



Nectar Unified Communications Management Platform

The Most Advanced, End-to-End Management, Monitoring and
Diagnostic Tools for Unified Communications Networks

Solution Brochure

With instant messaging, IP telephony, presence, video, and desktop sharing applications simultaneously competing for resources across distributed, overlapping systems, it's no wonder that your Unified Communications (UC) network has, inevitably, outpaced your company's ability to effectively manage it. It's also why businesses like yours are now demanding a more cost-effective and performance enhancing approach to UC management, monitoring and diagnostics. Nectar's premier Unified Communications Management Platform (UCMP) is just such a solution. So stop worrying and start solving your Unified Communications challenges today with Nectar UCMP, the industry's first intelligent, end-to-end UC management architecture that can help you to, not only pinpoint issues before they affect users, but also control operational costs and maximize ROI.

The continued integration of real-time Unified Communications services, combined with escalating demand from 'big data', BYOD, layered security, and dynamic cloud-based resources, is making the management of today's converged networks nearly impossible. Applications like conferencing, mobility, video and collaboration have significant and varying performance and availability requirements that often fail to meet the high expectations of users. Most management offerings today cannot pinpoint the exact problem that has occurred, nor can they deliver real-time monitoring or provide the consistent, reliable correlation of information your business requires.

Visibility of UC Ecosystem



What your company needs is the right set of tools and services to pinpoint and troubleshoot issues before users are affected. You also need to be able to cost-effectively maintain systems availability during upgrades, changes to or additions in new or existing technology, and ongoing business operations. It is within this highly-complex UC ecosystem that Nectar has leveraged the power of its UCMP architecture across a multitude of industry leading vendors to dramatically improve visibility into and enhance service delivery throughout your converged network environment.



"Nectar's flagship UCMP solution focuses on five critical areas for ensuring performance management for Skype for Business deployments. These five areas include help with planning and deployment, ability to pre-assess the network prior to and during

deployment, monitoring the health and availability of the ecosystem, advanced reporting and analytics, and the most unique diagnostics solution available."

Nectar Solves Today's UC Challenges

With a history of innovation and decades of experience in Unified Communications, Nectar is helping companies like yours, and the Managed Service Providers who support you, to bring clarity to your business and effectively manage the complex interdependencies of your rapidly evolving UC network environment. Utilizing an agnostic approach to UC environments, Nectar is able to deliver real-time visibility into the quality of each UC user's experience – regardless of vendor platform and/or technology.

A Uniquely Different Approach to UC Management

Nectar UCMP offers the most complete suite of innovative features on the market today, providing superior ease of deployment and unprecedented end-to-end service management across integrated voice, data, security, applications, and video networks. The UCMP architecture is built from the ground up to facilitate the delivery of critical performance information for faster resolution of business service interruptions. Key benefits of Nectar UCMP include:

- Faster deployment and discovery with unique Vendor Knowledge Modules (VKMs) that use inherent auto-discovery and deployment wizards to automatically map the network and its interdependencies.
- Live views at your fingertips using at-a-glance, customizable live dashboards that provide both common and business specific information to upper management, business-level, and technical resources.
- Elimination of guesswork and delays via root-cause analysis, as well as dependency trees that can map system interdependencies so you can zero-in on failed

links, services, and components, thereby reducing business interruption.

- Business level reporting that provides a broader and deeper perspective of trending and analysis so you can right-size your network assets to help reduce maintenance costs.
- Proactive network monitoring via synthetic calls that match to VoIP traffic patterns in your enterprise for proactive monitoring of your company's end-to-end VoIP/RTP experience.
- Quality of Service capabilities that reduce recovery time using intelligent, skills-based routing.
- Voice carrier accountability that correlates real-time issues right down to the end-user, enabling rapid identification, isolation and resolution.

Nectar enables you to quickly identify, isolate, and remediate UC performance issues while controlling costs and future-proofing your converged network environment.

