



## **PathView Cloud Brings New Revenue and Improved Customer Satisfaction to Managed Services Provider LinkStatus**

### **Introduction**

LinkStatus, a UK IT services provider, manages network and application performance over WAN and the internet for its customers worldwide. LinkStatus provides continuous monitoring and testing of network performance so that its customers can focus on more important, business critical issues. The company specializes in assessing and reporting traffic type and volume; implementing services for deployment and management of optimization technologies; and hosting pre-deployment WAN assessments and simulations prior to full deployment.

Cliff Chapman, Application Delivery Architect of LinkStatus says his goals are to ensure his customers are confident in LinkStatus' management of application and network performance; to quickly find and proactively fix customer issues; and to ensure clients are updated regularly with comprehensive reports.

### **Business Problem**

With over 60 individual customers with hundreds of sites, LinkStatus has developed into a sizeable business with an array of managed IT services. Despite a varied portfolio, Chapman continually looked for ways to expand revenue by offering new services to the existing customer base and new potential customers. He hoped to broaden his portfolio of services without losing focus on LinkStatus' core WAN performance and optimization services. He identified network performance monitoring, reporting, and troubleshooting as a clear opportunity for expansion. His customers were already interested in getting the most out of their network through their purchase of WAN optimization services and while these solutions enabled his clients to increase network performance, they were not able to identify and resolve the underlying issues that negatively impacted network performance to begin with. Chapman needed a toolset that would allow him to offer network monitoring and troubleshooting services to his clients and differentiate his business,

How could Chapman resolve his customers' network problems and identify the underlying source of network issues? How would LinkStatus ensure its customers confidence and security when LinkStatus had to *assume* the health of the infrastructure because they did have clear sight into the end-to-end network paths? And, what were the best IT tools to build into the portfolio that also integrated LinkStatus' core strengths?

## PathView Cloud

In October 2009, Chapman heard about PathView Cloud, [Apparent Networks'](#) new network management hosted service. [PathView Cloud](#) measures the performance of complete network paths from source to destination, including segments that pass through service providers' and carriers' networks. PathView Cloud provides all the unique network visibility and management capabilities with the convenience and affordability of a hosted service. Within minutes Chapman downloaded a [free version of PathView Cloud](#) and quickly realized the “the unique and useful functionality provided” by this new product.

*The PathView microAppliance works together with PathView to deliver remote network management. The microAppliance is about the size of a cell phone. It eliminates the costs of purchasing, provisioning and managing servers.*



PathView Cloud provided an easy solution to the business challenges the company was facing. PathView Cloud could help Chapman and his team to easily test all LAN, WAN and internet paths, and better “understand the degree to which network infrastructure issues are contributing to poor application performance” for their current and future customers.

Chapman liked that the PathView Cloud subscription-based model designed for managed services providers has no up-front costs. With the scalable pricing model, Chapman only pays for how much he uses PathView. Additionally, the base subscription enables users such as LinkStatus to custom brand dashboards and reports so that the product becomes fully integrated into the company's portfolio of products.

## Customer Response

The number one benefit PathView Cloud is bringing to LinkStatus customers is the ability to detect complex, inter-device issues such as NIC duplex mismatches. Chapman says this is important because “the performance of the WAN optimization techniques we use is severely degraded if NIC mismatches exist anywhere in the end to end path. Also the mismatch may be outside of their customers' own networks making it even harder to pin down and resolve.” PathView is revealing problems that customers never knew existed.

Chapman knows that in 2010 PathView Cloud will help the company become more competitive within the market, generate new revenue streams and, most importantly, bring added value to his customers' business.