AppLogic NETWORKS

360° Network Observability Beyond Traditional Monitoring

APPLICATION- AND USER-CENTRIC OBSERVABILITY FOR ENTERPRISE AND MSP NETWORKS

Enterprise Network Observability Delivers:

DEEP VISIBILITY

Rich, hierarchical, and highly contextualized data provides wide-ranging insights into all aspects of your network that impact users, giving you comprehensive visibility.

FASTER TROUBLESHOOTING

Use performance and quality metrics, customized alerts, detailed flow logs, and LiveView to fully contextualize the problem and drill down to rapidly identify, isolate, and resolve it.

PRE- AND POST-OPTIMIZATION IMPACT ANALYSIS ON TRAFFIC

Directly compare pre- and post-policy network application and network behavior using consistent metrics, application context, and QoE scoring.

MEET SERVICE-LEVEL AGREEMENTS

Use analytics and scores to monitor SLA commitments to ensure they are met constantly, rapidly troubleshoot issues that impact SLAs, and generate reports on your SLAs.

CUSTOM REPORTS

Use the integrated custom reporting tool to streamline keeping everyone informed with scheduled, easily shareable updates.

EXECUTIVE SUMMARY

Enterprise networks have become too complex. Cloud adoption, SaaS, "super-apps", encrypted traffic, hybrid work, and distributed users have pushed traditional, bandwidth-centric monitoring tools beyond their limits, which only see links, devices, and basic performance counters. AppLogic Networks delivers 360° network observability that shifts operations to an application- and user-centric model, giving NetOps, SecOps, and IT leaders complete visibility into how network, including WiFi, behavior impacts critical business applications, users, SLAs, and costs. Using high-fidelity real-time telemetry, advanced application identification, and ML-based QoE scoring, it delivers deep insights, faster troubleshooting, and data-driven optimization in a continuous closed loop.

BUSINESS CHALLENGES

In a complex network environment, when conferencing, collaboration, CRM, ERP, and customer-facing applications slow down, user productivity drops, customer experience suffers, and trouble tickets spike while mean time to repair (MTTR) stretches out. NetOps teams face two persistent gaps:

- Limited application/user visibility – Inability to see network performance in terms of application and user experience, SLAs, and productivity. Fragmented views across tools create blind spots and make it difficult to understand who or what is impacted where.
- Limited operational visibility – Monitoring tools expose only a narrow set of metrics with poor contextualization across many critical dimensions, unable to answer:
  - Which applications are impacting user productivity?
  - Where is QoE degrading, and why?
  - Which users, locations, or services are affected?
  - How do network conditions impact SLAs and business outcomes?

This makes it difficult to isolate issues quickly and leads to runaway CAPEX/OPEX, guesswork-based optimization, and reactive firefighting rather than proactive, SLA-driven operations.

A NEW APPROACH: APPLICATION- AND USER-CENTRIC OBSERVABILITY

AppLogic Networks' 360° network observability solution enables a new operations model in which the network is managed to maximize Quality of Experience for critical business applications and users, rather than to deliver raw capacity.

DIMENSION	BANDWIDTH-CENTRIC MODEL	APPLICATION-/USER-CENTRIC MODEL
Primary objective	Deliver capacity	Deliver SLAs and business outcomes
Cost management	Runaway CAPEX and OPEX	Manage costs against business value
Visibility	Blind spots impact on users and apps	Full visibility of business impact
Optimization	Guesswork-based	Analytics-driven optimization
Planning	Plan by volume and bandwidth	Plan by business needs and SLAs

KEY BENEFITS AND OUTCOMES:

- Maximize QoE for business-critical apps to boost user productivity and satisfaction.
- Troubleshoot faster via rich, hierarchical, multi-layer correlated data.
- Increase NetOps productivity by allowing drill-down and drill-across workflows, real-time LiveView, anomaly detection, and targeted alerts.
- Optimize with insights about where, when, what, and how, making policy decisions fact-based rather than guesswork.

By directly associating performance, costs, optimization, and planning with applications, users, and locations, enterprises make the network an active enabler of business success rather than just a transport utility.

CORE CAPABILITIES

The enterprise 360° network observability solution combines a high-speed data plane, rich analytics, and an Enterprise Insights observability layer to provide 360° context across applications, users, content, locations, and time.

High-fidelity data and analytics

- High-speed data plane – Real-time metric capture at up to 250 ms granularity, scaling to the largest enterprise networks. 18 detailed network performance metrics, including throughput, volume, latency, packet loss, jitter, directionality (upstream/downstream), and internal vs external views.
- Application identification and classification (AppLogic) – Industry-leading app classification with greater than 95% accuracy, significantly higher than typical 50–60% alternatives. Works reliably even on encrypted traffic, and uniquely classifies traffic by content type for more precise control.
- ML-based QoE scoring (AppQoE) – ML models tuned to 18 real-time metrics generate precise QoE scores for different applications and content types. Each model understands which metrics matter most (e.g., latency and jitter for video calls vs throughput for file sharing), delivering concise, actionable scores for NetOps.