- Provides complete network visibility
- Controls operational costs while maximizing ROI
- Increases productivity via enhanced collaboration
- Ensures effective resources and enhances business agility
- Seamlessly integrates multi-vendor environments for a positive end-user experience
- Provides clear visualization of UC/CC environments
- Reduces diagnostics time and improves mean time to repair
- Enables effective capacity planning

“Right out of the box UCMP auto-discovered our environment and immediately helped us solve a problem that had been going on for eight months”

Chuck Condron, Clear Channel

At its core, Nectar UCMP delivers exceptional system health and availability with a single 360-degree view of all voice and data assets, providing root cause analysis, contextual monitoring, and at-a-glance troubleshooting. In addition, it offers:

- Enhanced performance with resource trending and utilization, as well as capacity monitoring and planning;
- Simple access to voice quality metrics that include trace route & IP network visibility; automated category creation; and enhanced analysis; and
- Comprehensive and detailed inventory reporting.

Advanced, Purpose-Built Software That is Simple to Use

With Nectar UCMP, your business has access to the most innovative UC software solution on the market today, enabling your IT organization to adapt to change, manage complexity, reduce operational costs, and maximize your company's total cost of ownership. Integrated within the UCMP architecture are:

Vendor Knowledge Modules (VKM) that can interpret alarms and perform interaction with PBXs, switches, routers, servers and applications to provide IT teams with critical level indicators as a snapshot of business critical functions.

Information Packs to help get you up and running in minutes, instead of days or weeks. These packs encompass

both live and historical data collection and representation for the critical data elements within your network. They also include: pollers, real-time dashboards and historical reports.

Dependency Trees that provide a visual representation of all the components, services and integration required to deliver an application to your users. It shows what's working, what isn't, and which users and/or departments are affected. This context-sensitive display shows you in real-time any broken link in the chain, so you can focus your remediation efforts.

Dashboards that equip network operations experts with highly detailed, real-time information in a format that allows them track all aspects of network performance and status. Dashboards can be customized to suit the needs of different users, including IT support teams and/or executive-level staff.

Robust Reporting capabilities that provide in-depth historical reports, allowing you to track device performance and resource utilization trends. You also gain access to custom reports and pre-packaged report packs for the most common devices and system resources within your UC environment.



“What differentiates Nectar UCD from other solutions is the ability to monitor the routing and paths between the end users and the associated Lync (and other vendor) UC components”

Gartner Research 2014



Gartner

Gartner Chooses Nectar as a 2014 Cool Vendor in Unified Communications

and collects comprehensive data relating to packet loss, jitter, delay, echo, signal-to-noise ratios, MOS, and R-factor, for example, and provides complete IP network information correlation and comprehensive insight for fast resolution, lower TCO and a superior user experience.

This correlation allows a help desk agent to instantly associate specific user-reported complaints to any events in any part of the network. Alerts and notification targets are configurable through interactive dashboards. Visualization of historical trends allows tracking, management and decision making to improve the user’s experience and anticipate operational requirements such as capacity planning.

Because of the unique way in which the UCD software is integrated with Microsoft’s Software-defined Networking (SDN) API, Microsoft has chosen Nectar as one of the few Depth Partners within the company’s SDN API program. With the Nectar UCD module, Skype for Business / Lync users can be assured of the highest quality Microsoft Skype for Business / Lync deployment and experience.

PERSPECTIVE

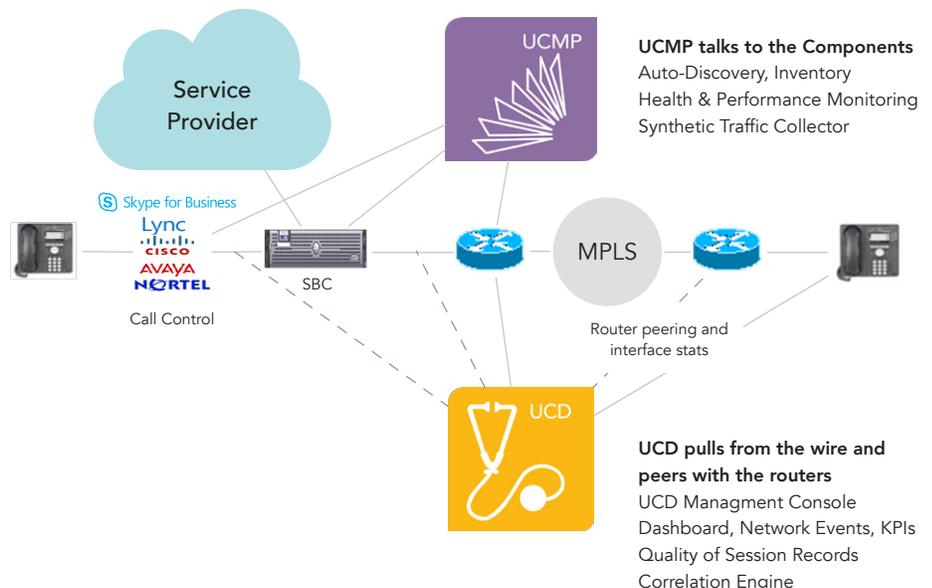
The Nectar Perspective module is a real-time, synthetic transaction system that generates Real-time Transport

