



BT Connect Optimisation

Govern performance of the network



BT Connect
Networks that think



BT Connect Optimisation – based on Ipanema technology is a fully managed service and is part of the Connect Applications portfolio. Connect Optimisation will help you understand and prioritise your business critical applications and manage non business critical traffic over both private Wide Area Networks and the Internet reducing cost and application downtime.

Connect Optimisation is the next generation in application and WAN management moving beyond the traditional approach to Class of Service (CoS) and supercharging business critical applications as well as managing non critical traffic to cut costs and application downtime. The SmartPath feature is Cloud ready enabling you to align your network with your business needs to fully utilise the cost advantages of the cloud.

Connect Optimisation summary

Connect Optimisation provides the following:

Faster and more dynamic application policy changes reducing the time it takes from days to minutes

Better user experience without the need to upgrade bandwidth improving application response time by 30x and bandwidth by 44 per cent. It also enables customers to make the most of existing bandwidth and achieve this with consistent performance for key applications

Flexible network path selection – with up to 40 per cent of corporate VPN traffic being Internet based, Customer can use SmartPath to dynamically switch traffic onto the Internet.

How it works

Connect Optimisation determines the performance objectives required by an application for good user experience and dynamically tunes the transport network to ensure business critical applications always meet the performance objective. The system works collaboratively to protect key applications even during congestion peaks. An example would be during monthly business process cycles that create busy application traffic flows where Connect Optimisation guarantees the performance of the critical applications. Connect Optimisation centrally controls traffic

across the whole network by identifying traffic congestion and altering data flows to best utilise the bandwidth at each site. The pre-defined metrics set for each application type means that the most important or critical application data has priority over less critical traffic so that maximum performance is maintained during periods of network congestion.



Before Connect Optimisation we had escalating bandwidth spend and constant upgrades with no clear understanding of why. BT has helped us bring our network and applications under control. BT also found 40 per cent of the traffic going over MPLS was Internet traffic. We are using the new SmartPath feature to direct this over the Internet”

Network Manager, Large Retailer



Benefits

Connect Optimisation can help customers to achieve key strategic goals and can provide return on investment within months. Some of the benefits are highlighted in the table below:

Customer challenge	Business benefit
Protect the applications that matter most - no matter what	Connect Optimisation protects your applications even during data 'rush hour' times of the day or month. Connect Optimisation will also protect essential applications if your users create a lot of non-essential traffic on your network.
Improve application response and slash bandwidth costs	Connect Optimisation can make best use of your network bandwidth and throttle back on non-business critical applications to stop congestion. By allocating the right bandwidth to important applications Connect Optimisation has sped up response times for customers by 33 per cent. Connect Optimisation compression techniques can cut bandwidth usage by over 40 per cent.
Run your network the way you want	<p>Connect Optimisation is the next generation of network management. It lets you change application policies fast. It's improved the speed of a network policy change for one customer by 32 hours.</p> <p>"We had to adapt our network to evolving needs, including add of external web based applications as well as new sites opening globally. Our objective was to move from a statistical policy based (CoS) to dynamic and centralised management based on criticality objectives for business applications. Connect Optimisation allowed us to simplify the management our global network, whilst recovering 50 per cent of available bandwidth for Internet base messaging".</p> <p>Telecom Manager, Large Manufacturer</p>
Choosing the right network path	<p>Connect Optimisation directs WAN traffic across multiple networks to make sure your applications perform at their best, any time.</p> <p>"With Connect Optimisation SmartPath feature, we can fully use the capacity of our two networks and have 100 per cent availability and performance guarantee for our business applications at any time. Analysis by Connect Optimisation showed 40 per cent of the traffic going over our MPLS network was non business critical http/https traffic SmartPath allows us to direct this traffic over the Internet instead".</p> <p>Infrastructure Business Manager, Logistics Company</p>

BT managed service

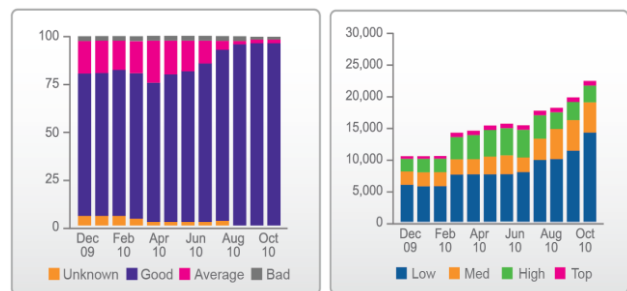
BT Connect Optimisation is a comprehensive managed service that is part of the award winning Connect Applications portfolio of services. It includes the following elements outlined in the table below:

Management	Features
Service Delivery	Project managed installation, global support to over 84 countries
Security Management	Management of the service within BT security guidelines
Service Continuity Management	Service recovery strategy
Availability Management	Service outage analysis, resiliency and risk reduction design activity
Incident Management	24X7 helpdesk and support, proactive and reactive fault management, service incident investigation, problem management, BT analysts, consultants and supplier support, fault escalation procedures
Service Review	Monthly reporting, reporting platform access
Change/ Release Management	Vendor patch and release testing, configuration and patch management

Case Study

“We have been able to more than double the volume of traffic on our network, avoiding bandwidth upgrades, while maintaining application overall performance (Quality evolution) consistent at 96 per cent”

IT Director, Large Pharmaceutical



BT analysis and reporting

As part of the Connect Optimisation service, a regularly scheduled report will be prepared analysing the application performance trends and the levels of performance improvement throughout the global network.

User class	Criticality	AQS (0 to 10)	Quality evolution (+++/o/--)	Volume (%)	Volume (MB)	Quality evolution (+++/o/--)
VoIP	1: top	9.96	o	3.12	761,724.57	+
Business app	2: high	9.74	o	0.89	217,361.05	--
Network services	2: high	9.81	o	1.35	331,154.95	--
Thin client	2: high	9.95	o	8.44	2,064,822.59	+
Network service-bulk	2: high	9.97	o	0.76	185,272.28	+
SAP	2: high	9.61	o	0.53	128,555.09	+

This report will provide recommendations on infrastructure elements that need attention in order to obtain satisfactory application performance. The management of the data flows is visible and can be controlled via the BT Global Portal.



By prioritising core applications, Connect Optimisation is giving users a better, faster and more consistent service”

Network Operations Manager, Food Industry

BT managed service credentials

We're the market leader in application management services, with 600 company implementations and 6,000 managed endpoints in 90 countries

We've been leading in this market for the last seven years and have the track record to prove it. We were the first service provider to prototype and test virtual optimisation appliances for use with virtual data centre and cloud solutions.

We're the only service provider with an independent test and development facility which lets you compare, contrast and decide on the right optimisation solution for you

We have long-standing providers of the technology that underpins our Connect Applications portfolio

BT was the first provider to deliver a managed SmartPath customer deployment as part of the Connect Applications portfolio

BT is the first service provider to use Ipanema technology to protect Telepresence over NNI networks.

Guaranteed application performance over a hybrid network

Global management of a hybrid (MPLS + Internet) VPN infrastructure over 150 sites, combined with application visibility, QoS, WAN Optimisation and SmartPath selection. Benefits include

- Global network capacity X3
- Cost to transfer a GByte of data across the network divided by 3
- Global network budget cost reduced by 15 per cent
- 1 Million € budget savings on application migration costs
- 80 per cent of the traffic using the internet and 20 per cent MPLS.

Summary

BT Connect Optimisation offers:

- Lower total cost of ownership
- Improved usage of bandwidth
- Greater business efficiency due to improved performance of applications.



Offices worldwide

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