



MAX FOR END-TO-END INFRASTRUCTURE MANAGEMENT

Whether you are a service provider, or a small, medium or large enterprise, your business is running and relying on your infrastructure. Keeping the same infrastructure up and running (and in top condition) at all times is critical to your business. Every single minute of downtime can cause your organization hundreds of thousands (even millions, depending on the scale of your business) in current revenue loss and future profit combined. Today's highly competitive world offers neither place nor prospect for businesses that compromise on the quality of service (QoS) to their customers. Hence, it is vital to proactively manage your infrastructure—that is, identify problems at their root and troubleshoot them before your customer is actually impacted, or better yet, stop these would-be glitches in their tracks before they even happen. Business availability is paramount to every last one of your customers, and their loyalty is tied to whoever guarantees it consistently and unflinchingly.

Gone are the days when the network was the only prime concern for smooth-sailing business operations. In today's competitively diverse yet convergent environment, although the network is the backbone of your business, you need to proactively manage your servers, applications, and services. At the same time, companies seek to continuously perk up their *return on investments* (ROI) by reducing costs and improving service quality. Here it is not financially viable to invest in a multitude of products that address only certain segments of your business concerns. Infrastructure management products such as MAX provide all-in-one and element-specific solutions, thus maximizing your software investment and enhancing your ROI in one go.

Businesses operate with the primary objective of high ROI and strong market presence—achievable by scaling wider geographical territories and newer markets. This constitutes one of the biggest challenges for CIOs and IT Managers—to have the ability to scale up their businesses support (that is, their infrastructure) across diverse industries, convergent technologies and also disparate geographical sites. Crudely put—*if you cannot scale, you get no sale*.

MAX recognizes your concerns, and in turn provides you with a powerful end-to-end infrastructure management approach in a singular solution, one that provides you with the following capabilities:

Fault Management

MAX empowers you to detect potential and actual faults before they occur and/or impact your services. These glitches can arise from network equipment, servers, applications, and even services. At the first hint of trouble MAX can alert the designated personnel at once, even trigger self-remedy applications that automatically solve problems, thus reducing the *mean time to repair* (MTTR).

Performance Management

MAX delivers a highly sophisticated and well-integrated fault, performance and availability management mechanism that spans across a complex, heterogeneous IT infrastructure—replete with networks, servers, applications, devices and services. Performance management gives you a proactive foresight in tackling problems well before their occurrence, whereas fault management provides you an insight into current problems, MTTR reduction and fault prevention.

Network Management

Nowadays infrastructures constitute a diverse range of network technologies—from LAN, WAN, DSL to more recent technologies such as wireless technologies—and different vendors such as Cisco, Nortel and Juniper, among others. MAX tackles your network management concerns by providing a single point of solutions for all these diverse elements. Apart from ensuring network availability, IT Managers need to know the capacity and scalability of their networks, as well as the prime network *talker* pairs in terms of protocols, applications and users. With support for technologies such as SNMP, Cisco NetFlow and RMON, MAX eases all concerns related to your network.

Server Management

While your network stands as the backbone of your organization, your servers form the heart of your business—facilitating the flow of information and delivery of services in all directions. The heart has to work and stay healthy to guarantee that your whole business is running in top condition. Regular medical checkups ensure that your heart is healthy—thus preventing any problems in the long run. MAX is your network's general physician—one that not only diagnoses and cures it of present illnesses, and predicts future problems, but also sets preventive measures to ensure it of a good future. MAX sees to it that your servers are operating at all times in peak performance, and proactively alerts you of any potential problem.

Application Management

Whereas your network is the backbone and the servers the heart of your organization, your applications are the hands and legs of your business—getting things done all across the business environment. Any pain in your hands and legs paralyzes you and impacts your life. Similarly, your applications have to stay healthy all the time to guarantee that your business is working efficiently. Also, it is very important for you to know the capabilities of your applications in order to safeguard their QoS. MAX helps you monitor the application health, and proactively alerts you of any potential problem with your applications.

Service Level Management

With a strong IT infrastructure managed by MAX to ensure your business availability, you have already laid the foundation to take your IT management into the next level of customer satisfaction—assuring service level agreements (SLAs). MAX gives you the flexibility to scale up your customer services to this next level with its Service Level Management feature. Using the powerful thresholds and notifications mechanism MAX also helps IT managers proactively track their service levels, and ensure that they not only meet the committed service levels, but also exceed them to gain customer satisfaction. Above all else, customer satisfaction is very vital in today's competitive environment. On the other hand, enterprises may also want to monitor the service levels committed to them by their vendors and service providers. Here, as always, MAX also proves indispensable.

Scalability

Today, more than ever, the primary business goal is to expand and scale new heights of revenue and earnings. IT managers face a rough uphill task with each attempt at expanding to new technologies, even more so in converging technologies, and tackling geographically disparate locations. Also, in the midst of enterprise mergers IT Managers from both sides face an even greater task of merging infrastructure best suited for their conglomerated assets and the new valued-added services. Here MAX provides the clear-cut solution. With its distributed architecture MAX can be deployed in multiple sites to allow unlimited scalability, helping you through your business expansions.

Centralized and Localized Management

Although constituting a distributed architecture, MAX also supports a centralized, as well as localized view of your entire infrastructure. With each business expansion into new sites, MAX can be distributed into different locations, and provide a centralized view of your entire infrastructure just the same—giving you the ability to see the status of your infrastructure from a single console on a single page. As MAX also comes with localized management capabilities, each MAX installed in diverse geographical locations can provide you information about the particular site without having to go to the central console. This provides a perfect environment for you to manage multiple sites, as well as the whole infrastructure together.

Capacity Planning

Today's businesses have to constantly launch new products and services to their customers to guarantee business growth and customer satisfaction hand-in-hand. The infrastructure needs to be extended or modified to support these new product/service offerings. Concurrently, IT managers need to support the present offerings at minimal (if not less) cost to improve the ROI. A single irregularity or glitch in implementing changes to the infrastructure can prove to be very costly and damaging for the company. Here MAX helps by empowering you to provide new services and support existing offerings at lower cost. MAX provides performance reports, which in turn provide you with in-depth analyses of what your infrastructure needs, and determine which resources are under- and over-utilized. These intelligent business reports can help you plan and size your infrastructure for the best possible customer service at minimum cost impact to your ever-growing business.