



**Identify  
Connection  
Insights With**  
**Adaptiv | Cloud Portal**

# INTRODUCTION



In today's competitive environment, business leaders are always keeping an eye out for new tricks or easy-to-use tools that give them a leg-up on their competition. Enabling connected experience is on the agenda of every business leader, but when it comes to their network connectivity, many business leaders struggle to understand how their network communications infrastructure is helping – or hindering – company operations. As business leaders recognize network connectivity as a critical factor in their success, they need simple tools that provide them with easy-to-understand real-time insights into the performance of their network.

Forward-looking businesses are adopting managed Software-Defined Wide Area Networking (SD-WAN) services to

accelerate their digital transformation and scale their network needs cost-effectively. While the managed service model provides the expertise and accountability for the SD-WAN connectivity, business leaders need confirmation and assurance that the managed service they receive is delivering to the agreement. Businesses powered by Adaptiv | SD-WAN enjoy the combined benefits of managed network connectivity plus self-service access to visibility on their network performance.

This paper helps business leaders and IT managers understand how Adaptiv | Cloud portal helps monitor the performance of their last-mile connections and identifies if the issues impacting their business performance pertain to their local area network or wide area network.



# Helping Your Business Receive the Performance You Expect and Need



The challenge for a business starts with the deployment of network connectivity at each site or branch location. Adaptiv | SD-WAN accelerates network deployments by easily and quickly connecting multiple underlay circuits to create a unified managed connection that reaches cloud applications and other sites on the corporate SD-WAN. The Adaptiv solution provides automatic and seamless failover by continuously monitoring link health and instantly redirecting traffic to an alternate link when an underlying link fails. Adaptiv | SD-WAN also uses patented traffic management capabilities to ensure user quality-of-experience for real-time cloud services such as voice calls.

## How can you tell that the network is operating as it should?

Adaptiv Networks provides network visibility with the easy-to-use Adaptiv | Cloud portal. Users simply login to gain performance insights that confirm the effectiveness of the network connectivity. The Adaptiv | Cloud portal continuously monitors network traffic and connection health reported by the Adaptiv | Edge device at the business site. Interactive dashboards and charts on the portal track information to depict the health and efficiency of each site, link, and service to show quality of experience at a glance.

**Adaptiv | Cloud portal provides performance metrics for tracking the reliability and quality of the site-to-site and site-to-cloud communications of Adaptiv | SD-WAN.**

# The Adaptiv | Cloud Portal Delivers Insights That Help Identify the Root Cause

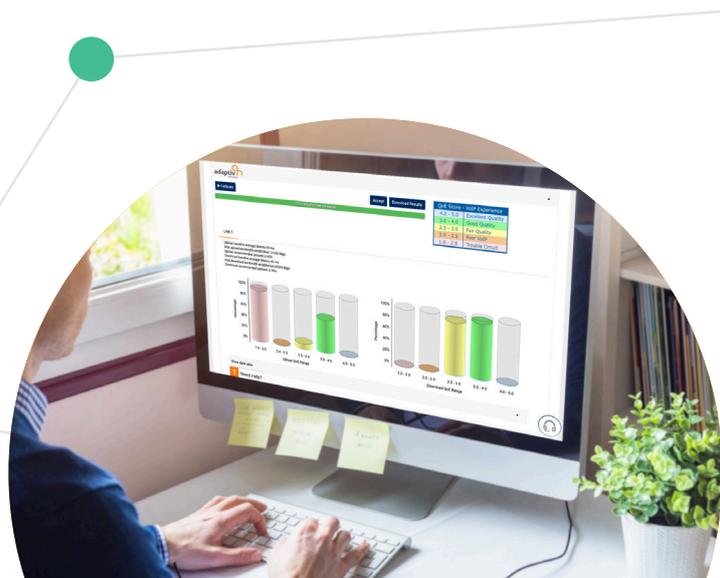


Broadband connectivity delivers much more bandwidth at a much lower price point. However, the lower cost is only valuable if it does the job expected. Unlike legacy connectivity solutions such as MPLS, commodity broadband connections do not include Quality-of-Services (QoS) capabilities, and they are not backed by carrier-grade Service Level Agreements (SLAs).

