

Peak application performance



Application Assured Networking

Turbo charge the performance of your business critical applications when you want.

Summary

The rise in use of personal devices at work, shadow IT and the move towards cloud-based solutions has placed significant demands on networks and application performance. In a survey¹ of 300 senior IT professionals 90% responded that they received complaints related to application performance, of which 32% received complaints regularly and 27% at peak times. At the same time over 60% of them expected that their end-users will demand better performance and availability of applications.

Application Assured Networking™ (AAN) is the easy, quick and affordable way to help ensure you have the necessary network bandwidth to avoid application performance issues and allow them to perform at their peak. It is intrinsic to the Telstra Next IP® network^{2,3} with inbuilt intelligence that is based on deep packet inspection technology. This provides detailed data to help you align your network and applications with business priorities, to deliver more value.

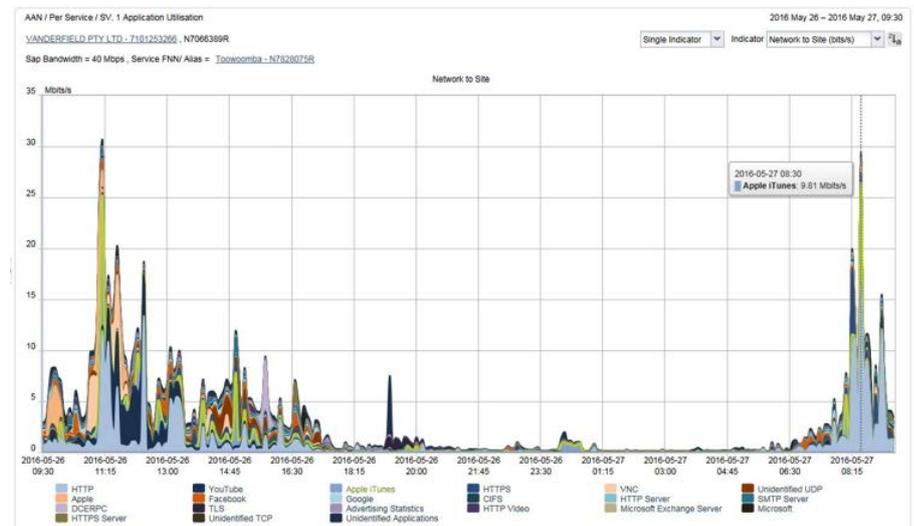
This solution helps address these issues by providing network-centric assurance for your applications through two key features:

AAN Reporting

1. AAN Reporting offers detailed visibility of your business applications so you can understand their performance, mitigate issues and plan for growth. With deep insight into the applications running over your IP network, and the tools to increase application performance, you can improve productivity and user experience, quickly adapt to change or deploy new capabilities, and potentially reduce ICT costs.

AAN Policy Control

2. AAN Policy Control lets you schedule increased bandwidth to selected applications such as video conferencing, or alternatively block unwanted traffic, such as social media, so you can get exceptional performance from your business critical applications.



Benefits

- **Make informed business decisions** – understand application usage and performance.
- **Improve productivity** – help increase application performance to improve user and customer experience.
- **Increase business agility** – quickly adapt to business change and deploy new capabilities.
- **Enhance business continuity** – bandwidth can be quickly provisioned and applications prioritised to reduce downtime.
- **Flexibility** – increase bandwidth reserved for selected applications when you want, either ad-hoc or to a schedule, and only pay for the time the extra bandwidth is provisioned.
- **Control costs** – reduce internal IT costs and CAPEX, and allocate costs to cost centres.

Features

Application performance reporting

Accessed via an online portal, it enables you to identify detected applications running on your network. Meanwhile, deep packet inspection technology allows you to baseline, monitor and complete detailed performance analysis of applications and view by virtual private network, site or user⁴. You can also predict the cost of deploying new applications as your business evolves. Reports available include per application bandwidth utilisation, voice/video quality rating and packet analysis, application volume reporting, and unwanted application traffic.

Policy control

Enables you to apply ad-hoc or schedule bandwidth policies for specific applications. The turbo function lets you allocate increased bandwidth and Quality of Service to selected applications such as video conferencing, digital media or data intensive backup activities for a specified time. Conversely, you can enable blocking policies to restrict unwanted applications on a site-by-site basis across your network.

Combined with application performance reporting, you can easily measure the impact of changes made to usage policies or bandwidth allocation.

Service helpdesk

Our service desk can also offer assistance. Our highly trained professionals provide training, reporting assistance, application signature and configuration support

Why use AAN?

A comprehensive solution, it helps you gain peak application performance and value from your IP network.

Business agility

You can quickly adapt to business change daily by proactively altering your network configuration. In addition, you can easily adopt new business models to enhance customer service and deploy powerful capabilities like video conferencing, IP telephony or digital media to drive collaboration and growth.

Support for business continuity processes

Bandwidth can be provisioned quickly to action disaster recovery plans in a timely and economical way. For example, you could bring a disaster recovery site online faster by using Policy Control to allocate extra bandwidth.

Improved cost control

Only purchase the bandwidth you need at the time you need it, and pay for the bandwidth used. AAN provides an affordable way to deploy bandwidth-intensive applications like video conferencing, since you only pay for the time you use extra bandwidth, instead of purchasing permanent bandwidth upgrades. You can also monitor the bandwidth utilisation of each application and allocate costs to cost centres to maximise the value of purchased bandwidth. In addition, improved application performance means you can centralise infrastructure and reduce the cost of internal IT resources.

Complementary products and services

We offer additional products and services that complement the solution and add extra capability and value. These include:

- **Unified Communications** – AAN can help you make more informed decisions around network capacity, assess the performance of IP video applications, and help you scale bandwidth when you need optimum results. AAN Reporting can help manage the performance of IP voice via easy access to voice quality reporting and monitoring.
- **Cloud Services** – AAN Policy Control combined with Backup as a Service can provide a faster, more efficient back up process. Policy Control can also help you respond more quickly to rapid increases in demand for cloud computing resources.
- **Managed Data Networks WAN Optimisation** – AAN complements premise based WAN optimisation services, delivering better performance for your applications.

About Telstra

We provide network services and solutions to more than 200 of the world's top 500 companies. They rely on us to do business across 240 countries and territories and to enable greater productivity, efficiency and growth.

Our solutions offer the best of all worlds – skilled people and a rich portfolio of services delivered on our world-class Telstra Next IP[®] network and Telstra Mobile Network. To ensure reliable performance, they're monitored and maintained from our dedicated centres using advanced management and operational systems. And they're backed by Telstra Enterprise grade Customer Service[®] and one of Australia's largest and most qualified field and technical workforce.

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1. InfoVista and BT "Meeting the Network Demands of Changing Generations – Benchmark Report", 2016, http://pages.infovista.com/WP-Benchmark-Report-BT.html?utm_source=linkedin&utm_medium=generalshare
2. Application Assured Networking™ Reporting is available with Telstra's Next IP Ethernet, Ethernet Lite and Frame Relay fixed access technologies.
3. Application Assured Networking™ Policy Control is available with Telstra's Next IP Ethernet fixed access technology.
4. For RTP (Real Time Performance) based applications such as Voice, Video and Audio.

