

Observability is becoming a key pillar of modern IT and an enabler of digital strategy. However, it is usually unclear to see the immediate or long-lasting business impact and return on investment. Here is how investing in observability pays off.

Investing in cPacket's Observability Solution Pays Off

1 by Saving Business Money

2 by Making Business Money

Avoid and Reduce Service Outages and Disruptions

Restore Services Faster and Reduce MTTR

Accelerate Service Expansion and Modernization

IBM Report
It costs enterprises, on average, **\$1M-\$5M** per hour for a business application or service down.

It costs enterprises, on average, **\$1.23M** per breach in case of a security attack.

Directive Report
It saves enterprises, on average, **36% in costs** after the cloud migration and create **new revenue streams**.

The Network must not be the reason for a Service Down due to Health or Security issues

- Keep the network up and perform up to the task. Proactively observe and maintain network health to optimal levels so the network does not become a reason to bring down a service or application or a reason for deteriorated user experiences.
- Keep the network secure by feeding/analyzing the real-time network traffic for potential threats so non-traditional attacks, such as ransomware, do not infiltrate and bring down a service or application. Avoid revenue or customer churn due to downtime.

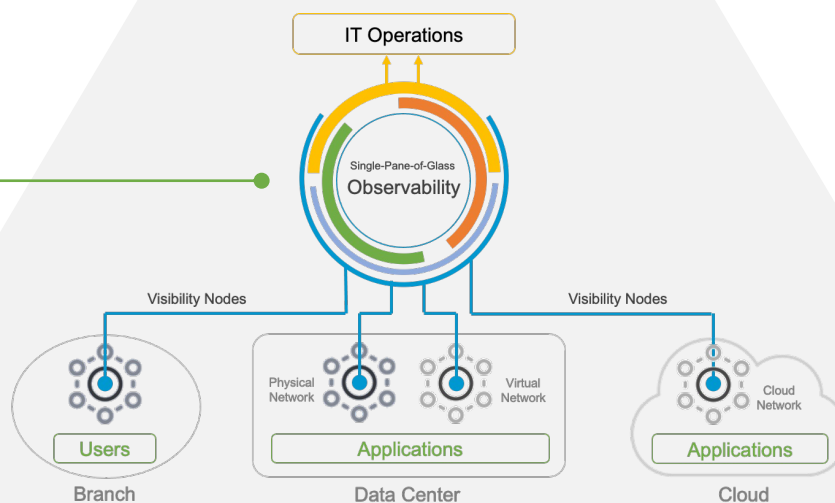
The Network must not be a Delay Factor in Service Restoration or Incident Response

- Find it early if it is or is not a network issue. Progressively drill down fast if it is a network issue and find out *What* the issue is, *Where* it is, *When* it happened, and *Why* it happened. Fix it fast and reduce MTTR. Avoid revenue or customer churn.
- Contain and respond fast to a breach. Analyze the captured network (packet) data for fast forensics to spot rouge activity and take corrective actions, protecting customer data, reputation, and revenue loss.

The Network must not be an obstacle in Service Expansion and Business Modernization

- Remove the blind spots in cloud environments and have true multi-cloud and hybrid cloud single-pane-of-glass observability. Troubleshoot the application dependencies, connectivity, and responsiveness before commissioning into production.
- Keep the business applications secure in a multi-cloud environment by analyzing the real-time network traffic for potential threats so non-traditional attacks and have the forensics capability by accessing network (packet) data.

Single-pane-of-glass *Observability Layer* consolidates, correlates, and analyzes to turn data into actionable information and vital Service-Level Indicators. Baselines and alerts.



Agentless *Observability Nodes* extract, process, and feed the highest-quality network (packet) data from any environment: Azure, AWS, GCP, VMware, Data Center, or Branch.