

5View™ Mediation

Business Intelligence for your Infrastructure™

5View Mediation is used by communication service providers (CSPs) and large enterprises to assure that their business-centric, service-oriented, IP-based infrastructures are able to support current and future service delivery levels. Employing a unique business intelligence (BI) architecture, based on a centralized online analytical processing (OLAP) data repository, 5View Mediation enables engineering, operations and support teams to apply multi-dimensional analytics to reveal deep information about the state of their infrastructures. With flow-based and application response time intelligence, CSPs and enterprises can measure their strategy effectiveness, enhance their backbone capacity planning process and substantiate infrastructure investments.

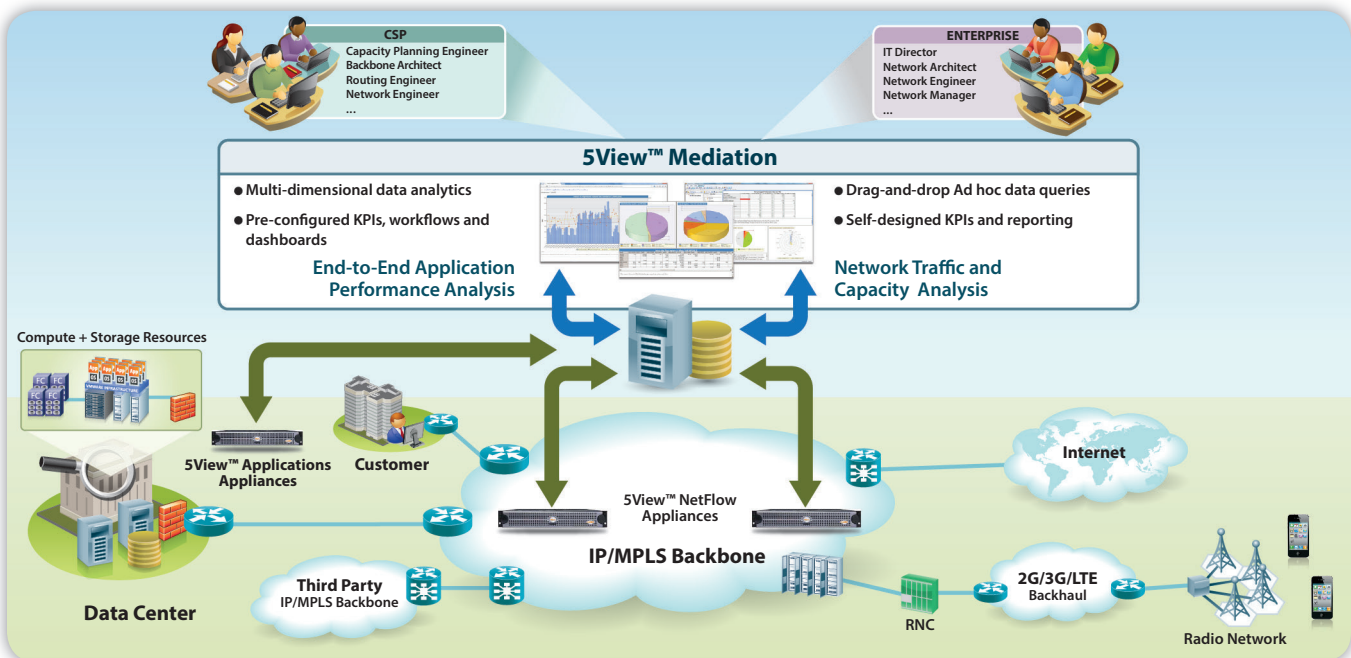


Figure 1. InfoVista's integrated architecture for Flow and Application performance analysis.

Enhanced Decision Support

One of the greatest challenges that CSPs and global enterprises face is making sound decisions about their infrastructure. Traditionally, any decisions have been based on SNMP data that is collected manually and then analyzed in two-dimensional spreadsheets or similar solutions. Unfortunately, this limited analysis only provides decision makers with a narrow set of choices on which to base their recommendations. CSPs and global enterprises need the ability to collect more relevant flow data above and beyond what manual analysis provides, aggregate it quickly and then run sophisticated analytics in multiple dimensions to obtain the greatest value and support a robust decision making process.

