



Network Quality Management
"Customer Experience is Everything"

THE IMPORTANCE OF ACCURATE NETWORK ASSESSMENT

Is the assessment of quality more important than the speed?

Trusting critical business applications to the cloud has risks. A cloud strategy delivers attractive cost benefits on paper but at the same time, the user experience is removed from a company's direct control. When critical business applications are aggravated by a poor user experience, the business reputation comes under threat, the cost benefits can quickly diminish and customers that are costly to win come under threat. Poor network service in the cloud usually boils down to the common blame game of finger pointing between the provider and the consumer.

The challenge on both sides is difficult. On the one hand, the application consumer may have the necessary IT skills within its organization but it has no responsibility for the application delivery infrastructure. On the other hand, the application provider has responsibility for the application delivery platform but has no responsibility for the consumers' private network and the public network that bridges the two. Needless to say both provider and consumer organizations invest heavily in tools and services to monitor, measure and assess the network performance but when all the lights are green the dilemma of problem acceptance and resolution remains.

"Get more speed or bandwidth" is a common solution that reverberates from the finger pointing discussions that result. This increases dollars but will it deliver a solution to the problem? How should the network be assessed? Is it speed or is it a quality issue? How do you assess the quality of a network? Is quality related to megabits per second? If not what is?

Learn the answers to these important questions and visit www.visualware.com or call us at 1-866-847-9273.

Network Service Providers should not miss the opportunity to augment and upgrade their network performance measurement criteria to provide the ultimate user experience to their most demanding customers.

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