Jun 3, 2014

LIVEACTION OVERVIEW
Agenda Topics

• Presentation + Demo + Q&A
  • LiveAction Introduction
  • LiveAction GTM & GPL
  • LiveAction and Prime Infrastructure
  • LiveAction Demo
Introduction

• Corporate Office located in Palo Alto, CA
• Cisco Solution Partner Program
• Founded 2007
• Product -- LiveAction, network performance management software
What is LiveAction?

1. See = Visualization
   ![Visualization Image]

2. Point = Decision Making
   ![Decision Making Image]

3. Click = Control
   ![Control Image]

4. Fix = Improve
   ![Improve Image]
IT Challenges Solved by LiveAction

**Quality of Service**
- Poor voice and video over IP
- Poor application performance

**Troubleshooting**
- 90% of troubleshooting time is spent identifying (not fixing) the problem

**Cisco Solutions**
- Too complex to enable and deploy
- Too hard to learn

**Applications Across the WAN/LAN**
- Unknown business and recreation application stats
- Isolate network or server application issues

**Network Outages**
- Reduce/eliminate service interruptions
- Human configuration errors cause 50%-80% of all network outages

**Total Cost to Ownership**
- Automate lower level tasks
- Optimize application performance/bandwidth usage
- Protect existing investments
LiveAction Software

- An Application-aware Network Performance Management + QoS Control tool
- Fast, simple, cost effective way to monitor and control application performance leveraging Cisco capabilities

**Flow**
- End-to-End topology, flow and trace visualization
- Search capability
- Workflow alert drilldown to applicable flows
- Point-and-click FnF configurations

**QoS Monitor**
- QoS dashboard and alert drill-down
- Pre and post-QoS graphs
- Congestion indicators
- Single-click QoS audit

**QoS Configure**
- QoS/ACL graphical configurator
- Customized policies with 25+ QoS templates
- Apply policy to multiple devices w/ single click
- CLI preview

**LAN**
- LAN path and Spanning Tree connections
- Trunk and access bandwidth
- Layer 2 QoS stats
- VLAN filtering in topology view

**Routing**
- Topology view of active routes
- Graphical Policy Based Routing
- Trace path to destination with return route
- Supports EIGRP, OSPF, IS-IS, BGP, RIP

**IP SLA**
- IP SLA topology view
- IP SLA dashboard
- Graphical IP SLA configurator
- Support all IP SLA tests including Video Operations

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Who Uses LiveAction?

LiveAction is used by some of the largest banks, energy companies, healthcare, law firms, media and educational institutions in the nation.
LiveAction’s Strong Partnership with Cisco

Technologies:
- Medianet
- Performance Routing (PfR)
- NBAR2
- Flexible NetFlow (FnF)
- Application Visibility and Control (AVC)
- Advanced Quality of Service (QoS)
- Intelligent WAN (IWAN)
- Media Services Interface (MSI)
- High Speed Logging (HSL)
- and more

Hardware:
- Aggregation Services Router (ASR)
- Cloud Services Router (CSR)
- Integrated Services Router (ISR)
- Catalyst 4K Switch
- Catalyst 3K Switch
- Catalyst 2K Switch
- Wireless
- and IoT Connected Safety and Security
Go-To-Market Strategy

LiveAction is on Cisco GPL

Sales Models: 60%:40% (Direct vs. Partner)
- LiveAction Channel Partner Program Levels: Registered, Silver, Gold, and Platinum

Direct List Price and Cisco List Price are different, but aligned on partner pricing
- Cisco partner and LiveAction partner discounts are different
Intelligent WAN Solution Components

LiveAction Management

Branch

Transport Independent
- Consistent operational model
- Simple Provider migrations
- Scalable and Modular design
- DMVPN IPSec overlay design

Intelligent Path Control
- Application best path based on delay, loss, jitter, path preference
- Load Balancing for full utilization of all bandwidth
- Improved network availability
- Performance Routing (PfR)

Application Optimization
- Application monitoring with Application Visibility & Control (AVC)
- Application Acceleration and bandwidth savings with WAAS

Secure Connectivity
- Certified strong encryption
- Comprehensive threat defense with ASA & IOS Firewall/IPS
- Cloud Web Security (CWS) for scalable secure direct Internet access