Substantiating Infrastructure Investments

Making any type of financial investment into infrastructure is a dedicated effort that usually requires months or years of planning and review. Unplanned capital expenditures can quickly disrupt this process. Any decisions about infrastructure investment must also be weighed against their financial impact or benefit. Leveraging the information available through improved visibility can have an immediate impact by providing essential data to ensure decisions are made purely based on facts. Employing accurate data collection during capacity planning to map out and justify capital expenditures (CAPEX) for infrastructure improvements increases the probability of targeting investments exactly when and where they are required.

Measuring Strategy Effectiveness

Aligning the delivery of applications and services to the infrastructure is critical to understanding how business objectives are met. Establishing performance baselines are invaluable to measuring the effectiveness of policies and traffic rules enforcement. This approach enables CSPs to compare the evolution of their infrastructure against a known good baseline. The baseline data can then be analyzed and compared to more recent snapshots to reveal deviations in application or service delivery performance from the norm to support proactive adjustments of infrastructure strategies.

InfoVista's 5View Mediation is an infrastructure-focused solution that delivers deep insight into network, application and service delivery performance. It offers CSPs and enterprises a BI perspective into their infrastructures, unlocking a wealth of information that can then be used to support key initiatives including capacity planning, optimizing CAPEX investment and establishing infrastructure performance and operational baselines to align business initiatives with application and service delivery.

Built around a unique OLAP data storage foundation and optimized analysis engine, 5View Mediation provides an unmatched set of analytics and reporting capabilities to enable improved decision support. Supported by 5View NetFlow and 5View Applications appliances for data collection, 5View Mediation is capable of processing and storing massive volumes

of highly granular flow and application performance data for extended periods of time. Using powerful built-in OLAP query tools, capacity planning, network architecture teams and finance organizations are able to extract and structure exactly the data they require to identify/reveal trends and support overall business priorities.

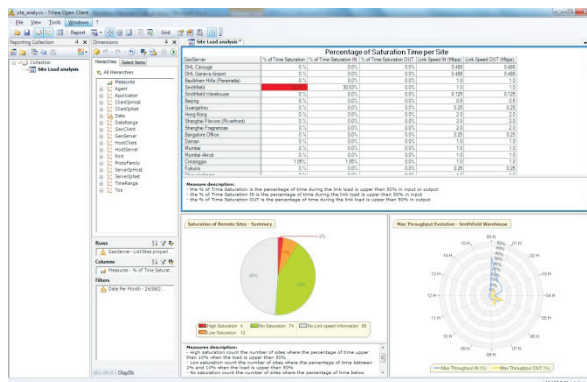


Figure 2. Pinpoint exactly where capacity overages and underage's exist.

5View Mediation Key Benefits

Infrastructure-related recommendations are not trivial and therefore it is essential that CSPs and enterprises are confident in their decisions and ability to drive a viable investment strategy. With highly granular data and an infrastructure-focused BI analytics platform in place, the ability to make the "right" decision is far easier.

5View Mediation brings immediate value to the decision making process by providing:

Improved Situational Awareness

- Advanced data aggregation and long term reporting through sophisticated data correlation and trending analysis in multiple dimensions
- Improved data for traffic and usage trends and patterns
- Wide range of out-of-the-box reports and drag-and-drop generation of ad hoc reports to address specific needs

Advanced Services and Traffic Modeling

- Data-driven decisions based on verified baselines for capacity planning and new services rollouts
- Accurate forecasts of future CAPEX to understand exactly where and when investments are required
- The ability to correlate critical business needs to service delivery

Increased Operational Efficiency

- Faster time to decisions
- Elimination of error prone manual processes
- Faster planning cycles

Key Features and Capabilities

- Centralized data repository based on OLAP multi-dimensional cubes
- Adjustable data granularity at intervals of 1 min, 10 mins or 1 hour
- Collected flow data is enhanced with business metadata
- Business calendars
- Graphically build simple or complex data queries using drag-and-drop
- Extensive out-of-the-box and custom filtering options
- Advanced calculation capabilities add value to technical KPIs
- More than 35 pre-defined out-of-the-box dashboards, reports and templates
- Multiple data presentation models including charts and grids
- Unlimited drag-and-drop ad hoc reporting
- Drill-down and drill-up support within reports and charts
- Support for multiple data axes in a single chart
- N+ charts in a single report
- PDF reports with embedded dynamic content
- External comments can be added to any out-of-the-box or ad hoc reports
- Export a single report or group of reports in TXT, HTML and PDF formats



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