

*“With PathView Cloud we could finally understand the degree to which network infrastructure issues are contributing to poor application performance.”*

- Cliff Chapman,  
Application Delivery  
Architect at LinkStatus

## PathView microAppliance



*AppNeta's PathView microAppliance is a small, zero administration device that remotely tests and troubleshoots complex networks, even through third-party infrastructure.*

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## PathView Cloud Brings New Revenue and Improved Customer Satisfaction to Managed Services Provider LinkStatus

### The Situation

LinkStatus, a UK IT services provider, manages network and application performance over WAN and the internet for its customers worldwide. LinkStatus provides continuous monitoring and testing of network performance so that its customers can focus on more important, business critical issues. The company specializes in assessing and reporting traffic type and volume; implementing services for deployment and management of optimization technologies; and hosting pre-deployment WAN assessments and simulations prior to full deployment.

Cliff Chapman, Application Delivery Architect of LinkStatus says his goals are to ensure his customers are confident in LinkStatus' management of application and network performance; to quickly find and proactively fix customer issues; and to ensure clients are updated regularly with comprehensive reports.

### The Challenge

With over 60 individual customers with hundreds of sites, LinkStatus has developed into a sizeable business with an array of managed IT services. Despite a varied portfolio, Chapman continually looked for ways to expand revenue by offering new services to the existing customer base and new potential customers. He hoped to broaden his portfolio of services without losing focus on LinkStatus' core WAN performance and optimization services. He identified network performance monitoring, reporting, and troubleshooting as a clear opportunity for expansion. His customers were already interested in getting the most out of their network through their purchase of WAN optimization services and while these solutions enabled his clients to increase network performance, they were not able to identify and resolve the underlying issues that negatively impacted network performance to begin with. Chapman needed a toolset that would allow him to offer network monitoring and troubleshooting services to his clients and differentiate his business.

How could Chapman resolve his customers' network problems and identify the underlying source of network issues? How would LinkStatus ensure its customers confidence and security when LinkStatus had to assume the health of the infrastructure because they did have clear sight into the end-to-end network paths? And, what were the best IT tools to build into the portfolio that also integrated LinkStatus' core strengths ?

## About AppNeta

AppNeta delivers instant-value network performance management solutions required to drive exceptional application performance across all data center, cloud, remote office and mobile environments. AppNeta's award-winning PathView Cloud solutions leverage a zero administration, cloud-based service to meet the performance demands of today's distributed network infrastructure and mainstream network-dependent applications including unified communications, cloud services and virtual service delivery. With more than 1,000 customers worldwide, AppNeta provides unmatched performance insight to network engineers and IT outsourcers, enabling predictable and efficient delivery of today's business-critical application services, from wherever they originate to wherever they are consumed.

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### The Solution

PathView Cloud provided an easy solution to the business challenges the company was facing. PathView Cloud could help Chapman and his team to easily test all LAN, WAN and internet paths, and better "understand the degree to which network infrastructure issues are contributing to poor application performance" for their current and future customers.

Chapman liked that the PathView Cloud subscription-based model designed for managed services providers has no up-front costs. With the scalable pricing model, Chapman only pays for how much he uses PathView. Additionally, the base subscription enables users such as LinkStatus to custom brand dashboards and reports so that the product becomes fully integrated into the company's portfolio of products.

### The Result

The number one benefit PathView Cloud is bringing to LinkStatus customers is the ability to detect complex, inter-device issues such as NIC duplex mismatches. Chapman says this is important because "the performance of the WAN optimization techniques we use is severely degraded if NIC mismatches exist anywhere in the end to end path. Also the mismatch may be outside of their customers' own networks making it even harder to pin down and resolve." PathView is revealing problems that customers never knew existed.

Chapman knows that in 2010 PathView Cloud will help the company become more competitive within the market, generate new revenue streams and, most importantly, bring added value to his customers' business. provide continuous and real-time service.

### AppNeta Awards

