



Why Should I Care About Cisco's Application Visibility and Management (AVM) Optimization Service?

The highly distributed nature of today's businesses and applications makes monitoring and optimization of applications critical. Distributed branch offices, global customers and partners, and complex business processes make it difficult for IT organizations to effectively manage the performance and availability of business applications. As a result, a slowdown or failure of a single application, server, or network component can cause business transaction performance degradation or downtime, which can have direct and significant negative effects on operational cost, user experience, and business profitability.

What Problems Need to Be Solved?

Enterprises need visibility from their business processes to deep into their application, server, and network infrastructure to make sure that critical business processes are running optimally, service-level agreements (SLAs) are being met, and applications are delivering an ideal customer experience:

- Application availability and performance are becoming more important to the business as increasing numbers of employees, customers, and trading partners interact directly with business applications
- IT's visibility into applications and infrastructure is decreasing as applications become more distributed and complex, making them more difficult to monitor
- Time and cost to isolate and resolve application performance and availability issues are increasing, adding to customer dissatisfaction and IT expense

Cisco AVM Optimization Service

The Cisco® AVM Optimization Service helps application, network, and data center IT administrators find the sources of application performance degradation and potential disruption by analyzing transactions on servers, between application components, and on the network. Through a combination of instrumentation, analysis, and network capture tools developed by Cisco, our engineers and partners will develop a complete profile of targeted business applications and the interactions between application processes and deliver to you ongoing reports and dashboard metrics showing the health and performance of your applications and application infrastructure.

The AVM Optimization Service helps enterprises maximize their network infrastructure investment by applying true business value to their IT infrastructure. The Cisco approach to application and network management through network-based instrumentation enables large-scale management of important applications that would otherwise be too costly to deploy. The Cisco approach enables IT to spot problems that are only apparent when using network-based monitoring.

Cisco AVM Optimization Service Activities

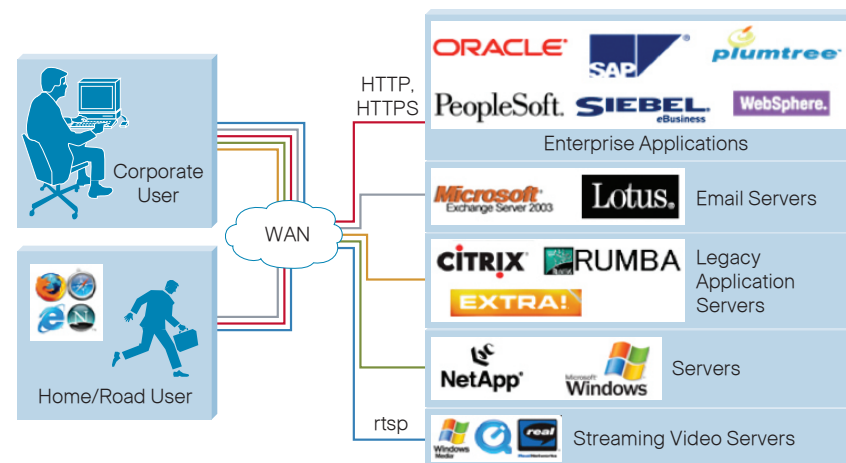
The Cisco AVM Optimization Service includes the following activities:

- Cisco Application Visibility and Management Workshop identifies the primary challenges for IT in serving the business
- Cisco Application Visibility and Management Analysis, Assessment, and Initial Configuration deploys, provisions, and configures the Cisco tools to monitor the health of your applications
- Cisco AVM Optimization Reports provide you with data regarding the health and performance of your business applications

Cisco AVM Optimization Service Benefits

Help decrease IT operational costs while increasing customer satisfaction by helping ensure the health and performance of your critical business applications:

- SLA-compliance monitoring and reporting for applications, application components, and infrastructure





- End-user experience optimization, for helping ensure application availability and response time
- Business continuity assurance by mapping application, application component, and infrastructure performance to business processes
- Problem resolution cost and time reduction by precisely identifying problems with applications, application components, and infrastructure
- Cisco's AVM Optimization Service
 - Synthesizes information from packets without interfering with applications or traffic flow
 - Operates in thin client locations where there are no servers to instrument or monitor
 - Provides a consolidated view of transactions, applications, components, servers, and the network

Why Cisco?

Cisco Services make networks, applications, and the people who use them work better together.

Today, the network is a strategic platform in a world that demands better integration between people, information, and ideas. The network works better when services, together with products, create solutions aligned with business needs and opportunities.

The unique Cisco Lifecycle approach to services defines the requisite activities at each phase of the network lifecycle to help ensure service excellence. With a collaborative delivery methodology that joins the forces of Cisco, our skilled network of partners, and our customers, we achieve superior results.

Availability and Ordering

Cisco Network Optimization Services are a prerequisite for ordering Cisco's AVM Optimization Service. The Application Visibility and Management Workshop, Application Visibility and Management Knowledge Transfer, and Application Visibility and Management Assessment and Startup Services are available as standalone transactional services and are required for at least the first year of the Cisco AVM Optimization Service. The Cisco AVM Optimization Service is available as an annual subscription. Contact your local Cisco account manager about availability in your area.

For More Information

For more information about Cisco AVM Optimization Services for network operating systems or the Cisco Lifecycle Services approach, contact your local Cisco representative.