

Network Management & Monitoring Sales Guide

ALWAYS ON CULTURE REQUIRES 24X7X365 AVAILABILITY

Security, reliability and performance are top of mind for businesses as downtime and data loss can negatively impact brand reputation and customer experience. But monitoring and managing network health can be costly and time-consuming without the right tools and team in place.

1 minute of downtime = up to \$10k in lost revenue & productivity



SOLVE YOUR CUSTOMER'S EXISTING CHALLENGES WITH VNOC POWERED BY VEEUE

Companies that already have in-house or outsourced network monitoring confront a number of challenges with those solutions: lacking adequate timezone coverage, inadequate resolution times, support for some but not all devices, or having a suite of non-integrated standalone tools that do part but not all of the job.

CHALLENGE	SOLUTION
Resource & skills gap	<p>Extend your team</p> <p>As an extension of your IT organization, our team of NOC analysts proactively monitors and resolves incidents 24x7x365 to minimize downtime and ensure seamless operations.</p>
Lack of visibility	<p>Centralized view of network health</p> <p>Monitor anything with an IP address with real-time insights into the health & status of all connected devices across locations from a single pane of glass.</p>
Lack of a centralized tool	<p>Integrated toolset</p> <p>VEEUE combines the capabilities of ServiceNow and LogicMonitor in one platform so you can monitor your network, simplify and analyze complex data, and raise and track tickets in one place.</p>





SPOT THE IDEAL CUSTOMER

Our NOC solution is a good fit for:



Organizations with multiple physical locations that need to be monitored



IT teams lacking resources to properly monitor and manage their network



Businesses managing multiple monitoring tools and dashboards



Main verticals: retail, manufacturing, banking, energy/utilities, hospitality

ASK THE RIGHT QUESTIONS

Here are several conversation starters that can uncover a company's basic needs, assess their current solutions, and understand long-term objectives.

Platform & Monitoring Tools

- Do you currently have any existing network monitoring tools? If so, how many?
- Do your monitoring tools adapt in real-time to changes in the environment?
- How would you characterize the service-level visibility you have?
- Do your monitoring capabilities delay the deployment of new technologies?
- Do your monitoring tools monitor everything in the cloud and on-premise?
- Are your monitoring tools integrated to automate incident management?
- Are your monitoring tools integrated with your other IT management/support tools (ex. CMDB & ITSM)?
- Do you have Business Intelligence or visualization tools that report out of your monitoring and ITSM tools?

Network Operations Center (NOC)

- Do you currently have a NOC? If so, is it internal or outsourced?
- What are the main challenges or pain points you face in managing your NOC?
- Are you looking for 24/7/365 monitoring and support or do you have specific operational hours in mind?
- How would you rate your organization's ability to respond to outages?
- How do you, or current NOC, handle network related outages today?
- How efficient is your team, or current NOC, at identifying the root cause for IT issues?
- How much time does your team spend on network related outages, identifying network issues and identifying the root cause for network and IT issues?

OFFER A COMPREHENSIVE SOLUTION

Many companies also rely on multiple vendors to provide the tools, monitoring, and services needed to manage network outages, resolution, and staging of network equipment. Through AppDirect you can provide your customers with the project management, field services, engineering, warehousing and staging services that they need to maintain their network, end-to-end.





HANDLE OBJECTIONS

Here are some common objections and example responses that you can use to address your customer's concerns and hesitations.

OBJECTION	RESPONSE
We already manage our network in-house.	Our team of analysts can give you 24x7 coverage as an extension of your IT team so your staff can focus on core business initiatives. Using our fully integrated platform also means you can divest yourself of the cost of maintaining and operating your own.
Won't outsourcing our management cost more?	Costs for 24x7 monitoring and operating a platform become lower at scale. Leveraging our services, you can reduce employee idle time and maximize the use of platform capabilities.
We already outsource our WAN management to our carrier.	We can centralize your view of all of your carriers, public and private infrastructure, as well as any 3rd party or non-managed circuits. We'll also organize troubleshooting and truck rolls across multiple carriers and vendors, giving your teams peace of mind when issues occur.
You can't connect to our circuits, they aren't all public.	This is a common challenge in monitoring that our teams solve and we have multiple options, depending on your network configuration. Our engineers can evaluate your specific situation and propose a solution.

ADD SOUGHT-AFTER PREMIUM HELP DESK SUPPORT

AppDirect is helping millions of users on their tech journey with SmartSupport

100K+	96%	93%
annual calls for end user help desk services and onboarding support	of customer support calls resolved on the first call	of customers rate us highly for onboarding, migration, and level 1 help desk support

Contact your AppDirect CSM for more information about our network management & monitoring solution - our team of experts will guide you on the best path forward

ABOUT APPDIRECT

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