360-degree visibility and dashboards

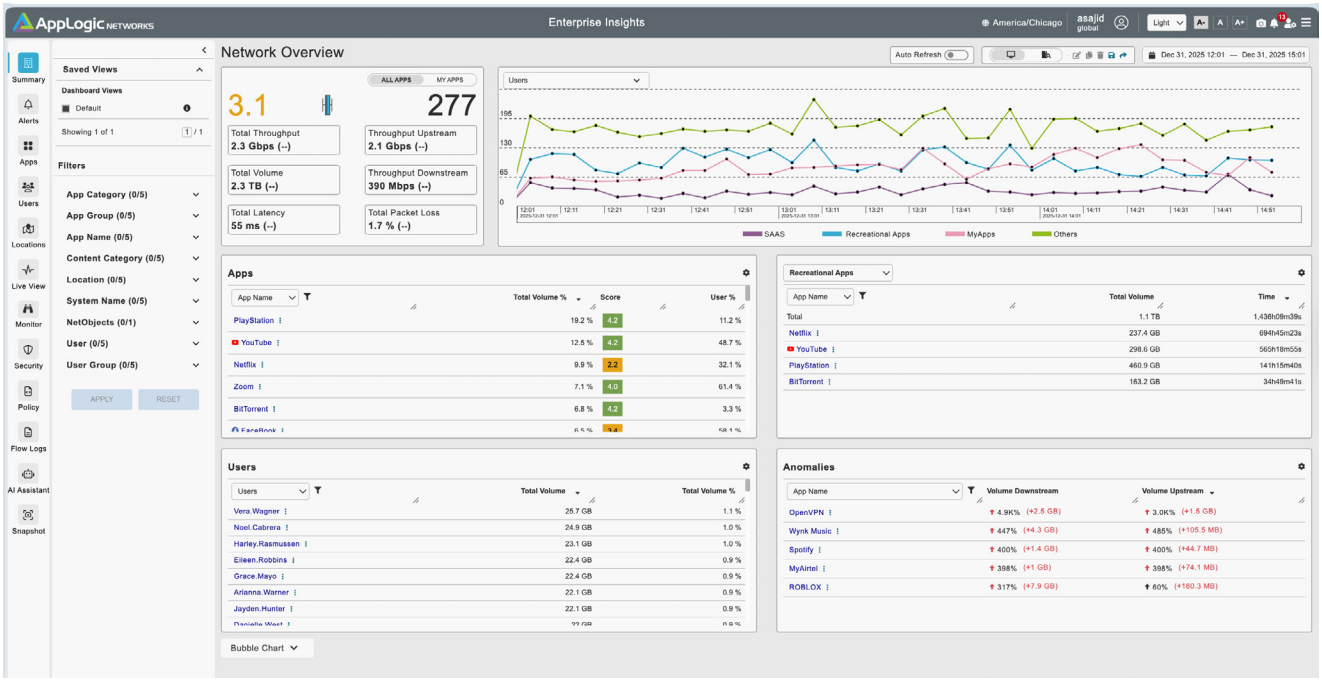
- Enterprise Insights dashboards – Network Overview dashboards surface top KPIs and scores, and organize data by app, application category, user group, location, and more.
- Contextualized and hierarchical views – multi-dimensional, time-series data model with dimensions such as application, app category, app group, content category, user, user group, and multiple-level location hierarchies. Users can drill down from the overview to a specific app (e.g., Salesforce), category (e.g., conferencing), location, or user group, and drill across to see how that entity behaves across other dimensions.
- Real-time monitoring – Real-time performance metrics across various dimensions enable in-the-moment diagnosis of issues as they occur.

Proactive troubleshooting and alerting

- Anomaly detection – Identifies large statistical changes in network performance metrics across applications.
- Flexible alerts and notifications – Multi-condition alerts and notifications (e.g., for conferencing: QoE score < 2, latency > 150 ms, packet loss > 3%) so teams focus only on events that truly impact user experience.
- Drill-down troubleshooting – Complete flow record logging ensures deep forensic visibility when investigating complex or intermittent issues.

Enterprise-grade integrations and reporting

- Integrations – Supports multiple enterprise integration points, including Active Directory, LDAP, RADIUS, and DHCP for alignment with identity, policy, and IP management systems.
- Reporting and collaboration – A fully integrated custom reporting tool simplifies scheduled, shareable updates on KPIs, SLA performance, QoE, and the impact of optimization for stakeholders across IT, security, and business teams.



ABOUT APPLOGIC NETWORKS

AppLogic Networks' cloud-based App QoE portfolio helps customers deliver high quality, optimized experiences to consumers and enterprises. Customers use our solutions to analyze, optimize, and monetize application experiences using contextual machine learning-based insights and real-time actions. Market-leading classification of more than 95% of traffic across mobile and fixed networks by user, application, device, and location creates uniquely rich, real-time data that significantly enhances interactions between users and applications and drives revenues. For more information visit **https://www.applogicnetworks**.com or follow AppLogic Networks on X **@AppLogic Networks**.

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