Ethernet SLAs in the Financial Services Vertical – More Than Just a Piece of Paper
Who We Are:

- **New Paradigm Resources Group, Inc. (NPRG)** is among the nation’s leading strategic consulting and research firms, serving innovators within the communications industry. We identify, analyze and forecast emerging trends and technologies, and provide our clients with market data, information and analysis on industry developments affecting their businesses. Our services support the mission-critical decisions made by service providers, technology developers and financial institutions by enabling them to understand and navigate evolving market conditions.

Why We’re Doing This:

- **Sharing our Expertise** – NPRG has over 15 years of experience working specifically in the telecom and IP communications sectors

- **Educating the Enterprise Customers** - As industry researchers, observers and analysts, these webinars provide us with an opportunity to bring our insights directly to end-users on specific issues that affect their businesses
Ethernet services are growing increasingly popular among enterprises and service providers

- Ethernet is a maturing and increasingly reliable technology
- Ethernet offers specific advantages over SONET/SDH and TDM access solutions in the areas of granularity, scale, low cost, and on-demand bandwidth provisioning
- High growth of data traffic in the metro and access networks continues to drive Ethernet adoption

Ethernet services represent an attractive option for the financial services vertical

Service quality is still a key “sticking point” among end users

- Ethernet service SLAs are still limited compared to Frame Relay/ATM service guarantees
- Carrier Ethernet equipment deployments to date are focused on the core and network
- Most service providers can only offer Ethernet SLAs as far as their POPs
- “End-to-end” carrier SLAs are often based upon data within the carrier core network – not the customer last mile

Many service providers offer Ethernet guarantees without the ability to measure or verify them
End users in many industry verticals are demanding SONET-like “end-to-end” Ethernet SLAs

- Enterprises want service guarantees that extend all the way to the premises not just the PoP
- Enterprises are demanding SLAs for real-time voice, video and mission-critical applications
- Enterprises want to be able to monitor their SLAs internally by accessing real time data and statistics on network performance

⇒ End users want end-to-end SLA monitoring capabilities at a WAN level (multiple locations, sometimes multiple carriers)

Equipment Providers are Stepping Up to Fill This Void

- Transparency can be an issue with some service providers
- Even with SLA transparency, enterprises don’t always have the resources necessary to look at, analyze, and interpret the data available to them

⇒ Accedian Case Study: Options for Ensuring Peak Performance From Your Service Provider and SLA
Business Depends on **SPEED**

- **Business-critical applications** require high-performance WANs
  - Bandwidth: Faster data rates
  - Latency: Approaching zero delay

- You **pay** your Service Provider to deliver the connection

**SLA**

*Is your SLA worth the paper it’s printed on?*
Performance Challenges

Communications & transactional applications need reliable national & global performance
- Latency
- Jitter
- Bandwidth
- Availability

LAN or WAN Issue?
Who’s Watching Your WAN?

Most providers don’t monitor

Per-Application Performance SLAs*

* Source: Heavy Reading, “Carrier Ethernet: View from the Enterprise”, Feb 08
Check up on your service provider. Get what you pay for.
Monitor all SLA parameters, per-application:

- End-to-End Multi-SLA Meter
- Stats per SLA / flow
- Active test packets
- In-Service Throughput
- Throughput
- Burst Capacity
- Availability
- Packet Loss

- 1-Way Delay
- 1-Way Jitter

1μs Resolution
Per-second, real-time graphing: Any KPI, application, location

- 1-Way Latency & Jitter
- Bandwidth Usage
- Packet Loss
- Availability
Complete Control of your **SPEED**

- Monitor all applications end-to-end over your WAN
  - Without affecting performance
  - With indisputable accuracy
  - With per-second granularity

- Ensure peak-performance:
  - From your service provider & SLA
  - From your infrastructure & application servers
  - Quickly detect, isolate, diagnose & repair

[Accedian.com / sla-radar](https://www.accedian.com)
Thank You!

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For Further Information:
• NPRG’s 2009 Metro Ethernet Sector Analysis Report (www.nprg.com)
• Accedian Networks (www.accedian.com)