

# impact

## Supporting our Customers



During the Enterasys Customer Council (ECC) meeting held this past June, a distinguished

analyst from the leading research and advisory firm spoke to Enterasys customers and employees and said that customer support is and should be a key differentiator when choosing vendors.

At the same meeting, customers recognized the effectiveness of our support and the quality and experience of the people in GTAC as one of the main reasons for their continued investments with Enterasys.

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**We make it a top priority to recognize the importance of responding to customers promptly with the correct answers the first time.**

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I believe that if you want to judge the quality and integrity of a vendor, you don't need to look any further than the quality of the support you receive. At Enterasys, we pride ourselves on delivering on our promises and being a vendor that our customers want to do business with. One of the ways we achieve this is by providing quick, no-hassle support.

The quality of support we provide sets us apart from the competition and demonstrates our commitment to our customers – one that endures long after the sale has been made. There are three main ways that we differentiate ourselves in this area:

- Our support personnel are 100% in-sourced
- We personalize the support our

customers receive – you'll meet your support person via telephone so you know who you'll be working with before you make the final decision to invest with Enterasys

- The innovative technology behind our support process has recently been nominated for a STAR award from the Service & Support Professionals Association (SSPA)

At Enterasys, none of our support staff is out-sourced. We have over 150 employees in our GTAC support, field engineering and professional services teams providing 7x24 multi-tier technical support around the globe. In 2007 we expanded our staffing globally by 20%. Having all of our support employees in-house provides significant advantages including:

- Tight integration with R&D which fosters group collaboration, accelerates on-the-job training, and enables us to solve problems in real-time
- Low attrition rates are achieved by recognizing and investing in our support staff – in fact the average tenure of our GTAC team is more than 8 years
- 2-tier call center design, including support and engineering, allows us to meet our customer's demand for faster results – no need to wait through 5 tiers of escalation as with other vendors

Another way we differentiate ourselves is by personalizing your support experience. We do this by assigning a person from GTAC to each customer. This greatly reduces the time to resolve issues, since the GTAC support person is very familiar with the history of the customer account. This also fosters long lasting customer and partner relationships – our support personnel are viewed as trusted advisors.

We make it a top priority to recognize the importance of responding to customers promptly with the correct answers the first time. To this end, we have revolutionized our GTAC management by using cutting-edge technology from Salesforce.com coupled with our innovative best practices. This has helped us improve service quality by increasing first day resolution by 15% and decreasing the average time a case remains open by 50%. With impressive results like these, it is no wonder that Enterasys has been nominated for the highly-esteemed SSPA "Service Excellence" award.

Providing superior technical support takes the right mix of people, process, tools, and culture. However, the foundation is the people. An excellent example of this can be seen in the thought-leadership demonstrated by Vala Afshar, who has been with GTAC for 12 years. He recently said of the support organization, "*We are in the business of relationship building - our goal is to convert over 3500 customers in more than 70 countries worldwide, to 3500+ advocates who view our technical support staff as trusted advisors and an extension of their own IT staff.*"

The story I shared last month is another perfect example of how Enterasys support is industry-leading. A partner who works with both Enterasys and Cisco said that the main difference between both companies is Enterasys' approach to customer service. When a problem arises, Cisco asks the customer to first prove it is the vendor's fault before they will attempt to help. Then they often say that the problem has never happened before with any other customer. At Enterasys, we help the customer solve the problem first and then figure out whose fault it is later. We believe that it's not about

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## Supporting our Customers (continued)

finger-pointing; it's about doing the right thing for our customers. Period.

Support should be a key differentiator when selecting a vendor and Enterasys will continue in our quest to find new ways to exceed our customer's expectations. In the coming months, be on the lookout for a new powerful knowledgebase, next-generation customer portal and expanded collaboration tools.

At Enterasys, we are here to support you yesterday, today and tomorrow.



### \$1,000 for your GTAC Success Story!

Tell us how GTAC has helped save the day for your organization and you could be our next \$1,000 winner. Spread the word among your peers on how Enterasys support makes a difference in your IT operation.

Here's how it works:

- E-mail your GTAC story to [Impact@enterasys.com](mailto:Impact@enterasys.com) and please try to limit your story to 200 words or less
- Clearly identify your company name and when your GTAC story happened
- Tell us whether Enterasys is your favorite vendor to work with because of our support

We'll choose one winner and award the prize to the best story.

Good luck!

*Enterasys employees and their families are not eligible to enter.*

## Tell Us Your Story

Join the ranks of dozens of satisfied Enterasys customers who have publicly announced how Secure Networks™ is helping their organizations improve security and ensure the reliability and integrity of IT services for business-critical data communications. When you help promote Enterasys by participating in a news release, not only does your organization or business receive free publicity, but you benefit too!

Participate in a news release and you or one representative from your company will be entitled to attend a

select Enterasys technical training session for FREE – a \$2,000 value! Or, you can receive a FREE one-day, on-site Network Security Assessment performed by an Enterasys solution engineer. The choice is yours. In addition to the free training or on-site assessment, you'll also receive a \$100 Gift Card to personally thank you for your participation in our news release program.