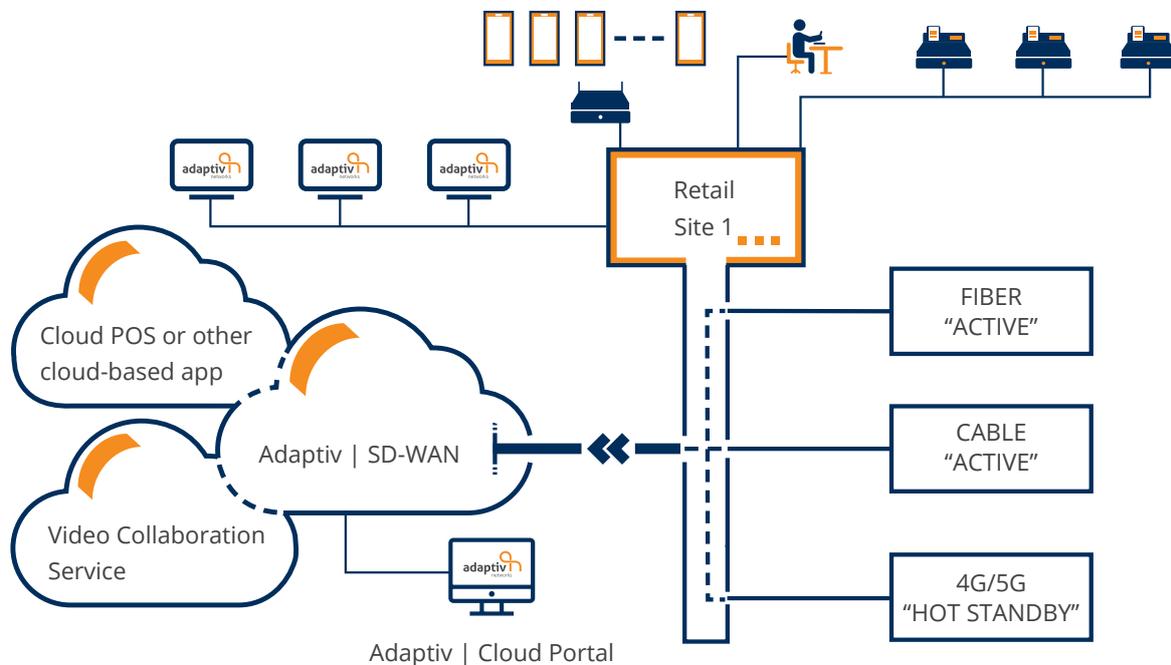
There are many day-to-day activities at the business venue that can be adversely affected by poor network connectivity performance.

Take a retail location: consider the friction that in-store customers experience when their mobile app hangs when checking the availability of a pair of shoes. These delays typically happen

when fixed-bandwidth links become flooded with unexpected traffic that exceeds the available capacity. This traffic can come from other shoppers who are watching YouTube videos on the guest Wi-Fi service or when the store manager starts participating in a critical regional sales meeting using a video collaboration service. Not only do customers have bad experiences on the branded mobile app using the guest Wi-Fi, but all the regional store managers also struggle through their meeting due to poor quality of the video call. Likewise, point-of-sale (PoS) credit card transactions can slow to a crawl, leading to further customer frustration. In these simple, everyday scenarios, all persons in the store – and those involved in the online meeting – are enduring bad communication experiences due to poor network performance.



## How does the retailer – or restaurateur, or medical office manager – resolve this poor performance?



Stores powered by Adaptiv | SD-WAN have a robust set of tools to avoid common network performance challenges. Automatic seamless failover protects against network downtime caused by link outages, and patented QoS technology ensures crystal clear quality for voice and video calls. The good news is that the smooth operation provides uninterrupted, high-quality customer and user experiences. However, the retail site manager needs to understand how the network is performing; they need historical information showing the frequency of link outages, bandwidth usage history, and how well business-critical services are performing over time.

Adaptiv | Cloud is the cloud-based portal that manages and monitors network performance for Adaptiv | SD-WAN customer sites. The easy-to-use portal provides access to the metrics and details that help identify trends and troubleshoot issues at a site. The insights allow the service provider to pinpoint the source of the poor experience. Maybe the issue is in the site's local network routing; perhaps the user's experience is being impacted by slow or overloaded cloud processing; or maybe one of the last mile links is introducing unexpected jitter that is resulting in delays.

# Business managers gain connectivity insights using Adaptiv | Cloud Portal

Adaptiv | Cloud provides reports and metrics to help troubleshoot issues. One of the main performance monitoring tools is the Quality of Experience (QoE) report, which illustrates the overall site connectivity performance using measured information from all of the underlying connections. The Adaptiv | Cloud derives the QoE metric from measurements of jitter and latency for every link connected to the site, as depicted in the diagram below that provides a sample view of the Quality of Experience report for a site with two links. Since high values of jitter and latency negatively impact QoE, this report allows service providers to monitor the site's links for jitter and latency in order to take action if these values consistently rise above acceptable limits.

Service providers and business assurance leaders get pertinent information that allows all to understand how the network is operating over time and can point them in a direction to make changes. Users can simply click on a tab to drill down and view the same chart for either Link 1 or Link 2, and with a quick click-and-drag, users can easily change the time period represented in the chart.

Additional charts and dashboards in the Adaptiv | Cloud portal provide insights about site configurations, bandwidth usage history, service quality-of-experience, interactive bandwidth speed tests, and much more.



# Adaptiv Networks Empowers Businesses with Frictionless Cloud Connectivity



Without reliable insights, poor network connectivity can act as an invisible drain on productivity that significantly hampers the successful growth of a business. Adaptiv | SD-WAN is a managed connectivity solution that includes the professional expertise of a managed service provider, plus intelligent automation that optimizes uptime and cloud performance to propel digitally transformed businesses.

Adaptiv Networks goes beyond simple SD-WAN connectivity. The Adaptiv | Cloud adds value for customers by providing 24/7 self-service access to network visibility with insights on how sites, links and applications are performing.



## About Adaptiv Networks

Adaptiv Networks is the creator of powerful, software-defined wide-area networks (SD-WANs) for the most challenging locations requiring high availability for business-critical application traffic. Businesses rely on Adaptiv Networks' Cloud-Managed SD-WAN to provide secure, high-performance, and highly reliable networking for their voice, data, and video communications needs. Adaptiv Networks serves more than 250 customers, with more than 2,500 sites deployed through 30 partners.

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