

# Nominee: What's Up Gold by Ipswitch

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## Nomination title: What's Up Gold Wins Over Users

### What are your product's/solution's key distinguishing features and/or USP?

WhatsUp Gold is an affordable IT management solution that monitors networks, applications and services through a unified console. WhatsUp Gold lets IT administrators and network managers identify and isolate the exact root cause of issues that effect the performance of business applications, wireless bandwidth, and overall network uptime. WhatsUp Gold also supplies hundreds of out-of-the-box reports to help with trend analysis, planning and communicating IT's effectiveness to stakeholders.

Unlike other affordable products that don't offer a unified view or fully encompass heterogeneous environments, and unlike expensive, complex solutions from big IT companies like IBM and HP that take months to implement and include features that do not get used, WhatsUp Gold provides the capabilities IT teams need to effectively deliver IT services based on their value to the business.

From the WhatsUp Gold unified dashboard, IT administrators can review alerts and drill down directly to the source of the problem – no matter how complex the problem. WhatsUp Gold also supplies hundreds of out-of-the-box reports to help with trend analysis, planning and communicating IT's effectiveness to stakeholders.

WhatsUp Gold is tried, tested and proven and offers the best price-performance value in the industry. With WhatsUp Gold managing IT infrastructures 24x7, organisations are assured the necessary visibility and control to meet the demands of their business.

WhatsUp Gold takes what is complex and makes it simple, and gives IT managers a job that's easier to do so they can focus on proactive tasks, instead of those that are reactive.

The WhatsUp Gold product suite is the only solution today that delivers these capabilities at an affordable price:

- Unified Dashboard for End-to-End Monitoring – Quickly diagnose and resolve performance problems with easy to customize and comprehensive dashboards that let you monitor user experience; application, server and device health; layer 2 and 3 topology and visualization; and network configuration management across physical, virtual, wired and wireless infrastructures.
- Integrated Layer 2 and 3 – Easily discover, map, monitor and alert assets across wired and wireless networks, systems and applications, to give you deep insight into physical and virtual configuration assets.

- Wireless management: Seamlessly manage both wireless and wired infrastructures across networks, systems and applications.
- WhatsUp Gold offers the most functionality at the lowest total cost of ownership in the industry, backed by over 20 years of network management experience and deployments on over 150,000 networks worldwide.

### **What tangible impact has your product/solution had on the market and your customers?**

Knowledge IT is a value added reseller (VAR), managed service provider (MSP) and Internet service provider based in Tyne and Wear, with a Tier Three data centre in North Tyneside. The company used WhatsUp Gold to monitor its own network before becoming a reseller for the product.

Mike Hoy, service director at Knowledge IT: “When we decided to offer network monitoring as a service, WhatsUp Gold was the only option we seriously considered. WhatsUp Gold is compatible with products from many vendors, unlike some solutions that are vendor specific, therefore it can be used to monitor all our customers signed on to the service.

“I have always had confidence in the WhatsUp Gold product as I have been a user for many years. This means that we can offer our customers a service we know inside-out and know to be reliable. The commercial set-up results in cost savings, and also allows easy monitoring of multiple networks, regardless of the network provider as well as scalability. The alert system means that we are always able to quickly respond to any issues, often before users are aware of any problems”

The MSP version of WhatsUp Gold has allowed Knowledge IT to enter into a new revenue stream and offer an expanded portfolio to its customers.

### **What are the major differentiators between your product/solution and those of your primary competitors?**

Ipswitch competes with companies that offer similar solutions at an affordable price, including Solarwinds. Ipswitch also competes with the ‘big four’ IT firms that also offer network management products, namely HP, IBM, CA and BMC. Products from the big four are very expensive, require long cycles to implement, and customers often experience difficulties with implementation and integration with the existing infrastructure. These solutions are over-packed with features that are more often than not used. Many of their customers have come to Ipswitch to swap out what has not met expectations.

A simple way to picture this is that Ipswitch offers approximately 80 percent of the features for 20 percent of the price. This allows industries such as education, non-profit and Government to quickly deploy a solution that fits their tight IT budgets, and solve their pressing problems.

Solarwinds, as a close competitor to WhatsUp Gold, also offers solutions that are more affordable than those offered by the big four. Where WhatsUp Gold's steals a lead though is that it uses simple device-based licensing to keep user costs down. The appropriate license tier, and fee, is based on the number of devices an organisation needs to monitor, regardless of the number of interfaces, volumes or applications it monitors. For example, a large piece of hardware from Cisco may have 100 distinct elements (e.g. nodes, interfaces and volumes) that can each be monitored. Ipswitch will consider that same Cisco product to be one device, where SolarWinds will consider it to be 100 elements. SolarWinds customers have experienced dramatically increased licensing costs after the first year of use due to element-based pricing.

Ipswitch also has a distinct advantage of working closely with its customers, partnering with them to pinpoint their needs and challenges, and develop solutions that give them exactly what they seek.

Apart from price, Ipswitch WhatsUp Gold monitors every single item on a network from a single point of view, where SolarWinds customers require multiple products to do the same thing.

### **Why nominee should win**

- WhatsUp Gold is tried, tested and proven and offers the best price-performance value in the industry.
- With WhatsUp Gold managing IT infrastructures 24x7, organisations are assured the necessary visibility and control to meet the demands of their business.
- WhatsUp Gold takes what is complex and makes it simple, and gives IT managers a job that's easier to do so they can focus on proactive tasks, instead of those that are reactive.