

“Nextthink’s End-user IT Analytics help us prioritize our IT projects and work more efficiently. Using Nextthink, in less than a year, we have successfully implemented 12 major IT transformation projects on-time. We can now elevate IT from a cost center to a business enabler, and ultimately make IT a business differentiator.”

Sebastien Piller
Head of IT Infrastructure, Protectas

IT Operations Analytics—The End-User Perspective Is Critical To Understanding Your Environment and Using Analytics To Improve Service

INTRODUCTION

Complexity is dramatically affecting almost every area of IT. Whether it be impact from industry mega-trends like consumerization, BYOD, virtual applications and desktops, and mobility or high priority impacts like security and normal break-fix operations, IT operations management has become an overwhelming challenge.

There is a new category of IT products and services that can help IT departments conquer the challenges they face. Industry analysts, such as Gartner and Forrester, have named the product segment IT Operations Analytics.

ITOA is an approach or method whereby software is used to discover complex patterns in high volumes of often “noisy” IT system availability and performance data. The goal is to discover and make IT aware of things that matter most—in this case, things that impact the end-user.

Many of products making up this new segment of IT software rely on traditional paradigms regarding the monitoring and gathering of data. The traditional method is to set up monitoring systems, define what you are looking for, and establish parameters or thresholds to govern notification. The problem with the products that use the traditional paradigm is they requires significant work to set up, you have to know exactly what you are looking for to configure them correctly, and they fail to gather or consider data relating to the end-user experience.

Nextthink’s unique, real-time, ITOA approach, called End-user IT Analytics, is all about understanding relevant situations and trends with your end-users environments to manage change and deliver more business value through your transformation projects. Nextthink’s approach has resulted in Nextthink being named a Gartner Cool Vendor in ITOA.

BUSINESS-IT ALIGNMENT

Make IT Matter To Your Business

The concept of business-IT alignment (BITA) has gained tremendous conversational momentum in recent years. The problem IT leaders face is how do you turn the concept of BITA from an academic conversation to a meaningful practice that has the ability to contribute positive outcomes to the business?

Start by establishing KPI’s for every IT project and initiative and then begin communicating outcomes to better establish the value IT brings to the business. A product like Nextthink will allow you to capture comprehensive data on how your initiatives are impacting the business.

“Nextthink provides essential visibility and insight into IT operations and security for IT governance, enabling us to better manage demand, deliver value and protect against risk. Nextthink helps us improve efficiency and productivity, enabling us to resolve issues faster and provide a more proactive level of support.”

Dr. Hazem Turki Alkhatib
 CIO, Abu Dhabi Department of Finance

Care About Users Not Routers

Gaps in the business-IT alignment can often be attributed to poor communication. The business needs to understand the benefits of IT but usually doesn't speak IT language. This lack of understanding contributes to the view that IT is just a cost center. You can dramatically improve communication by reporting on IT successes in terms of impact to the end-user.

Nextthink End-user IT Analytics puts you in the seat of an end-user.

- Understand IT services as they are adopted, used, and consumed by the users at their device—not the data center. Report the value of IT for the business.
- Identify issues and degradations at the level of the users so you understand his/her experience with the device, the applications, and the network. Report the quality of IT for the business.
- Show you control users' devices, behaviors, network access, and applications to secure company data. Report the security of IT for the business.
- Assess, plan, deliver and validate IT transformations projects to insure they meet business demands and expectations, and show/demonstrate it with hard data. Report the relevance of IT for the business.

	Incident creation day	Previous week
PC Health	✗	✓
Software & OS Health	✓	✓
Security & Compliance	⚠	-
Network Health	✓	✗
Number of destinations	✓	✓
Incoming traffic	✓	✓
Outgoing traffic	✓	✓
Network response	✓	✗
Network availability	✓	✓

IT OPTIMIZATION AND COST CONTROL

Maximize Business Return On It Investment

IT optimization and cost control isn't just about cutting costs. It's about spending more on things that make the business more efficient and competitive and spending less on things that don't. Nextthink End-user IT Analytics can help you understand more about what gets used in your environment—endpoints, software, and printers—and how often. Armed with real data you can help direct your new IT spend as well as redirect existing assets to maximize business return on IT investment.

"Nextthink allows us to see, understand and quantify the experience of our end-users, something that was previously not only costprohibitive but, quite simply, impossible for us to do."

