

# TRAFFIC MANAGEMENT

## EFFECTIVE TRAFFIC STRATEGIES

Organisations today rely heavily on external services. Voice and video calling, strategic line-of-business applications, communications to customers and suppliers, and data feeds providing valuable time-sensitive info and out of the organisation all rely on costly data connections. Whether it's a set of private links to other sites, or the main pipe out to the public Internet, your bandwidth is a valuable business-critical resource. We can help you make the most of it, and ensure that all of your data services get the exact network resources that they require, without buying excessive amounts of additional bandwidth just to cope with occasional ephemeral peaks in traffic.

### MAKING THE MOST OF YOUR BANDWIDTH

Not all data is created equal. Some services require instant delivery and guaranteed access to bandwidth, whereas others can be serviced as and when bandwidth is available.

If your VOIP telephone service is dropping packets or suffering random packet delays of even a fraction of a second, it will quickly become unintelligible and unusable, whereas email traffic can be delayed for minutes without causing problems.

### NETWORK TRAFFIC MANAGEMENT

Networkology have partnered with Allot for their industry-leading network traffic management solutions. Allot hardware and software solutions apply Deep Packet Inspection techniques to categorise network traffic, applying a rich rule-set to the resulting traffic flows.

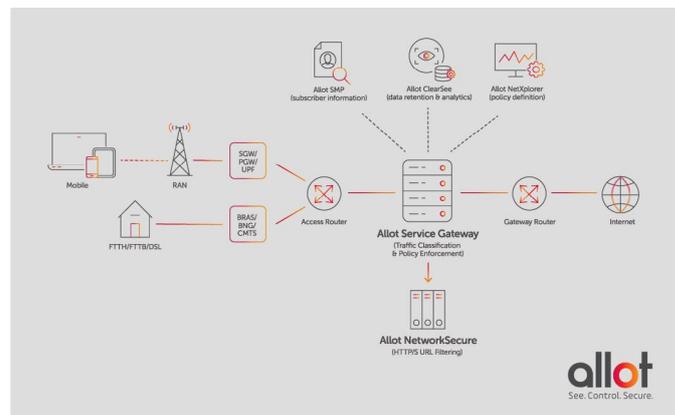
They can help manage the flows according to priorities that you define based on service type, network topology, time of day and more.

Services can be allocated minimum or maximum bandwidth, prioritised, or blocked entirely. Content is also scanned for security, and comprehensive reporting and alerting is available.

### NETWORK ANALYSIS & SECURITY

Alongside the traffic management, Allot has the ClearSee network analytics package, for full visibility of your network activity and potential problem areas. Self-customising dashboards tell the Digital Experience story of your business and provide real-time reports for quick troubleshooting.

The Allot solution also performs extensive Distributed Denial of Service (DDoS) detection and mitigation, protecting your organisation from external threats and alerting and containing internal botnet activity before it can do significant damage outside the local site.



### NETWORK TRAFFIC MANAGEMENT WITH ALLOT



We have a suite of tools from our partner Allot to help you with Network Traffic Monitoring and Management. Take a look at our Allot product page for more details:  
<https://networkology.com/services/performance-management/allot/>

