

Executive Brief



In the face of today's rising IT challenges, Net Optics appliances enable data centers to reduce costs, increase security, and satisfy compliance rules.

Data Center Challenges

The IT demands of rapidly growing organizations are exploding as they deal with:

- Massive volumes of video data
- Expanding compliance requirements
- Continuous layering of new applications
- Large influx of new users
- Reduced rack space

Expanding data centers struggle to meet these needs while executives strive to control IT costs, maintain information security, and satisfy the regulatory burden.

The Net Optics Solution

The key to a secure, efficient data center is being able to monitor the data on the network links that interconnect assets within the data center and also connect the data center with the outside world. Net Optics appliances provide this capability, known as "monitoring access," which enables

- **Cost control** – By monitoring network performance, IT services can effectively scale to serve an increasing user base and massively higher volumes of data. In addition, usage of data center resources can be measured, ensuring that they are used efficiently for higher ROI, and growth can be accurately planned.
- **Security** – By monitoring network traffic, security threats such as malware and intrusions can be detected and circumvented. Data loss prevention (DLP) systems can track confidential information and stop unauthorized use.
- **Compliance** – By monitoring network content, compliance officers can ensure that policies are enforced and infractions investigated.

Benefits

Benefits of deploying Net Optics Test Access Port appliances or Tap technology as part of the data center infrastructure include:

- **Improved network performance and better regulatory compliance** – Taps provide 100% traffic visibility, including malformed packets and Layer 1 and Layer 2 errors which are the root cause of many network issues
- **Reduced power and cooling costs** – Net Optics fiber Taps consume no power at all, helping lower data center total cost of ownership
- **Improved network reliability** – Our appliances never interfere with link traffic, not even if the Tap loses power

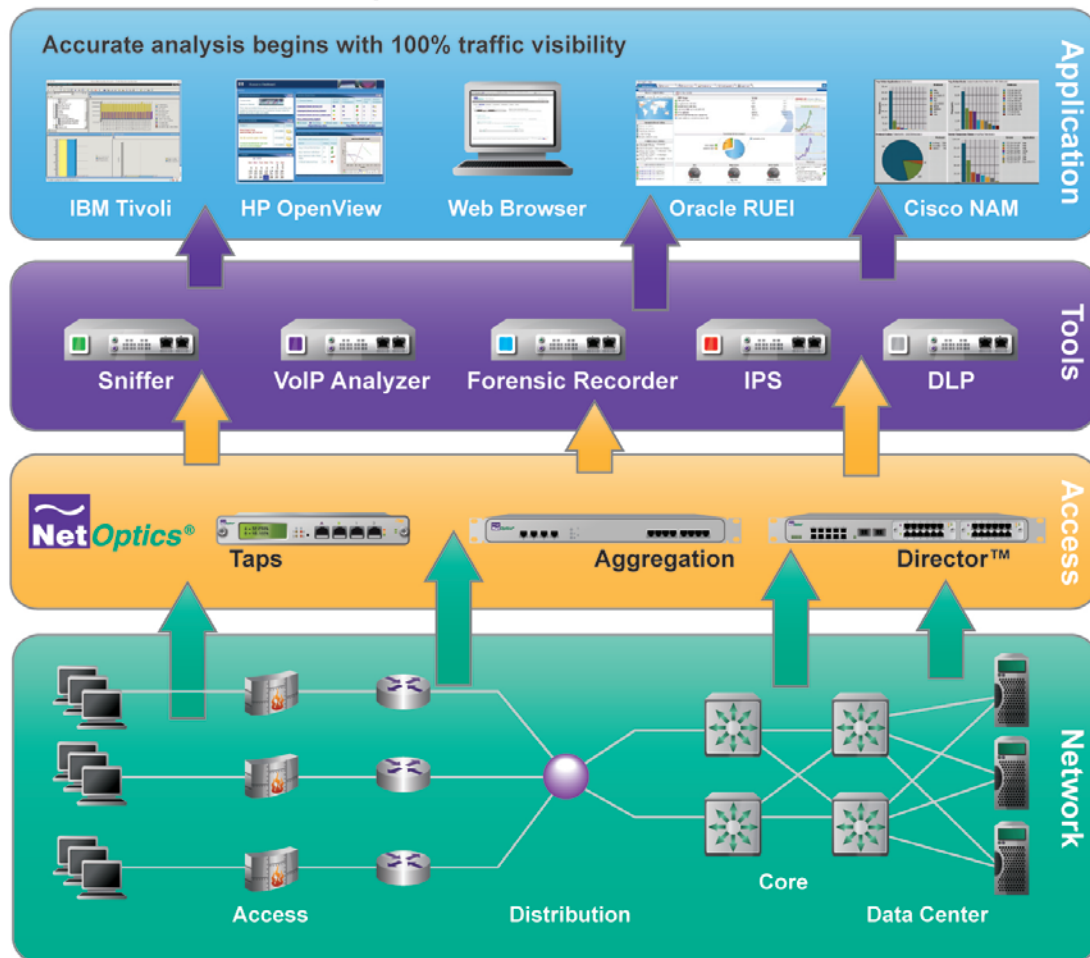
Executive Brief

- **Faster problem resolution** – Taps eliminate the need to reconfigure switches or wait for maintenance windows
- **Increased monitoring security** – Taps themselves are invisible on the network and they also conceal the monitoring tool from the network
- **Reduction of rack footprint** – Taps enable data center employees to use expensive monitoring tools efficiently, reducing rack space and lowering CAPEX