Paul Cattafi
IT Operations Director, STV

New and Recurrent Problems

Solving issues is a priority for all IT organizations. Solving issues pro-actively before end-users are impacted is utopia. It is a challenge to find the time and resources to identify and address emerging issues. You have to identify and isolate the problem, conduct impact analysis, and study historical data to understand the trend. Nextthink End-user IT Analytics gathers data from all affected areas of your environment and gives you simple to understand visuals that will aid you in quickly identifying the problem and scope of impact.

An operational manager of a large multinational enterprise explains that the golden rule for him and his team is to never be surprised but be realistic enough to know that sometimes things will go wrong. Proactive monitoring of IT services to end-users - not only at the individual application level, but the entire infrastructure, aids in quickly restoring services to optimal levels.

Keeping Projects on Track

According to a McKinsey & Company and University of Oxford study of over 5,400 large scale IT projects, 45 percent of the studied projects ran over budget, 7 percent ran over time, while delivering 56 percent less value than anticipated. IT is expected to do more with fewer resources. Nextthink's end-user analytics gives project planners and implementers the information they need to develop sound project plans while avoiding costly assumptions and mistakes. With Nextthink, you will identify problems sooner and resolve issues faster, keeping your IT projects on track.

SERVICE CAPACITY AND AVAILABILITY

Complexity Is Killing You

Mega-trends such as consumerization of IT, BYO, virtual desktops and applications, and mobility have resulted in increasing data volume, variety, velocity and complexity, and have turned IT operations management into an overwhelming challenge. Service planning that adequately accounts for these trends requires tools that can evaluate the experience the end-user is having.

Nextthink End-users IT Analytics is all about understanding relevant situations and trends from the perspective of your end-users. End-user IT Analytics is having a major impact on the IT industry, enabling new and more cost-effective ways of carrying out business processes and delivering services to end-users. Recently, Nextthink's unique approach to real-time End-user IT Analytics has resulted in Nextthink being named a Gartner Cool Vendor in ITOA for 2014.

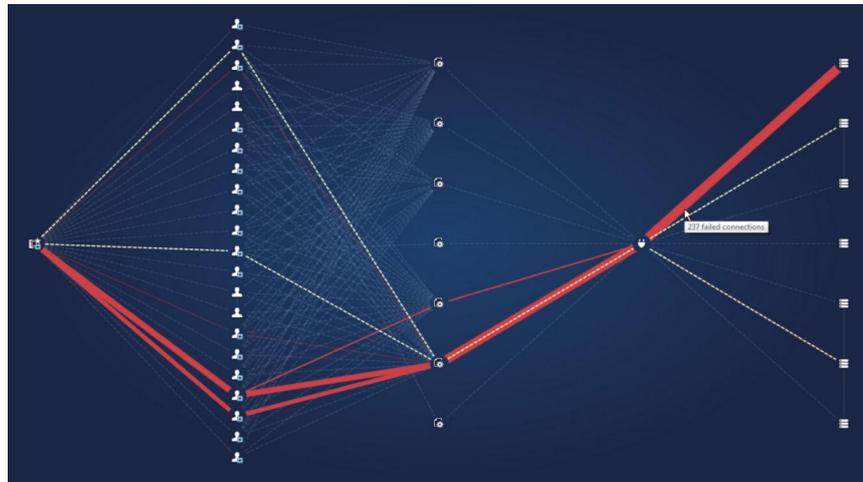
End-user IT Analytics —The Missing Link

Nextthink End-user IT Analytics is the missing link that provides visibility of endpoint and network services from the end-user perspective. For an efficiently managed IT infrastructure, understanding the context of use is just as important

"We have reduced the number of applications used from 300 to 100, which represents a rationalization of costs at all levels."

Daniel Pizzolante
Network and Systems Engineer,
Retraites Populaires

as the quality of applications. By analogy, a perfectly tuned car will not reach its full potential in a traffic jam nor in the pouring rain. More complexity requires more visibility.



Today we live under the influence of the explosion of IT consumerization with more mobile users and the acceleration of enterprise digitalization. The increasing diversity of systems, applications, and data generated, adds more complexity to the IT infrastructure every day. Faced with environments that are becoming increasingly complex, IT teams need to have a clear vision of what is happening, has happened, or could happen in the future. Nextthink provides this visibility enabling you to:

- See end-user endpoint activity, mapping the IT services and how they are operating and performing.
- Streamline operations by getting all of the IT disciplines on the same page with real-time insight.
- Improve support with IT analytics that detect issues and the probable cause before end-users call the service desk.
- Proactive incident management via one-click investigation that finds similar issues before other end-users report them.
- Improve capacity management through actionable dashboards, historical trend analysis and discovery of new IT services.
- Improve end-user satisfaction and business productivity by understanding the gap between end-user activity and the services that IT is providing.

