

## Reseller Provides Proactive Management

Network Architects deploys Cisco Monitor Director solution to support managed services for small and medium business networks.

EXECUTIVE SUMMARY
<p><b>NETWORK ARCHITECTS</b></p> <ul style="list-style-type: none"> <li>• Value-Added Reseller</li> <li>• San Mateo, California, USA</li> <li>• 10 Employees</li> </ul>
<p><b>BUSINESS CHALLENGE</b></p> <ul style="list-style-type: none"> <li>• Roll out managed services to small and medium-sized business clients</li> <li>• Establish long-term relationships as “Virtual CIO” to clients</li> <li>• Scale service as business grows</li> </ul>
<p><b>NETWORK SOLUTION</b></p> <ul style="list-style-type: none"> <li>• Automated monitoring software that prioritizes events according to configured policy</li> </ul>
<p><b>BUSINESS RESULTS</b></p> <ul style="list-style-type: none"> <li>• Allows low capital expenditures through simple, scalable deployment architecture</li> <li>• Strengthens proactive management by identifying issues before they become failures</li> <li>• Supports client business planning with robust reporting features</li> </ul>

### Business Challenge

Network Architects is not your average VAR. As a Cisco® Certified Premier Partner, it sells Cisco networking solutions alongside its own services to small and medium-sized businesses in the greater San Francisco Bay Area. It specializes in deploying advanced network security, transformational voice and unified communications, and highly scalable, resilient data center solutions. It provides executive-level strategic advisory services, expert assessments, and Cisco Certified Internetworking Expert (CCIE®) design and deployment services. After installation, it offers managed services to monitor and operate client networks.

After installation of IT technologies, most small business clients lack the in-house expertise or resources to adequately manage their IT resources. Even medium-sized businesses typically have a

small IT staff and no resources to monitor and operate IT infrastructures 24 hours a day. As part of its service portfolio, Network Architects offers Connect360. This flexible service offering supports voice, video, and data services at client sites. The service can scale with the client business and growing IT infrastructure.

Managed services allow clients to rise above “break-fix” management. “The reason you have monitoring systems is to proactively deal with things before they become issues,” says Song Chin, IT client manager at Network Architects. “We can look at management data and identify an issue before it becomes a major problem. This allows us to work with our customers to proactively deal with it instead of reacting to it after it breaks. That’s a big selling point for managed services.”

To support the Connect360 managed service, Network Architects found that its existing management applications did not provide enough automation and network visibility, and these applications would be expensive to scale as its client base grows. Moreover, Network Architects could not effectively manage and track some of the advanced Cisco technologies, such as Cisco IP Phones, that they deploy to small businesses. It also wanted to avoid the trap of managing complex VPN meshes into client networks.

As a small business itself, Network Architects needed an affordable solution that would include visibility into Cisco IP Phones and automate much of the monitoring, data filtering, and response functions according to defined thresholds and policies. The solution also needed to be easy to deploy and flexible to support client business growth.

**“Deployment of Cisco Monitor Director Agent at customer sites is really an obvious choice.”**

—Song Chin, IT Client Manager, Network Architects

### **Business Results**

The Cisco Monitor Director solution allows Network Architects to deploy affordable solutions and managed services that enable small businesses to benefit from the same IT functionality as enterprise customers. “Deployment of Cisco Monitor Director Agent at customer sites is really an obvious choice,” says Chin.

Cisco Monitor Director delivers the ease of use, device visibility, and scalability that Network Architects needs to support its efforts to establish long-term client relationships as a “virtual CIO.” Every quarter, it meets with clients to discuss what is going on in their network and get their feedback. The reporting capabilities of Cisco Monitor Director provide useful information to guide clients in their capacity planning and other IT needs. These discussions help clients to plan ahead for upgrades and other changes, keeping ahead of their technology needs so that their IT infrastructure enhances their business processes. This relationship-building process leverages a few resources into a highly profitable business model based on recurring revenues.

### **Network Solution**

Network Architects selected Cisco Monitor Director, which offers feature-rich monitoring capabilities for advanced multivendor networks. Designed specifically for the small and medium business market, Cisco Monitor Director offers a smart combination of scalability, ease of deployment, and network visibility formerly available only to larger enterprises. It has two essential capabilities that Network Architects needs: support for multivendor networks and visibility into Cisco IP Phones.

The software includes two complementary components: Cisco Monitor Director Agent and Cisco Monitor Director. Cisco Monitor Director Agent is deployed at the client site, where it performs primary monitoring functions such as polling, assimilation, filtering, and event response. Using an encrypted Web connection, Cisco Monitor Director Agent sends periodic status updates to Cisco Monitor Director, which is deployed at the Network Architects network operations center. This connectivity eliminates the need for complex VPN or private line meshes.

When an event occurs, Cisco Monitor Director Agent sends an alert to Cisco Monitor Director, which prioritizes the severity of the event and responds according to a configured policy, which could include automated responses or escalation to an operator. This capability allows Network Architects to identify and address issues before they become outages. For example, the granular monitoring capability of Cisco Monitor Director Agent allows operators to examine individual Cisco IP Phones to measure bandwidth utilization and other attributes. If a phone is failing, Cisco Monitor Director provides data that allows Network Architects to identify the unit and repair or replace it.

Cisco Monitor Director provides visibility into all types of network device, monitoring data, voice, video, and wireless services. Many SMB clients have networking devices from multiple vendors. Cisco Monitor Director also supports non-Cisco, Simple Network Management Protocol (SNMP)-capable, IP-addressable devices, enabling Network Architects to monitor multivendor client networks with a single management solution.

### For More Information

To learn more about the Cisco Monitor Director network management solution for managed services to small and medium-sized businesses, go online to: <http://www.cisco.com/go/cmd>.

PRODUCT LIST
<p><b>Network Management</b></p> <ul style="list-style-type: none"> <li>• Cisco Monitor Director</li> <li>• Cisco Monitor Director Agent</li> </ul>



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