

The pressure is on. IT departments must validate the costs/benefits of enterprise class software systems. Is the enterprise network you've deployed in support of these applications scalable with the right amount of resources to assure reliable performance? To answer this, you have to fully understand the existing mixture of applications, protocols, and traffic flows on your enterprise-wide network. Once you can, you can then assess the impact of existing and/or planned changes to your enterprise-class systems on your end users in addition to the other applications on the network.

CORPORATE SERVICES

BT Infonet creates a new model for delivering high performance global communication – Application Defined Networking (ADN) which enables multinationals to:

- » Make informed network protocol decisions
- » Avoid under-/over-provisioning
- » Better accommodate a heterogeneous application mix
- » Determine network return on investment (ROI)
- » Base networking decisions on demonstrable business benefits

BETTER UNDERSTANDING OF NETWORK INTERACTIONS

What's happening in information technology drives the developments in enterprise networking. The level of complexity in the IT environment is growing at an accelerated rate as high-priced enterprise-class application software packages are acquired along with the hardware/software infrastructure required to support these sophisticated and complex systems.

These enterprise software systems, particularly when mixed with legacy applications, function on a complex set of interactions with the network infrastructure. Some application systems are highly sensitive to latency, while others are highly bandwidth intensive. With the current generation of e-business applications having to co-exist on the same network infrastructure as legacy applications, demand for network resources will impact, usually negatively, the performance of all of the applications and, hence, your business.

UNDERSTANDING YOUR APPLICATION INTERACTIONS IS CRITICAL TO YOUR SUCCESS

Multinational corporations implementing enterprise-class software packages face enormous and complex challenges. The ability to deal effectively with the very complex interactions between the network infrastructure and widely distributed applications is a priority.

Typically, the networking experts are not involved upfront in the decision making process regarding which application software package best suits the business requirements. They become involved after the fact, which often requires the Wide Area Network (WAN) to be re-engineered to support the application. Unfortunately, this "easy fix", exposes the enterprise to four risks:

1. *Over-provisioning* — you pay more for the network than necessary.
2. *Under-provisioning* — your network lacks appropriate resources and end users are dissatisfied.
3. *Application Conflicts* — you must re-engineer the WAN to deliver acceptable performance to a globally dispersed user population.
4. *Reset User Expectations* — you must spend additional time and money training users and lowering their network expectations.

HOW APPLICATION DEFINED NETWORKING (ADN) WORKS

Application Defined Networking (ADN) is a logical process that begins by first understanding your company's business objectives. Enterprise applications can then be prioritised based on the impact each application has on these business objectives. BT Infonet then can predict and measure the impact of business applications on existing and planned network infrastructure. BT Infonet can also model the impact the applications and alternative network designs will have on business processes using a unique and proprietary return on investment analysis tool. We have an exclusive library of extensive, measured performance profiles and baseline data on popular packaged applications such as: SAP, Siebel, Baan, PeopleSoft, Oracle, JDEdwards, Lotus Notes, Documentum, Vantive, SMTP mail, HTTP Web, and CITRIX. These results help us model how these applications will perform on The World Network® in YOUR enterprise networking environment.

OUR METHODOLOGY — A NETWORK ANALYSIS PROGRAM ENGAGEMENT

A key element of the ADN process is our patent-pending Network Analysis Program (NAP) methodology. It brings together your enterprise networking needs and BT Infonet's portfolio of solutions. The NAP is a professional services engagement delivered by skilled BT Infonet technicians who analyse the complex interactions between the heterogeneous applications running in your existing IT and the WAN environment. We'll prepare for you a NAP report that details the mixture of applications, protocols and traffic flows in your existing environment, as well as recommendations on how a new network design may better enable the achievement of defined business objectives.

A typical NAP engagement requires one to two days of on-site traffic data gathering, analysis and fact finding on network costs and applications. The data is then analysed, recommendations formulated and the results presented as a prioritised hierarchy of applications and their impact on network infrastructure. The NAP is available as an annual program as well as a single engagement. For the first time, you will have an accurate measure of the business impact and ROI of your enterprise applications on your enterprise-wide network.

DEPLOY RESOURCES AS BUSINESS NEEDS DICTATE

Once the NAP process is complete, your enterprise network has access to a full portfolio of BT Infonet's proven global value-added solutions that can be deployed as business needs dictate. Our solutions represent a continuum, rather than separate components. Our clients draw the communication resources they currently need from the portfolio of services which can then evolve as their needs change. By focusing on understanding the complex interaction between applications and The World Network, BT Infonet ensures that the network solution we design for you delivers the level of performance required to maximise the expected utility of each application as it exists now, and in the future.

ABOUT BT INFONET

Infonet Services Corporation, a member of the BT Group plc group of companies, known for its quality of service, is a leading provider of managed network communications services for multinational entities.

Employing a unique consultative approach, BT Infonet offers integrated solutions optimising the complex relationship between enterprise applications and the global network. Extensive project management capabilities are the foundation for the services and solution offerings (broadband, Internet, intranet, multimedia, videoconferencing, wireless/remote access, local provisioning, application and consulting services) positioning BT Infonet as a single-source partner for multinational entities. In particular, BT Infonet IP VPN solutions offer multinationals a unique combination of Private and Public IP services as well as a full set of Managed Security and Mobility Services.

Rated “Best in Class” overall in Telemark’s survey of Global Managed Data Network Services, Infonet Services Corporation has also won “Best Customer Care” and “Best Carrier” at the World Communication Awards. Founded in 1970, Infonet Services Corporation owns and operates The World Network®, accessible from more than 180 countries, and provides local service support in over 70 countries and territories.

Additional information about Infonet Services Corporation is available at www.bt.infonet.com.

BT Group plc is a public limited company registered in England and Wales under registration number 4190816 with listings on the London and New York stock exchanges. Additional information about the company is available at www.bt.com/aboutbt.

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