



JANUARY 2010, ISSUE 7



IN THIS ISSUE:

- [New: PathView Cloud for Managed Services](#)
- [Tips & Tricks](#)
- [The Latest:](#)
 - [Customer Snapshot](#)
 - [Rackspace Outage](#)
 - [New Webinars](#)
- [Last Chance to Win](#)

IN EVERY ISSUE:

Try PathView for Free!

Find out why thousands are already using PathView network performance management. Download your fully-functional free trial today at www.Apparentnetworks.com.



Live Webinars: Wednesdays, 1:00PM EST

Offering Managed Services with PathView Cloud

This webinar will show you how you can increase revenues and customers satisfaction using PathView Cloud as the basis of a network monitoring managed service.

➔ [Register Now](#)

Live Webinars: Wednesday, January 27, 2PM EST, Using PathView Cloud for Network Assessments

Are you planning a VoIP deployment or making other changes that will affect your

Welcome!

Welcome to the Network Hero News, Apparent Networks' monthly newsletter. We are kicking off the new year with a featured PathView Cloud program for IT services and consulting firms looking to increase their managed services businesses.

Whether you are looking to add new services to your portfolio or want tools to help grow your existing revenue streams, PathView Cloud will bring value and differentiation to your business.

[Back to top](#)

New: PathView Cloud for Managed Services

PathView Cloud Managed Services edition is now available. It offers true end-to-end network management in a special package just for service providers and IT consultants. Combining custom-branded dashboards and reports along with the ability to manage all your clients from a single interface, PathView Cloud allows you to easily offer **network monitoring, troubleshooting and assessment services to your customers.**



PathView Cloud is also offered on a subscription basis, allowing you to pay-as-you-grow. There are no up-front fees to get started and our 100% money back guarantee means we've eliminated the financial risk associated with taking on new products and services.

➔ [Learn more about PathView Cloud for Managed Services](#)

[Back to top](#)

Tips & Tricks: Using PathView Cloud for Managed Services

[PathView Cloud](#) is perfect for IT services companies looking to increase service revenues, lower costs of service issues, and reduce the risks when rolling out new applications and services. But here are some things you may not know:

- Use the [PathView microAppliance](#) (included with each PathView Cloud for Managed Services

network? Proper assessments are a must to ensure your network can handle the additional traffic. Find out how to use PathView to check the end-to-end network readiness for new applications and services.

➔ [Register Now](#)

Win \$200 Best Buy Gift Card!

We want to hear from you! Please take 5 minutes to share your thoughts on cloud services in this month's [survey](#). You'll automatically be entered to win.

Got a Tough Network Problem?

Let our systems engineers help you find and fix your toughest networking issues 70% faster. Our free "Fix It Now" program connects you to a PathView expert who will work with you until your problem is resolved. Everyone is eligible to take advantage of this great offer.

➔ [Sign up here!](#)



New to PathView and Want to Learn More?

Check out our introductory [video](#) and the rest of our video library at our website.



Or call **800-508-5233** to schedule a **demo**.

subscription) for **assessing your clients' networks** for new applications and services. Simply drop it in your client's network, let it run for a couple of days or more, and you'll have an accurate assessment of the readiness of that network for new applications and services. If there are issues, you'll be told how to remedy them before deployment. It even generates custom-branded reports you can leave with your clients. It's an easy way to increase your assessment business while reducing the risks of rolling out new services.

- PathView microAppliances are also perfect for **testing and monitoring remote networks**. Simply ship them to your client locations where even a non-technical person can plug them into power and the network. From there, you'll get a perfect view into end-to-end network performance - just like the applications and users in that location experience. Without rolling a truck, you can monitor performance and availability and diagnose network service issues.
- PathView Cloud is available as a **subscription** with **prices below \$100/month**. You can instantly add more capacity as your business expands, meaning you'll only pay for what you and your clients use.

➔ [Learn more about PathView Cloud for Managed Services](#)

[Back to top](#)

The Latest

Managed Services Provider [Customer Snapshot](#)

Learn how PathView Cloud brings increased revenue and customer satisfaction to LinkStatus' managed service business.

This case study discusses how LinkStatus, a growing managed services provider, is using PathView Cloud to increase revenue, while at the same time better understanding the degree to which network infrastructure issues were contributing to poor application performance.

➔ [Read the full LinkStatus case study](#)

Cloud Performance Advisory: Rackspace Cloud Services

The [Cloud Performance Center](#) provides real-time and historical data to help inform IT teams of network performance issues that could impact effective delivery of cloud services. It provides network path performance metrics -including bandwidth, jitter and latency-between the cloud providers and major cities throughout North America.



In mid-December, the Cloud Performance Center, powered by PathView Cloud, detected a connectivity loss which caused an **outage in Rackspace Cloud services** in their Dallas-Forth Worth data center. The outage occurred on December 18, 2009 beginning at approximately 4:37PM EST and lasted until 5:12PM EST or about 35 minutes.

According to Rackspace's cloud system status page, the connectivity loss was due to a network issue in a peering location outside of their Dallas-Forth Worth data center.

➔ [Read the Rackspace Cloud performance advisory](#)

New Webinar Series: PathView Cloud for Managed Services

Interested in PathView Cloud solutions for managed service providers? Sign up for a webinar specifically geared to help managed service providers understand how PathView Cloud can help **increase revenues, competitiveness and customer satisfaction**. PathView Cloud experts will discuss business challenges specific to IT services and provide quick, easy solutions.

Join us any Wednesday at 1:00PM EST for the PathView for Managed Services Provider Webinar.

➔ [Sign up for the webinar here](#)

[Back to top](#)

Last Chance to Enter to Win!

Take our Cloud Computing Survey and Enter to Win a Best Buy Gift Card.

This month's survey is all about cloud services. Take a few minutes to share your input with us and enter to win a \$200 gift card to Best Buy!



Congratulations to Cody Cook from Financial Network, Inc. Cody completed last month's survey and won a Wii!

➔ [Take our cloud computing survey](#)

[Back to top](#)