provide a real opportunity to differentiate service offerings to access this market.

For more information contact Vineyard Networks or check out our solutions and partner pages at www.vineyardnetworks.com.

