

Elevator Pitch

What is Dyband's value proposition?

Dyband IP Traffic Management is an intelligent bandwidth management solution that closes the business services management loop. Dyband along with BMC software enables companies to understand the relationship between business and IT infrastructure, and then act to assure critical business processes and priorities are maintained.

Dyband reacts to business priorities set by companies and ensures that their most critical business locations, employees and applications receive the bandwidth they require to keep business flowing smoothly. Dyband gives you in-depth visibility into your network and integrates detailed and critical data seamlessly into your BMC Business Services Management infrastructure.

Pain Points

What pain points does Dyband resolve?

Department Level (Champion)

- ❖ Believe you have sufficient bandwidth, but cannot determine why so much is being consumed.

- ❖ Limited (or no) visibility into network utilization, certainly not in real time.

- ❖ Network is congested but cannot determine which users are causing the problem.

Business Level (Decision Maker)

- ❖ Systems Administration and Network Administration staff resources are limited.

- ❖ Network slowdowns and outages despite major investments in bandwidth and network tools.

- ❖ Network staff are requesting more bandwidth but cannot pinpoint the business requirement

Prospecting

Questions that will resonate with prospects

If a prospect answers "yes"

to even one of the following questions, Dyband has a cost-effective solution:

- ❖ Would you like to be able to pinpoint the areas in your business that are using your network bandwidth?

- ❖ Is your IT department telling you that they need more resources to manage the network, yet cannot provide quantified answers why?

- ❖ Would you like to understand how your network is affecting your overall business infrastructure?

- ❖ Would you like your IT department to have complete control of the network, provide you with timely reports, without more IT resources and while lowering costs?

Key Benefits

What messages will get the prospect's attention?

Increase Revenues by adding more customers or users to the same network connection without compromising your SLA's, and by enabling your users and customers to focus on business priorities.

Control Costs by managing precisely who gets how much bandwidth, and when, as well as prioritizing your users – adding as much as 30% more users to your network without additional bandwidth.

Gain Visibility in real time, over your network, groups of users and individual users, as well as storing data for reporting or amalgamation into other reporting systems such as billing systems.

With the Dyband KM, Dyband shaper and historical statistical information is available immediately in the PATROL console.