AppLogic NETWORKS

Enterprise Financial Solutions

for Network Observability and Optimization

SOLUTION BENEFITS:

- **Optimized consumer network services** for greater customer satisfaction and engagement

- **Reliable, low–latency networks** to ensure swift and confident transaction execution

- **Faster, confident adoption** of new cloud and digital transformation initiatives

- **Reduce network costs** through deferred equipment CAPEX and lower OPEX

- **Ensure SLAs are maintained** via increased visibility into network operations

- **Reduce trouble tickets** and increased NetOps productivity

Technology has always been at the forefront of competitiveness for financial services firms as they strive to deliver industry-best consumer solutions, trading networks, and fend off fintech competitors. At the heart of these solutions is the network. Seeing optimized network services as the key, financial services firms are turning to AppLogic Networks' Enterprise Solution to give them the visibility and optimization they need to better operate their networks for higher customer engagement, faster transactions and trading, and increased competitiveness.

CHALLENGES

Financial services institutions are facing new network operational challenges as they deploy new network-based services that consume greater bandwidth, require increased reliability, and need lower latency. New business initiatives such as omnichannel customer engagement, AI-powered services, and new data products are adding fresh and heavy demands on network resources while adding additional regulatory burden. And, VPs or heads of Network Operations are all being asked to support these initiatives without increasing their costs.

These new demands have a trickle effect down to the network and network operations, including:

- Explosive network traffic growth in new content – video, streaming, data, collaboration
- Shifting application usage patterns and priorities
- Greater pressure to maintain Service Level Agreements (SLAs) especially in customer-facing applications
- The inability to gain complete visibility into network performance

APPLOGIC NETWORKS' ENTERPRISE SOLUTION

AppLogic Networks' Enterprise Solution is the only network optimization solution on the market that provides both pillars – network observability and network optimization, integrated into a continuous optimization process to ensure your network operates smoothly and efficiently. Both pillars are supported by AppLogic Networks' industry-leading application classification, network data plane and real-time policy management technologies that have helped optimize some of the largest networks in the world.
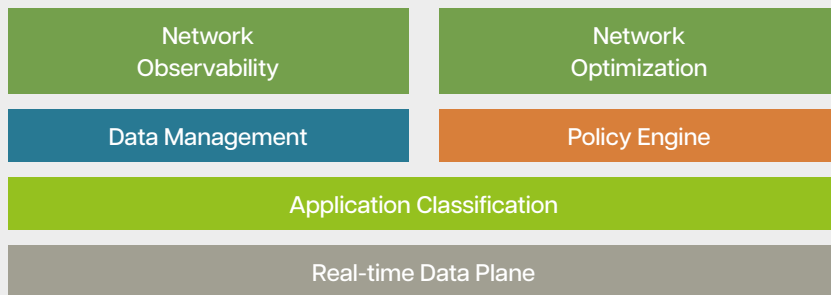
- **Network Observability** – AppLogic Networks' advanced analytics provides a detailed understanding of what's going on with your network to identify and troubleshoot problems and pinpoint where and how to optimize.

- **Network Optimization** – AppLogic Networks' comprehensive traffic management capabilities give you the pinpoint controls to optimize your network where, when and how you need it in real-time.

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Figure 1

Enterprise Solution Components

Network Observability	Network Optimization
Data Management	Policy Engine
Application Classification	
Real-time Data Plane	

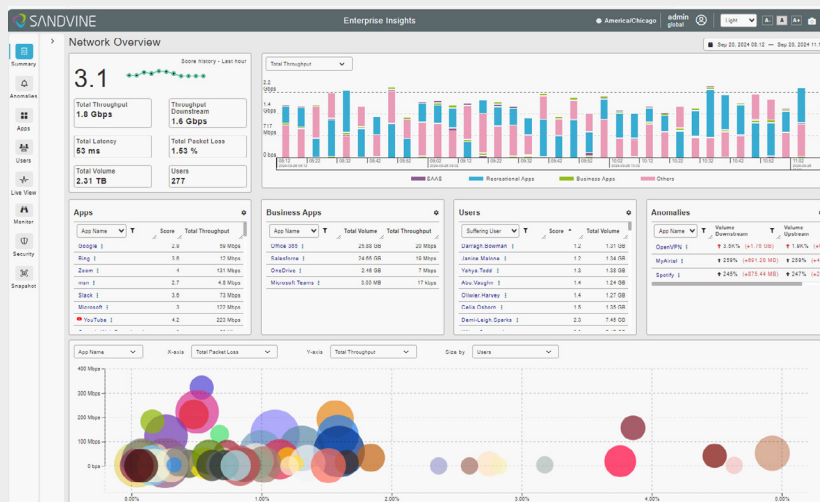## APPLOGIC NETWORKS' PILLARS OF NETWORK OPTIMIZATION

Network Observability

Many network heads in any organization struggle with gaining the visibility they need on their networks. The complexity of financial networks creates even more difficulty in gaining top-level visibility and the details of what specifically is happening. If the goal is to optimize the network, you can't figure out where and how to optimize without detailed analytics.

