BT Applications Assured Infrastructure

Technical view

Issues

In today’s global marketplace, companies’ operations and customers are frequently dispersed extending across many functions, partners and applications. The complex and fragmented nature of the information flows required to connect these elements makes it almost impossible for any single individual to have full visibility of the systems landscape required to support these operations.

Benchmark

In 2006 BT Applications Assured Infrastructure (AAI) was highly commended in the “Best Managed Service” category at the prestigious World Communication Awards. This was one of the most competitive categories, attracting 49 entries – one of the largest by entries.

Frost & Sullivan’s nomination of BT as Service Provider of 2005 for Innovative Products & Services in Asia Pacific highlighted the contribution of AAI:

- A combination of network managed services, intelligent monitoring technology and people consultancy skills, BT’s AAI offers a unique approach to delivering IP infrastructure and related application services that optimise performance of the customer’s key applications.

- Through greater understanding of the interrelationships between infrastructure elements – network, application, data centre and desktop, AAI ensures that customer’s business critical applications perform in a predictable, consistent way.

- BT’s AAI provides SLAs based on the applications’ performance and not the infrastructure.

- BT’s AAI is future-proofed and the subject of continuous development and research, carried out at BT’s world-leading facilities at Adastral Park.

- In 2006, an Applications Optimisation Service (AOS) was added to the AAI portfolio. Based on the Business Network Optimisation System from Ipanema Technologies, AOS provides an unprecedented level of control over application flows within MPLS Classes of Service by enabling companies to make changes in real time using the AAI online dashboard.

Components

AAI combines BT’s leading professional services and networked IT expertise with market-leading application performance management tools.

AAI includes:

Consultancy audits

One or several, addressing pre and post-deployment issues, for example:

- Analysis of the existing applications environment.
- Troubleshooting specific problems.
- Profiling and impact analysis of new applications and infrastructure changes. Following the audit(s), a business-focused report is presented to the customer offering recommendations for optimising infrastructure elements.

Continuous performance management

- 24x7 monitoring of user experience, application performance and server health.
- Applications optimisation – dynamic control, compression and acceleration.

Service deliverables comprise:

- A performance monitoring helpdesk.
- Individual monthly analysis reporting.
- Near-time and historical reporting via the online dashboard.

Additional value-added service offerings include

- Incident diagnosis, proactive incident investigation, alarming and fault diagnosis.
- Application performance SLAs.
Implementation

Using BT Applications Assured Infrastructure (AAI):
- A large automotive company wanted dealerships to access its corporate extranet in order to benefit from an advanced customers sales application.
- The application’s inconsistent performance meant the sales force had no confidence in the application, and the IT director had minimal ROI on the application.
- BT analysed the problem using the AAI Applications Troubleshoot and Application Audit Service and identified that the application was facing a heavy load on the narrowband branch connections due to the feature rich content of website. Staff were also misusing their internet access.
- BT recommended ways for the corporate webteam to optimise the website to the branch network, and ROI for the sales application is estimated to have improved by over 60% within the first six months.

Cost of ownership
- A major European financial institution planning to deploy a new suite of CRM applications to its sales offices estimated that the network upgrade required to accommodate the rollout would cost in the order of €7m.
- BT conducted an Applications Profiling exercise within the framework of an AAI capacity analysis programme to determine the likely impact of the new application deployment.
- This revealed that by using the existing bandwidth more effectively a costly network upgrade was not needed for the application roll out.
- The customer was able to get the most out of their existing infrastructure and plan for the future with confidence, thanks to BT Applications Assured Infrastructure (AAI).

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<th>Application definition</th>
<th>Per user services definition (per metric: objective - maximum)</th>
<th>Options</th>
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Take the first step towards a more productive and efficient infrastructure by contacting one of our consultants to find out how BT Applications Assured Infrastructure (AAI) can help you.