Case Studies

- Fortune 100 companies use Net Optics bypass switches to increase reliability of IPS deployments
- Telecom carriers use Net Optics appliance to turn switch ports into revenue generators instead of using them as Span monitoring ports
- The Philadelphia Stock Exchange improved network uptime to virtually 100% with Net Optics Taps

Data Center with Net Optics



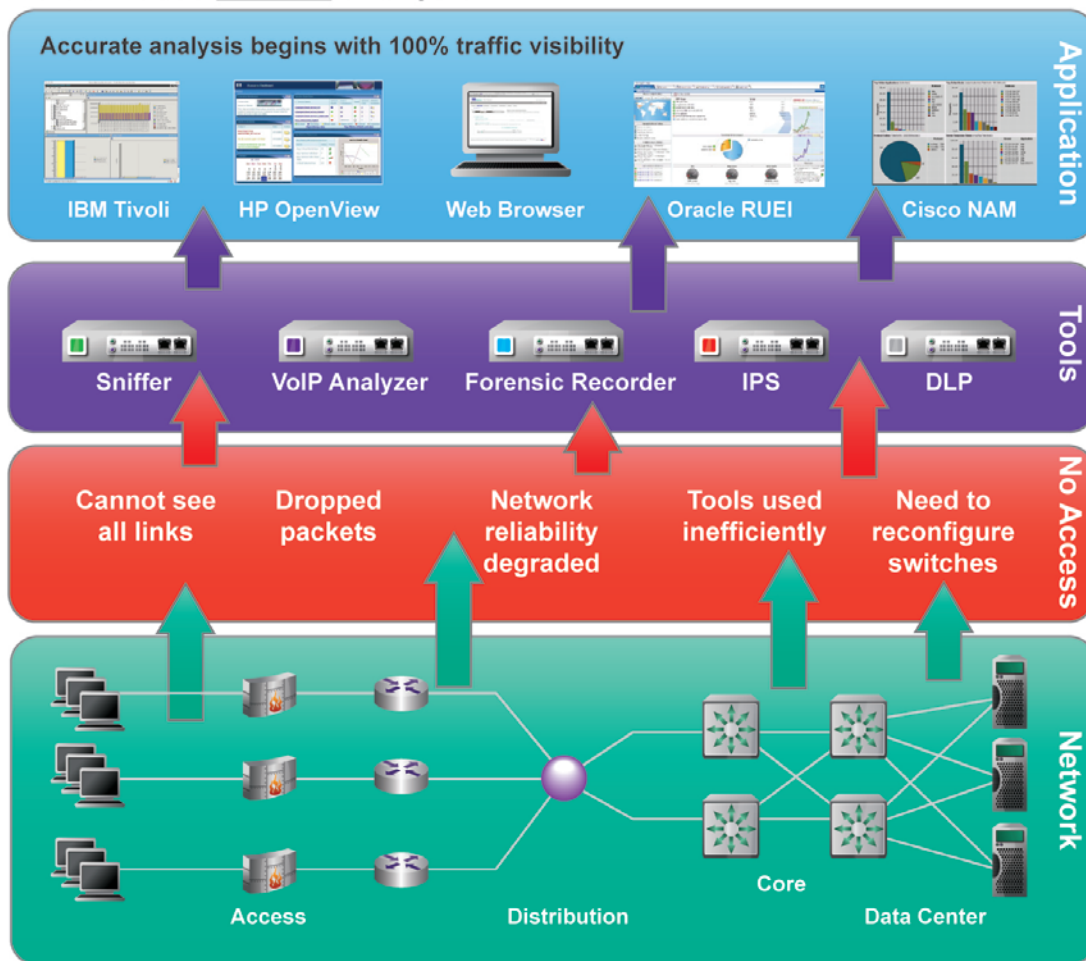
Benefits of deploying Net Optics in the data center

- Improved network performance and better regulatory compliance
- Reduced power and cooling costs
- Efficient use of monitoring tools
- Improved network reliability

Executive Brief

- **Faster problem resolution**
- **Increased monitoring security**

Data Center *without* Net Optics



Risks in a data center without Net Optics

- **Non-optimal network performance**
- **Inability to track information for compliance**
- **Inefficient use of monitoring tools**
- **Increased power and cooling costs**
- **Degraded network reliability**
- **Slow problem resolution**
- **Monitoring tools vulnerable to attack**

For further information:

<http://www.netoptics.com>