CA Performance Management Enables Proactive Triage and Improved Provider and Customer Experience

The CA Performance Management solution is a big data collection, warehousing and analytics solution that helps organizations maximize return on their network infrastructure investments and lower the cost of network operations. It monitors, stores, analyzes and displays massive amounts of performance information for assuring quality across service providers’ complex, multi-technology, multi-vendor network infrastructures. Designed for high scalability at low cost, the solution enables proactive capacity planning and problem-solving through flexible dashboards and reports that unify all aspects of monitoring and help optimize operations through an extensible, open architecture. This solution is targeted at both Communication Services Provider (CSP) and Mega-Scale Enterprise (MSE) operations to enhance or consolidate existing tools in order to future-proof mature, large-scale IT performance management environments.

**Business Challenges**

In the application economy, organizations require the highest level of network performance to assure timely business processes, good customer experience and unimpeded revenue flow. To meet these expectations, enterprise network operations centers (NOCs) must overcome many new infrastructure and application related challenges:

- Data center consolidation and hybrid-cloud deployment raise business’ reliance on networks
- New services, such as virtual desktops for remote offices, require greater network assurance
- Video, VoIP and teleconferencing services are more commonplace but are fragile and delay-sensitive

High rates of network change, growth and increased complexity can overwhelm NOC staff with alerts. Older-generation NOC tools lack the processing efficiency to cost-effectively scale, instantly analyze and report a massive amount of analytics and allow the easy self-customization, integration and extension that is required for this dynamically changing network environment. Organizations are also looking for solutions like software defined networks (SDN) and network function virtualization (NFV) to support newer DevOps style of service agility and innovation.

**Key Features**

- Unified multi-technology, multi-vendor device monitoring
- Certifications for classic network devices and specialized carrier Ethernet, Wi-Fi offloading and mobile wireless equipment
- Very high-scale monitoring architecture on a platform that scales efficiently
- Intelligent analytics, high-scale visualization and fast processing for instant reporting
- Flexible, easily customizable dashboards and reports
- Extensible architecture for easy integration and automation
- Predictive analytics to give a complete, unencumbered view of the network and business key performance indicators
- Support for SDN and NFV solutions

**Key Benefits/Results**

- **Highly Scalable and Unified:** Single, scalable network monitoring tool supports all technologies
- **Rich Visualization and Predictive Analytics:** Normalize, store, analyze and report key performance indicators from network devices and technologies
- **Extensible and Open:** Easily customize and personalize dashboards to find and make information more actionable
- **Lowers Operational Risk:** Future-proofs the enterprise, eliminates tool performance management, tool sprawl, and provides a better customer experience while protecting your brand

### Business Value Propositions

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<th>Improved click-through efficiencies and rapid root cause identification for proactive triage and remediation impacting MTTR</th>
<th>Business Value Enabler</th>
<th>Specific Measurement</th>
<th>Impact Range</th>
<th>Key Resources Affected</th>
<th>Average Resource Value</th>
<th>Projected Savings / yr</th>
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| | • Big data-driven troubleshooting advanced analytics provides real-time detection of anomalies to proactively avoid problems  
• OOTB dashboards for key technology domains, with intelligent metric views and guided workflow based or best engineering practices for efficient triaging  
• Detects misconfigurations of hosts/servers, network components, bandwidth misuse  
• Real-time operations view and actionable intelligence to deliver GoS in response to for example increasing video streaming | Labor cost reduction | 4 - 6% | CSP/MSE count of NOC, Service Desk and Business Operations FTEs | 200 | $900,000 |

### Increased revenue for service provider through improved customer experience and reduced customer churn

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| | • Comprehensive capacity monitoring and management to anticipate variable demand  
• Predictive analytics correlate events across a variety of infrastructure domains  
• Open multi-tier architecture for integrating data, automating processes & customizing settings  
• Handles complexity in infrastructure components and applications  
• Delivers future-proofing of increasing connections and bandwidth with IoT | Revenue protection and enhancement | 1 - 2% | Amount of CSP/MSE Revenue at risk | $50,000,000 | $750,000 |

### Improved monitoring of internal and external SLAs to mitigate penalties, service credits, and other allowances

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| | • Improve service management and resolution process involving internal and external vendors and providers (e.g., network services, software applications, hardware manufacturers, etc.)  
• Improved capacity planning and proactive response to demand  
• Delivers increasing bandwidth with expansion of business’ customer self-service portals | Revenue protection | 1 - 3% | Amount of revenue erosion | $20,000,000 | $400,000 |

### Lower cost of ownership of enterprise performance management tools

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| | • Monitoring of 500,000 elements per data collector yields reduced cost of h/w & s/w infrastructure  
• OpenAPI access and consolidation of tool sprawl provides reduced cost of maintenance  
• Multi-tenant access control provides system scalability  
• Delivers future-proofing through integration with CA Virtual Network Assurance for NFV and SDN technologies | Hardware, software cost reduction | 3 - 5% | Total value of IT infrastructure to support downstream customers | $20,000,000 | $800,000 |

This table shows some key benefits of CA Performance Management. Your Broadcom representative can also share additional and more detailed ROI business case examples for each solution component by engaging the Broadcom ROI & Business Value Analytics Team. This team offers complimentary help to Broadcom’s customers to develop and analyze a comprehensive set of assumptions and environment specific metrics in order to build customized projective business cases.

1. The Impact Ranges shown above are typically estimations derived from the analysis of benchmark data which is a composite of data derived from industry analyst published information, interviews with subject matter experts and experiential data from prior projective analyses. However, since this solution is targeted at both CSP and MSE operations as a replacement for existing tools in mature IT performance management environments the improvements i.e., impact ranges have been intentionally lowered to show the financial impact of these small improvements.
2. The Average Resource column shows the calculated mid-point of annualized resource values for a reference $1.0 Billion annual revenue enterprise with representative metrics and assumptions based on the experience of Broadcom’s ROI & Business Value Analytics Team.
3. The Projected Financial Impact calculations are based on the product of the midpoints of the Impact and Average Resources to show a single representative potential savings value. The blended labor rate for all FTEs (domestic & overseas) is assumed to be $45/hour for a 2,000 hour work year.
4. 5. The Average Resource Value selected for these two benefits are 5% and 2% respectively of a mature enterprise with $1.0B in annual revenue.
5. The Average Resource Value selected for infrastructure is 2% of $1.0 Billion annual revenue enterprise.

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