



Selling Secure Network Performance to your C-Suite

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Selling Secure Network Performance to Your C-Suite

Problem Statement(s)



- ✓ I must do more with less.
- ✓ Complexity is increasing and my environment is constantly evolving.
- ✓ I depend more and more on 3rd party environments.
- ✓ I have less control over ultimate end user experience.
- ✓ Budgets are flat at best. I see more money is being assigned to security.

Delivering Customer Experience Becomes More Complex



- Digital transformation booms
- 5G access launched



2019

- The world moves remote and attack surfaces expand exponentially
- Cybersecurity becomes commoditized



2020

- AWS Private 5G generally available
- Hybrid work a mainstay



2022

- Converged IT and cybersecurity platforms become necessity
- AR and the Metaverse promise to once again create seismic change



2023

and beyond

Network Problems Have Evolved



With the introduction of hybrid cloud and the complexity of applications, the traditional network approach to problem resolution is no longer effective.



Network Complexity

Incidents transcend across performance and security with siloed teams and non-integrated tools.



Root Cause Analysis

Difficulty getting to root cause resulting in operational inefficiencies, downtime, and major delays.



User Experience

The inability to intelligently secure end user experience negatively impacts customer satisfaction and desired business outcomes.

Cybersecurity Challenges To Business Continuity



Attacks are always evolving and perimeter protection just isn't enough

Threat hunting requires in-depth security expertise



Forensics is both complex and costly

Scarcity of security expertise

The CIO Challenge – Digital Transformation



Cloudification

Adoption of PaaS and IaaS

Wide deployment of SaaS applications

Decentralized infrastructure

Shadow IT

What's common to these initiatives?

**Less visibility
and less control
on end-user
experience**

So, Why Do We Need To Justify Value?



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A project is 75% more likely to be approved with a cost justification and business case.

– Gartner

Establishing Business Value

Increase Revenue

- Can you “monetize” the investment in Skylight Analytics?
 - Linkage to churn reduction
 - Linkage to upselling opportunities
 - Increased sales tied to better performance (think digital sales platforms)
 - End-customer portals



Establishing Business Value

Cost Reduction

- Can you demonstrate real savings by deploying secure network performance?
- Identify hard costs of network outages, brownouts or degradations (some cases easier than others)
- Quantify savings due to faster MTTR
- Quantify savings by combining performance and NDR in the same platform (will require collaboration with the security team)



Stakeholder Agreement

Consensus

- Make sure each stakeholder signs off on the cost/benefit analysis
- Talk to other customers that have deployed similar solutions
- Align the business case to one of your CXO strategic initiatives



Multi-Domain Coverage: Skylight Solution Benefits



Troubleshoot Faster

Resolve QoE issues,
reduce MTTR



Single Pane of Glass

Business and IT infrastructure
health, proactive monitoring,
capacity planning



Threat Detection

Abnormal behaviors,
accelerate investigations



Breaking Down Silos

Collaborate and consolidate
performance tools



Optimize Cloud Migrations

Meet deadlines, avoid
disruptions, minimize risks

ASKYLIGHT Key Differentiators



Disruptive TCO

- All of this for a fraction of the cost of legacy network & application performance monitoring vendors



Open APIs

- Skylight is a first-class citizen in an automated network, with open APIs and event buses for integration into IT systems



Big Data & Machine Learning

- Leverage the power of Skylight analytics to gain insight in to network and application performance, turning billions of measurements in to usable insight

ASKYLIGHT Key Differentiators



Fully virtualized / software-based solution

- Lightweight sensors that analyze and collect metadata
- Accedian hardware is an option when there is no compute platform available



Visibility across all areas and layers of the infrastructure

- Datacenter, public and private cloud, branch offices
- Virtualized and containerized environments
- L2 (Ethernet) through L7 (application)



Unsurpassed performance monitoring at scale

- See what other solutions miss
- Skylight deployed in some of the largest networks in the world



Thank **you!**