

# Eliminating Network Blindspots



The Benefits and ROI of Ixia Visibility

Network Complexity and Environmental Change are Driving Blindspots Where Data Breaches and Performance Issues Lurk

**5.5** Million  
New IoT Devices/Day<sup>1</sup>  
More Things You Cannot See

**64** k  
2015 Security Incidents<sup>2</sup>  
More Security Perils



**150** GB  
New Data/Per Person/  
Per Day by 2020<sup>4</sup>  
More Network Upgrades

**6**  
Clouds Average<sup>3</sup>  
More Clouds Avoid Vendor  
Lock-in But Magnify Complexity

**35** %  
Data is SSL Encrypted<sup>5</sup>  
More Invisible Data

## Gartner Insights on Visibility

“Infrastructure leaders should reprioritize network visibility and invest in tools to aid such insight. If the network budget is a challenge, pull funding from security and application teams, as visibility provides direct benefits for them.”

Source: Gartner "Avoid These 'Bottom Ten' Networking Worst Practices", December 2015

## Ixia Intelligent Network Visibility

Potential Areas of Impact/Savings

**\$500** k<sup>6</sup>  
Speeds Troubleshooting  
Even Saving Just 5 Minutes of  
Downtime Monthly

**\$205** k<sup>7</sup>  
Aids in Compliance &  
Regulatory Requirements  
For Instance Saving the Average FINRA fine

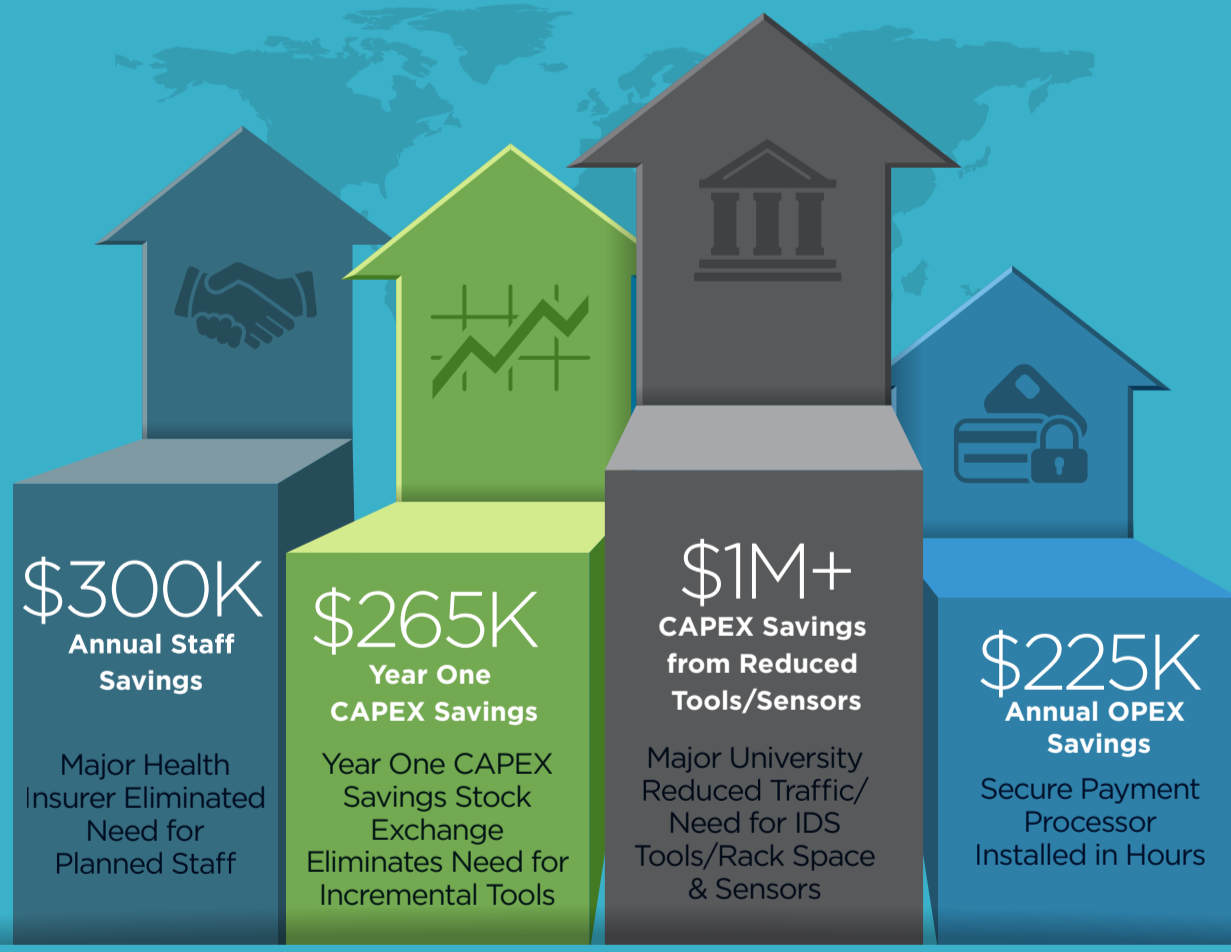
**\$3.8** M<sup>8</sup>  
Helps Protect Your Brand  
against Security Threats  
and Network Intruders  
Average Cost of Data Breach

**\$150** k - **\$1** M<sup>9</sup>  
Increases Resource Efficiency  
& Reduces both CAPEX and OPEX  
Reduce Network Ops & Tools



## Ease of Use Combined with Powerful Insight

Real Life Proof Points and Case Studies



\*Based on standardized business case



LEARN MORE

Call your Ixia Account Representative to learn how you can deploy end-to-end network visibility and experience these benefits

<sup>1</sup> <http://www.networkworld.com/article/3008228/inter-net-of-things/iot-industry-will-explode-in-2016-gartner-says.html>

<sup>2</sup> Verizon Data Security Threat Report for 2016

<sup>3</sup> <http://www.forbes.com/sites/joemckendrick/2016/02/09/tcal-enterprise-uses-six-cloud-computing-services-survey-shows/#419c0a7b7be>

<sup>4</sup> <http://www.forbes.com/sites/bernardmar-r/2015/09/30/big-dta-20-mind-boggling-facts-everyone-must-read/#51506a916c1d>

<sup>5</sup> According to SANS institute

<sup>6</sup> IDC, Feb 11, 2016 devops.com/2015/02/11/real-cost-downtime/

<sup>7</sup> Ponemon Institute, May, 2015 - 1500 interviews across 11 countries

<sup>8</sup> FINRA fine: June, 2015, FINRA (The US Financial Industry Regulatory Agency)

<sup>9</sup> Ixia customer case studies