Designed with Your Business in Mind

Created specifically for enterprise customers and Managed Service Providers, the UCMP architecture is built from the ground up to enable economies of scale and IT collaboration across global, distributed, overlapping network environments. Regardless of your UC environment, the Nectar Unified Communications Management Platform can support your entire business with a variety of customizable, modular software and services, ensuring peak performance and optimum utilization of your system resources.

UNIFIED COMMUNICATIONS DIAGNOSTICS

Utilized within the UCMP platform, the Nectar Unified Communications Diagnostics (UCD) module provides real-time visibility into the overall quality and performance of the user experience by uniquely monitoring session content and network topology. The UCD monitors



Control Protocol (RTCP) packets with an advanced suite of CODECs for both pre-deployment network assessment and post-deployment proactive and passive monitoring. With Perspective, you can schedule calls to begin once the call center closes, or you can run calls continuously for on-going diagnostics. If there is any call instability, you will be alerted to the issue.

Perspective enables you to review network path, delay, jitter, and packet loss metrics from the simulated calls. The Perspective module has everything you need to maintain a centralized view of real-time and historical measurements; centrally administer synthetic transaction sessions; and provide alarms and alert IT staff based on customizable performance thresholds.

CALL ANALYSIS

In order to fully understand and manage business operations, your company must focus on the fundamentals – understanding how basic metrics change as you modify parameters under your control, and making necessary adjustments to enable the desired level of service within your UC environment.

Nectar offers call analysis tools that provide rating and re-rating functionality, carrier billing verification, tail-end hop off (TEHO) analysis, and cost reallocation. Our unique Call Detail Records (CDR) inventory collection capability allows you to correlate call records from multiple sources – PBXs, real-time CDRs, and VKMs – providing the ability to measure, analyze, and model calls in an easily customizable format.

The Best Choice for Managing Distributed UC Environments

Organizations are continuing to face new and ongoing operational challenges that are increasingly complex. Within this highly dynamic UC landscape, Nectar has designed its UCMP architecture to revolutionize the way in which voice, video, and web collaboration applications, systems and networks are managed.

As a technology leader, Nectar Services Corp® delivers unparalleled business value by providing IT organizations with the ability to quickly adapt to change, manage complexity, and deliver unique, quantifiable ROI reporting and monitoring for unified communications systems. Our flagship Unified Communications Management Platform (UCMP) offering enhances service delivery across your company's integrated voice, data, video and application infrastructure, and provides critical, actionable performance information that executives and technical resources need.



Armed with this knowledge, your business now has the foundation to align vital IT initiatives with key business objectives, thereby freeing up critical resources and transforming your company's infrastructure into a highly responsive business asset.

Nectar – because every conversation does matter.

For more information:

www.nectarcorp.com

North America – americas@nectarcorp.com

Europe, Middle East and Africa – emea@nectarcorp.com

Asia Pacific – apac@nectarcorp.com

Latin America – latam@nectarcorp.com

The Nectar logo is a trademark of Nectar Corp. Other company, product or service names mentioned herein may be trademarks or service marks of their respective companies. This document may contain forward-looking statements regarding future events or product enhancements. All statements other than present and historical facts and conditions contained in this document are predictions and reflect our current beliefs and expectations with respect to future events. Any forward-looking statements are based on information available to Nectar as of the copyright date, and Nectar assumes no obligation regarding such statements.