RISK MANAGEMENT

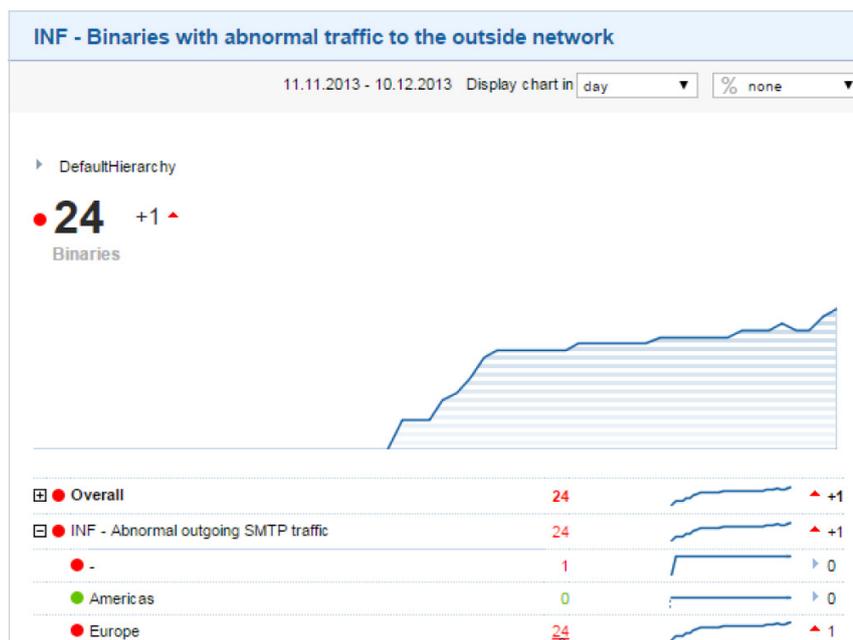
Context Aware Prevention

The corporate IT landscapes are increasingly complex and risky. Megatrends around mobile, social and cloud technologies routinely move business beyond corporate firewalls, creating risk enough to challenge even the best IT

“The objective of our end-user IT analytics project is to discover and address the pain points in our infrastructure. Nexthink provides comprehensive and valid information about the IT infrastructure, the services delivered, their quality and availability from the enduser’s perspective. We can now identify problems early and resolve issues quickly. The real-time data and IT analytics from Nexthink are invaluable in planning, implementation and therefore the success of our ongoing migration projects. Managing a complex IT infrastructure is a daily challenge and with Nexthink it’s becoming easier.”

Zohdi El-Saadi
CIO, IKK Group

organizations. Adding to these complexities are expectations for exceptional IT security and performance. Is your security where you think it is? Do you have any holes in your IT security? Do you understand context when evaluating risk?



Nexthink End-user IT Analytics compliments and extends the layered security prevention products most organizations employ. Other products do their best to block malicious sequences, methods, and code from fully executing on your systems and compromising them. Nexthink augments your layered security by supplying all-important context to the risk equation. Nexthink helps you find holes in your security by leveraging extensive context-sensitive analysis.

Patented Detection Through Self-Learning

Nexthink uses several methods for detecting threats. Like many security products, Nexthink leverages a library of known security threats. Data is continuously collected, analyzed, and compared to the library to identify security issues. From collected data, Nexthink End-user IT Analytics looks for changes in device and end-user behavior to find previously unknown persistent threats. Historical data associated with every device and user allows Nexthink to leverage patented self-learning analytics to detect patterns, anomalies, and service degradation that typically accompany potential threats. Since we can focus on the result a threat produces—new binary process creation, high traffic volume to a single IP, etc.—It becomes possible to identify sophisticated attacks very early without knowing anything about them in advance.

"Nextthink has helped us reduce risks and maintain security standards without the need of extra staff. I now have the right information to demonstrate end-user workplace security compliance to the business."

Jorge Raposo
CSO, Crédito Agrícola



CONTACT US

To learn more about how Nextthink solutions and services can enhance your IT security, please contact your local Nextthink partner or Nextthink sales professional.

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