AppLogic Networks' comprehensive network observability provides the breadth and depth of analytics to provide visibility for operating the network from day to day and to identify ways to optimize network traffic. With AppLogic Networks' network observability, you get:

- Comprehensive dashboards for network, user and application performance with actionable insights
- Machine-learning driven Quality of Experience scoring and 15 network performance metrics
- Multi-dimensional data model with 7 network dimensions and correlated scoring and metrics across all dimensions
- Application-, user-, and location-aware metrics
- Anomaly detection and alarms engine
- Drill down into dimensions and values for troubleshooting and optimization identification
- Real-time (LiveView) metrics and performance data correlated across different dimensions

Figure 2

Enterprise Insights Network Observability

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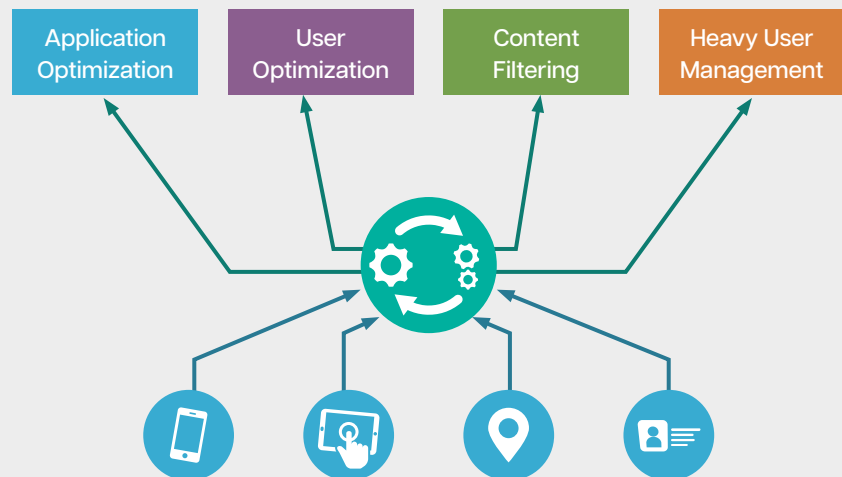
Network Optimization

Enterprises are especially challenged because of the diverse nature of their constituents. Knowledge workers use content-heavy applications, many of them SaaS and resulting from digital transformation. Business users require consistent, reliable responsiveness from their applications. Customers require fast response times when accessing information or completing transactions as well as learning about products using rich content. This diversity can lead to conflicting demands on the network across users, user groups, applications and locations.

AppLogic Networks has industry-leading traffic management capabilities that give you the pinpoint attributes over who, what, when, where and how of optimization and the real-time controls to execute policies. With AppLogic Networks' network optimization, you get:

- Real-time, low-latency policy execution
- Dynamic policies with many different attributes
- Contextual policy attributes
- Situational, time, analytics, network condition and custom policy triggers
- Policy execution metrics and statistics

Figure 3

Enterprise Traffic Management for Network Optimization

Application Optimization | User Optimization | Content Filtering | Heavy User Management

WHY APPLOGIC NETWORKS?

Financial institutions worldwide rely on AppLogic Networks to help them gain visibility and optimize their networks. With AppLogic Networks' Enterprise Solution, you uniquely get:

- The industry's leading application classification technology with over 95% classification of traffic, the highest in the industry (others have no more than 60%)
- Dynamic, real-time optimization policies that can be applied with many different attributes and understand network conditions for the best possible optimization
- Depth and breadth of the network observability data and insights to provide unmatched contextual insights for troubleshooting and optimization
- Advanced machine learning-based QoE scoring models that use real-world data to understand the impact of a deep set of metrics (15) on applications and content, and
- Extremely high-scale and low-latency network data and optimization proven at some of the largest networks in the world

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THE RESULTS

Using AppLogic Networks' Enterprise Solution, financial institutions can see immediate results including:

- Lower, deferred, or eliminated CAPEX costs for network equipment to increase bandwidth capacity

- Reduced OPEX costs due to lower subscription and network service costs and higher NetOps team productivity

- Maintaining agreed SLAs with various constituents and maximizing user and client Quality of Experience

- The ability to maintain business continuity, reduce trouble-tickets and have faster mean-time to resolution of network problems

- Return on investment payback in 6 to 8 months based on cost savings and better network productivity

ABOUT APPLOGIC NETWORKS

AppLogic Networks' cloud-based App QoE portfolio helps customers deliver high quality, optimized experiences to consumers and enterprises. Customers use our solutions to analyze, optimize, and monetize application experiences using contextual machine learning-based insights and real-time actions. Market-leading classification of more than 95% of traffic across mobile and fixed networks by user, application, device, and location creates uniquely rich, real-time data that significantly enhances interactions between users and applications and drives revenues. For more information visit https://www.applogicnetworks.com or follow AppLogic Networks on X @AppLogic Networks.

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