So what's the catch? No catch – all we ask is 45 minutes of your time to participate in a content-gathering telephone call that your Enterasys

Account Manager will schedule. After the content interview, we will draft the news release and forward it to you for your full review and approval. Once you and your company sign off on the news release, we will schedule an announcement date and issue it over a newswire service on behalf of Enterasys and your organization. That's all there is to it! To get started, [contact us today](#).



## World Leader in Advertising Drives Collaboration and Creativity with Enterasys Secure Network

TBWA was faced with the challenge of providing reliable, high-performance wired and wireless connectivity, with the highest levels of security and control, for more than 450 employees and guest users at its London headquarters. This worldwide advertising leader looked no further than Enterasys to provide a secure solution that would protect their critical data.

In the fast-paced world of advertising, the award-winning TBWA Group has earned a reputation for creating and delivering challenging, visionary ideas for some of the world's largest consumer brands, including Apple, Adidas, Sony PlayStation, and McDonald's.

The agency's upgraded infrastructure includes Enterasys Matrix™ N-Series switches at the network core and Enterasys SecureStack™ C2 switches at the network edge, RoamAbout® wireless switches and access points throughout the workplace to expand access to employees and guest users, and the NetSight® management suite for visibility and control. Synaptic Solutions,

an Enterasys partner, was actively involved in the design of the network and its deployment and provides ongoing support to TBWA UK Group.

An Enterasys customer for more than a decade, TBWA UK Group relies on its network infrastructure to support a number of mission-critical initiatives, including voice-over-IP technology and a state-of-the-art wireless network that ensures freedom and flexibility for agency employees and guest users.

According to Nick Allen, IT director at TBWA UK Group, a secure wireless deployment was critical to the business. *"Wireless access is now a basic requirement for clients who come on site. We needed a wireless infrastructure that would ensure robust performance for our employees and enable wireless guest access. At the same time, we needed to know that we could protect our network fully; security was a critical factor in the deployment of wireless technology. Enterasys' secure RoamAbout wireless solution was the right choice."*

The highest level of security is vital on the agency's wired infrastructure as well. In a highly competitive industry like advertising, preventing corporate espionage and protecting intellectual property are top-of-mind concerns, and because TBWA is a U.S.-based corporation, ensuring compliance with regulations such as Sarbanes-Oxley is critical as well. "We are extremely confident that our wired and wireless networks are secure," Allen said. "Security is literally embedded into our Secure Network. We don't need to invest in add-on modules to enable policy, for example, and this lowers our cost of ownership as it protects our infrastructure."

Allen also appreciates the high level of control and manageability that the Enterasys Secure Network delivers thanks to the NetSight Management Suite and the RoamAbout Switch Manager. "In addition to helping us enhance our security posture, NetSight provides us with superior visibility and control, which is especially important because we operate our network with just two full-time infrastructure

employees. RoamAbout Switch Manager enables us to review changes before deployment and to have full visibility into which guest users are set up on our network or whose access is about to expire."

For Allen, the greatest value comes from the partnership he has with the combined Enterasys and Synaptic Solutions team. "Although familiar with other vendors, we've never been tempted to consider them because Enterasys technology is superior and easier to use and manage than competitive offerings," he said. "At the same time, however, the most invaluable benefit comes from our relationship. Enterasys is focused on us and on fostering a real business partnership. We receive a level of personal service and commitment that we just wouldn't get from any other networking vendor."

In the future, TBWA UK Group expects to expand wireless connectivity across additional sites and enhance its security posture by leveraging the features of the Dragon® Security Suite and Enterasys Network Access Control. ■

### Customer Tech Tip

Jim Gogan from the University of North Carolina at Chapel Hill submitted the following Tech Tip with some thoughts on how to control multicast traffic using Enterasys Secure Networks capabilities:

*"Many IT operations departments use a multicast-based "ghosting" application for pushing hard drive images out to desktops. These ghosting applications are typically configured to use a default multicast group address which means that desktops in one department are automatically joined to the multicast stream with desktops in other departments. The IGMP protocol is doing what it is supposed to do – but the result can be 40Mbps of traffic being sent to the other departments where the traffic is not needed."*

*"UNC has taken the approach of declaring that the 239.255/16 scope is very local and we restrict its transmission between departmental VLANs. We then encourage departmental administrators to configure their*

*ghosting applications with a 239.255/16 multicast address. The result is that the multicast traffic from the ghosting application stays within the target department without affecting any other departments."*

*"If a departmental administrator "forgets" to configure the 239.255/16 multicast address, we'll see an abnormal amount of multicast flows going between departmental VLANs and we'll identify the host name, L2 address, L3 address and location of the offending transmitter and automatically block anymore multicast traffic being sent until the configuration change is made. We would like to know how other organizations are managing their multicast traffic."*

This is a great example of how the Enterasys online user community can be a source for Tech Tips. If you have not already joined, please [click here](#) for instructions on how to sign-up.

