



PARTNER RESOURCES

Network Performance Monitoring & Diagnostics Market

The Network Performance Monitoring & Diagnostics market is forecast to enjoy a CAGR of roughly 10 percent between 2020 and 2026, representing a \$5 billion industry expansion in just under six years. As stunning as this market growth may be, not all Global Solutions Providers (GSPs) will be going along for the ride, as the expectations for what GSPs can deliver are evolving as fast as the market expands.

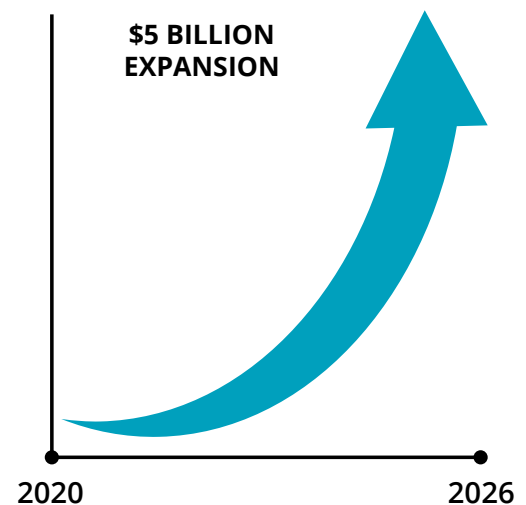
It's no secret that IT teams are stretched thinner than ever. Enterprise networks are decentralizing, requiring scalable and flexible workflows to stay on pace. Organizations need to digitally transform to keep up with this "new normal" of doing business, and the only way to move quickly (and cost-effectively) is to seek out solutions that help shorten the learning and adoption curve of critical new tech, while guiding its deployment through to success.

At the heart of these transformations is the drive to improve how end users experience the network. Right now, enterprise IT teams crave a "local perspective" into end-user experience so they can get ahead of performance issues before they impact productivity across the organization — or worse, derail more strategic IT initiatives. But many organizations lack the inherent insight into network-level performance to actively take charge.

You can deliver this value to your customers by helping to shepherd them through this critical moment in their business.

By deploying lightweight, purposeful network performance monitoring alongside your managed services, you can immediately take steps to improve your customer's experience while also supporting their larger network management when (and where) it matters most.

NETWORK PERFORMANCE MONITORING & DIAGNOSTICS MARKET



Forecast to enjoy a CAGR of roughly 10 percent between 2020 and 2026

4 Goals Driving Enterprise IT

DRIVE SUCCESS OF CLOUD, SAAS & INTERNET TRANSFORMATION



From cloud migration to WFH support, networks are constantly evolving to bring users the tools they need to succeed.

Active and passive performance monitoring from AppNeta allows you to drill down into the root cause of performance issues without delay, giving you the proof points you need to either stay the course or change gears as your strategic transformations play out.

"We're pushing 'go' on adopting cloud apps up and down the org, and I need a way to know what's working and what's not ASAP."

ENHANCE END-USER EXPERIENCE



With users accessing network resources from all over the map, ensuring consistent app and network experience can be a moving target.

With comprehensive visibility into the performance of any app, from anywhere (and at any time), you can arm enterprises with the insights they need to zero in on performance issues quickly, and assure more consistent user experience.

"I'm on the hook to make sure employees can be productive, but I'm at a loss when it comes to actually understanding UX from their POV."

DELIVER REMOTE OFFICE VISIBILITY



Remote access to the network is critical, and when roadblocks arise, enterprises need to quickly ID root cause to speed up resolution

AppNeta collects end-to-end performance data out to every location where our Monitoring Points are deployed, enabling you to get as granular or as broad in your analysis of performance at remote locations as your customers require.

"I'm not 'on the ground' but I'm still at fault when remote links fail. I can't be everywhere at once -- how do I tie it all together?"

MAKE MY IT TEAM MORE EFFICIENT



Teams need to focus on strategic IT initiatives to improve network performance — not waste time and money chasing false leads.

AppNeta can zero in on "point-in-time" instances of performance degradations and shed light on the major factors contributing to them. By identifying root cause quickly, IT teams can focus on strategic initiatives.

"I spend more time identifying performance issues than I do resolving them. If we can't switch the dynamic soon, I'm in trouble."

How AppNeta Does It

AppNeta gives enterprise teams the visibility they need to achieve all of their strategic goals, even as their network complexity grows and their users decentralize.

AppNeta's suite of virtual and physical Monitoring Points support locations with network speeds ranging up to (and from) 1Gbps, 10 Gbps, and 100 Gbps (including the use of express routes) to help zero in on performance bottlenecks that could arise in virtually any customer environment. This means we can be deployed alongside your solution to monitor performance anywhere, from the residential workstation to the data center backbone.

We're unique in that we can deliver active visibility into hundreds of applications from a single monitoring point, with secure, compressed, and automatic identification and analysis of more than 2,000 applications. That means our solution can be put to work quickly and without a steep learning curve in

understanding the tools that mean the most to customers.

It also means that you can help deliver insights into the performance of your own products and services as well as the other tools competing for network bandwidth, allowing you to give larger context when performance degradation of your own solutions arises.

AppNeta's vendor-neutral approach to deployment supports virtually any kind of method teams may leverage to keep their users connected, whether that's directly over the internet or VPN for remote workers, into containerized environments for development teams, or even across massive enterprise backbone networks. So no matter what the scale or style of the customer network, you can start gaining performance insights quickly.

Best of all, however you deploy AppNeta, this visibility is yours to deliver and leverage as you see fit, giving you a strong competitive advantage over others in your market.

WITH APPNETA PERFORMANCE MANAGER



Monitoring points come in physical, virtual, software, container, and global monitoring deployment options to grant complete network coverage wherever managed services are deployed



Monitoring includes capabilities for any wired or wireless network, from homes and small locations all the way up to 100 Gbps data centers



Get out-of-the-box support for modern IT technologies such as SD-WAN enabled by multi-interface, purpose-built monitoring points



Evolve with any enterprise's changing network environment with frequent updates



Deliver performance insights you can "own" and pass onto your customers to establish long-term advisory relationships



To learn more about how you can deploy AppNeta Performance Manager alongside your managed services, contact a member of our strategic partnerships team today.

ABOUT APPNETA

AppNeta is the only network performance monitoring solution that delivers deep, actionable, end-to-end network performance data from the end-user perspective. With AppNeta's SaaS-based solution, IT and Network Ops teams at large, distributed enterprises can quickly pinpoint issues that affect network and business-critical cloud application performance, regardless of where they occur. AppNeta is trusted by some of the biggest Fortune 1000 companies, including 3 out of the 5 largest corporations in the world, as well as 4 out of the 5 largest cloud providers.

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