LiveAction

QoS Monitoring & Configure

PfR Visualization & Reporting PfR Configure *

AVC Visualization, Reporting, & Configure

ASA NSEL/ASR 1K HSL Logging & Alerting

* Future
LiveAction for Cisco Medianet and Application Visibility & Control (AVC)

Managing the explosion in rich media and applications
New services put much greater demand on network performance
End-to-End Medianet Management for Secure Scalable Video Surveillance (Bridging The Gap Between Security & IT Personnel)

Performance Monitor
Each Network Element & MSI End-Point becomes a 'Probe'

Mediatrace
Dynamic Troubleshooting

IP SLA Video Operation
Pre-deployment Assessment

Security Environment
Safety and Security Desktop (SASD)
Video Surveillance Media Server

IT Help Desk
LiveAction
Video Surveillance Operations Manager

Secure Medianet-Enabled Cisco IP Network

Mediatrace
Real-time hop-by-hop Mediatrace MSI-capable devices

Proactive Notification
Medianet Flow Path
Hop-by-hop diagnosis of past issues

LiveAction
Simplifying the Network

GUI-based Pre-deployment Capacity Planning
Prime Infrastructure is a **Lifecycle and Compliance** management tool for Cisco devices

- Assurance feature provides visibility into end-user connectivity and application performance
- Cisco Prime approach is almost a report based with result not as real-time as LiveAction
- Prime uses **CLI-template** for bulk configuration of devices but not GUI-based configuration
- Prime includes other network management functions: radio, asset, image, compliance management which are outside the scope of LiveAction

LiveAction focuses on application, network performance and QoS management with **high visualization** and **intelligent graphical interface**

LiveAction has a rich Flow visualization, QoS monitoring QoS control interface for easy, fast and accurate application performance troubleshooting and resolution

LiveAction provides NCCM functions today with NetLine Dancer
<table>
<thead>
<tr>
<th>Feature</th>
<th>Cisco Prime Infrastructure &amp; Assurance</th>
<th>LiveAction</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NetFlow</strong></td>
<td>• Works in conjunction with Cisco Prime NAM to create packet capture base on common flow filters. Support end-to-end Mediatrace, Medianet, and AVC</td>
<td>• End-to-end flow visualization and interactive topology -&gt; better understanding of traffic volume, DSCP priority marking, validation of QoS policies, and where/how traffic traverses network. Has end-to-end Mediatrace visualization, Medianet, AVC</td>
</tr>
<tr>
<td></td>
<td>• Anomalies are highlighted in packet capture to further analyze</td>
<td>• Flow DVR allows replay, rewind, fast-forward for replaying of past flows for any 24-hr period</td>
</tr>
<tr>
<td><strong>QoS Monitor</strong></td>
<td>• Cisco Prime Infrastructure monitor is report based, not real time. User needs to generate a report to determine the network health</td>
<td>• Uses NetFlow and all applicable MIBs to provide as much detail as possible about real-time QoS traffic and conditions</td>
</tr>
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<td></td>
<td>• Troubleshoot is very event driven, user can configure alarms based on event’s thresholds</td>
<td>• Color-coded QoS status for easy troubleshooting</td>
</tr>
<tr>
<td><strong>QoS Configure</strong></td>
<td>• Manages device configuration, revision control and configuration compliance via CLI templates which still requires CLI editing.</td>
<td>• Has very strong QoS configuration capabilities for Cisco devices, including preconfigured QoS policy templates, a graphical interface to modify existing device QoS policies with very fine detail</td>
</tr>
<tr>
<td></td>
<td>• Doesn’t modify QoS configuration via a GUI.</td>
<td>• Ability to save QoS policies to a file and push them out to multiple devices.</td>
</tr>
<tr>
<td><strong>Routing</strong></td>
<td>• No built-in capability to monitor routing changes on a network, instead requiring events generating alarms to alert change in routing adjacency</td>
<td>• Display the current routing adjacencies and propagation graphically in an interactive topology view, allowing the current routing architecture to be viewed at a glance.</td>
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<tr>
<td></td>
<td>• No GUI-based ability to manage policy based routing on network devices</td>
<td>• Provides an easy to use graphical interface to view and manage routing policies on network devices.</td>
</tr>
<tr>
<td><strong>LAN</strong></td>
<td>• Layer 2 awareness is based on ARP Discover Module. CDP MIB is also used in the process of finding end hosts. Detection of duplicate MAC or IP, with the ability to detect IP Phones in the network.</td>
<td>• Only LiveAction can display VLAN trunk information on an interactive topology view and zoom to the device that is connected to a particular MAC or IP address.</td>
</tr>
<tr>
<td></td>
<td>• Doesn’t provide VLAN visualization.</td>
<td></td>
</tr>
<tr>
<td><strong>IP SLA</strong></td>
<td>• Able to manage IP SLA policies on network devices</td>
<td>• LiveAction has more sophisticated wizards and testing capabilities.</td>
</tr>
<tr>
<td></td>
<td>• Customizes collector to different sources, support one to many topology (setup Echo from hub to many spokes location). VRF is supported</td>
<td></td>
</tr>
<tr>
<td><strong>Other</strong></td>
<td>• Has multi-tenancy support, radio, compliance, asset, image management which are outside the scope of LiveAction</td>
<td>• Multi vendor NCCM support being integrated</td>
</tr>
<tr>
<td></td>
<td>• Has PIR support in reporting, but no path change visualization</td>
<td>• Integrates with PIR to provide visualization of path changes and PIR reporting analysis</td>
</tr>
</tbody>
</table>
LiveAction on GPL

