

## What is Network Management?

This white paper is aimed at providing a high level overview of Network Management in relation to Opteq iQ. It is not intended to be an exhaustive technical explanation or definition of the solution but rather a business oriented overview and insight to the philosophy and design principles of Opteq iQ and the benefits of these. This document is best read in conjunction with the Opteq iQ module brochures and datasheets.

In our opinion industry at large appears to have lost touch with the English language when it comes to network management. Few products that are called network management products actually do any management. They do a very good job of analyzing or measuring or even reporting but not much management. Management in our book implies some measure of control, the ability to influence, set directions and policies, and apply guidelines.

Network traffic often reminds us of school children leaving school after the bell has rung for the last day of the school term except it is worse. I say worse because children do not get discarded and have to start again and there is no headmaster looking on with a beady eye applying at least some measure of control. Knowing how many school children passed the gate per second and their respective ages, colors, races, average height and weight does not actually help all that much. The only thing that does help is real management. Decisions regarding staggering times when classes may leave, or separating streams into lanes, etc. Now that really helps and yes, maybe you can make these decisions better if you have the reports and statistics but how do you implement real effective management on your network? You buy an Opteq iQ unit of course.

With an Opteq iQ unit you not only get one of the best network analysis tools on the market, with reporting and measurement and analysis, you also get to be able to make decisions about what you find AND implement them. You can decide which traffic is important by user or destination if necessary, how it should behave, separate it into lanes, decide on the size of the lanes, who and what should be allowed, at what time of the day, and any other method of decision making you can think of, and you can implement, enforce, and monitor it on your network.

It is a core belief of Opteq's that your network (and I include your Internet network) is a very important company asset and that it needs effective management if it is going to give you a good return. We do not believe that analysis or measurement or reporting achieves this goal even though these are important steps in the management process, they are only steps and if you cannot make policy decisions and implement, enforce and monitor effectiveness then you cannot be effective.

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## About Opteq iQ

Opteq International is acknowledged as an emerging leader in the rapidly evolving world of true network management. By designing, developing and manufacturing our own proprietary applications on unique hardware server platforms, we retain total control over the quality, throughput and reliability of our products. The Opteq flagship product, Opteq iQ, is the unique customised vehicle through which we measurably impact the businesses of our customers by fully capitalising on the investment made in their network. The driving idea behind Opteq iQ is to get the most out of our customer's network ...to thrive in today's fast-paced, data-intensive economy where our customers depend on the corporate network to be truly responsive and secure. Opteq iQ is designed as a single solution to facilitate the three converging key deliverables of the network management word – Performance, Security and Management. To facilitate this Opteq iQ has a comprehensive suite of fully integrated application modules such as Bandwidth iQ, Web iQ, Compress iQ, Intrusion iQ, Mail iQ, Firewall iQ and Real Time iQ all residing on one common solution platform Singular iQ. All of the Opteq iQ application modules reside on, and exploit the rich functionality provided by Singular iQ. While each module delivers industry leading functionality and performance in its own right, these can be combined to deliver the most comprehensive Network Management solution available today. This modular architecture fundamentally differentiates the Opteq iQ product set from its competitors and underpins Opteq's approach and philosophy towards managing network infrastructure - end-to-end management, customised for each unique installation, from one transparent solution.

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