ACHIEVING DIGITAL FITNESS
THE VALUE OF IP-LEVEL DATA FOR ENTERPRISES

Capturing and processing digital knowledge is similar to fitness performance-monitoring wearable technology. Just as people capture and interpret physical metrics to guide their quest for physical well-being, Enterprises must capture and interpret digital metrics in their quest for digital well-being.

DIGITAL HEALTH IS CENTRAL TO BUSINESS PERFORMANCE
To achieve digital fitness, today’s digital enterprise must:

1. CAPTURE Digital data universally across the enterprise at the IP/DNS/DHCP level

2. TRANSFORM That raw data into coherent digital information through robust, predictive analytics

3. INTERNET ATTRIBUTES DIGITAL HEALTH IS CENTRAL TO BUSINESS PERFORMANCE

A THREE-TIER STRATEGY FOR DIGITAL SELF-KNOWLEDGE

1. CAPTURE
   Digital data universally across the enterprise at the IP/DNS/DHCP level

2. TRANSFORM
   Transform that raw data into coherent digital information through robust, predictive analytics

3. INTERNET
   Interpret that information in use-case context to arrive at actionable digital knowledge

Reduced Risk
Avoid dangers by maintaining the highest level of situational awareness through continuous IP data capture and analysis.

Reduced IT Costs
If enterprises forget that IP is a primary asset, they will realize too late how much frequent loss has to be accomplished more with monitoring better budget discipline.

More proactive governance
Evolve beyond checklists and fire-drills by building compliance-guided governance into ongoing IT operations.

Better customer/end-user experience
Proactively protecting the digital health of the entire enterprise produces a better customer/end-user experience.

BY 2018
6 BILLION CONNECTED THINGS WILL BE REQUESTING SUPPORT*

Enterprise IT organizations that understand their own digital health will be better equipped to meet the escalating demands of the digital enterprise and achieve digital fitness. Those that don’t will spend more, move more slowly, and wind up with consistently poorer outcomes.

The IP Knowledge Payoff

*Gartner Predicts 6 Billion Things Will Be Requesting Support By 2018.