**Product Names**
- **LiveAction Enterprise** – Multi-server, Multi-user, full-function with unlimited historical
- **LiveAction WAN** – Multi-server, Multi-user with 14-day historical
  - Flow, Qos Monitor, QoS Configure, and Routing (No IP SLA and LAN)
  - 14-day historical
- **LiveAction Professional** – Single-server, Single-user
  - Up to 200 devices
  - 5-day historical

**License Model**
- **Perpetual License**
- **Maintenance & Support** – Partners can purchase directly from LiveAction
  - Offered in 1, 3 or 5yr term (10% Discount for 3yr term & 15% for 5yr term)
  - 24x7 Email, Web, and Phone Support
  - All major & minor releases
  - Bug-fix and feature requests
<table>
<thead>
<tr>
<th>LiveAction WAN</th>
<th># of Devices</th>
<th>Cisco List</th>
</tr>
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<tbody>
<tr>
<td>L-SP-LA-W-25-K9=</td>
<td>25</td>
<td>$21,240</td>
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<tr>
<td>L-SP-LA-W-50-K9=</td>
<td>50</td>
<td>$38,160</td>
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<tr>
<td>L-SP-LA-W-100-K9=</td>
<td>100</td>
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<td>L-SP-LA-W-500-K9=</td>
<td>500</td>
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<td>L-SP-LA-W-1K-K9=</td>
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<td>$436,860</td>
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<table>
<thead>
<tr>
<th>LiveAction Upgrade (WAN to Enterprise)</th>
<th># of Devices</th>
<th>Cisco List</th>
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<tbody>
<tr>
<td>L-SP-LA-U-25-K9=</td>
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<td>L-SP-LA-U-2.5K-K9=</td>
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<td>$765,250</td>
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<td>L-SP-LA-U-5K-K9=</td>
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<table>
<thead>
<tr>
<th>LiveAction Enterprise</th>
<th># of Devices</th>
<th>Cisco List</th>
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<td>L-SP-LA-E-25-K9=</td>
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<td>L-SP-LA-E-50-K9=</td>
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<td>L-SP-LA-E-500-K9=</td>
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<td>$440,000</td>
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<td>L-SP-LA-E-1K-K9=</td>
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<td>L-SP-LA-E-2.5K-K9=</td>
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<td>$1,530,500</td>
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<td>L-SP-LA-E-5K-K9=</td>
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<tr>
<th>LiveAction Professional</th>
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<th>Cisco List</th>
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<td>25</td>
<td>$16,950</td>
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</table>

Device = managed router or switch
# of interfaces, users, and flows not counted in pricing
20% Promotion

- Add 20% more devices at no charge (e.g., if you order 100 devices, you will get 120 devices)
- Orders must be placed by Jun 30, 2014
Cisco SEs can download a special perpetual 100-device license for demo and training purposes here

http://liveaction.com/ciscooffer/

Please contact iwansales@liveaction.com for a license key for this download
LiveAction Demonstration

- Situational awareness with system topology and end-to-end flow visualization
- Flow, QoS, Routing, LAN, PfR
Thank you!