## NetSight® NAC Manager 3.0 Brings Major Enhancements

NAC, NAC, who's there? NetSight NAC Manager 3.0 – and it's better than ever! Enterasys released the latest versions of our Network Access Control (NAC) products in June. This release included some major enhancements as well as many smaller improvements to provide even greater proactive security to protect your network infrastructure from threats.

### MAC Registration

If your organization doesn't have an existing directory of users for authentication purposes (or you want guests/visitors to register prior to being granted connectivity), Enterasys NAC 3.0 provides support for Media Access Control (MAC) address registration.

This deployment option requires any new end-system connecting on the network to provide the user's identity in a web page form before being allowed access to the network – without requiring the intervention of network operations personnel. The result is end-users and/or guests are automatically provisioned for network access on-demand without time-consuming and costly network infrastructure reconfigurations.

In addition, IT operations gains visibility into the end-systems and their associated users (e.g. guests, students, contractors, and employees) on the network without requiring the deployment of back-end authentication and directory services to manage

these users. This binding between user identity and machine is useful for auditing, compliance, accounting, and forensics purposes on the network.

### Assisted Remediation

Those are just fancy words for allowing your users to perform a self-serve, do-it-yourself quick-fix if their computer isn't running the latest anti-virus signatures, operating system patches or application updates, or is otherwise violating security policy – to name just a few examples.



Assisted remediation is a process that informs end-users when their systems have been quarantined due to a network security policy violation; and allows them to safely remediate their non-compliant end-systems without assistance from IT operations. The process takes place when an end-system connects to the network and vulnerability assessment (network-based or agent-based scanning) is performed.

End-users whose systems fail assessment are notified that their systems have been quarantined, and are instructed on how to perform

self-service remediation specific to the detected compliance violation. You have full control over the content on the self-help web page and can embed hyperlinks to update locations, configuration instructions, or automated patch-management tools.

Once the remediation steps have been successfully performed and the end-system is compliant with network security policy, the appropriate network resources are allocated to the end-system – again without the intervention of IT operations.

### Global Search

The search capability has been expanded to allow global searches across multiple Enterasys NAC appliances. This allows quicker location of users, devices, etc. in large networks. Enterasys IP-to-ID mapping enables a real-time view and search capability based on Layer 2, Layer 3, Host Name, and User Name criteria and the results show the exact location where that user/device is connected.

For more information on Enterasys NAC solutions and the complete list of new features in NetSight® NAC Manager 3.0, please visit our [website](#) or [schedule a live demonstration](#). You can also come out and see the latest NAC enhancements live by joining us at the following events in a city near you:

## Upcoming Enterasys Events

Enterasys will be exhibiting at or participating in the following events. We hope to see you at one or more of them.

### Air Force Information Technology Conference

August 14-16, 2007  
Auburn University  
Montgomery, AL

### AFCEA Army LandWarNet Conference

August 21 - 23, 2007  
Broward County Convention Center  
Greater Ft. Lauderdale, FL

### 2007 DHS Security Conference

August 27 - 29, 2007  
Sheraton Inner Harbor Hotel and Hyatt Regency Hotel  
Baltimore, MD

### SANS Conference 2007

August 27, 2007  
Sheraton Oceanfront  
Virginia Beach, VA

### IT Roadmap Conference & Expo Series

September 6, 2007  
Adam's Mark Hotel  
Dallas, TX

### The Security Standard

September 10 - 11, 2007  
Fairmont Hotel Chicago  
Chicago, IL

[Click here](#) to learn more about these and other events.

NAC Events	Where and When
IT Roadmap Conference	Dallas, TX – September 6, 2007
The Security Standard	Chicago, IL – September 10-11, 2007
IT Roadmap Conference	Washington, DC – December 13, 2007

## Enterasys Proves NAC Interoperability

Enterasys was one of eleven vendors to participate in a two-day NAC interoperability testing event. The event was hosted by the University of New Hampshire Interoperability Laboratory (UNH-IOL) on behalf of the Trusted Computing Group (TCG) which tested Network Access Control products based on the Trusted Network Connect (TNC) open architecture.

Enterasys demonstrated TNC interoperability with the Matrix™ N-Series and SecureStack™ C-Series switches, and we are very proud to report that Enterasys was 1 of only 2 switching vendors to prove full interoperability.

Good news in the area of interoperability abounds... This past May at Interop in Las Vegas, we

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were happy to see Microsoft and TCG cooperating to drive interoperability between NAC architectures.

Enterasys has already demonstrated interoperability with Microsoft Network Access Protection (NAP) in an effort

to provide new levels of embedded security that help protect our customers and their information.

We invite you to learn more about the Enterasys NAC solution by reading the [whitepaper](#). ■



## Enterasys Interoperability Verified by The Tolly Group

The Tolly Group, an independent testing and strategic consulting organization, recently evaluated five of Enterasys' enterprise-class LAN switches and routers for interoperability with other vendor's switches. The result of the dozen plus tests on the SecureStack™ A2/B3/C3, Matrix™ N-Series and Matrix™ X Secure Core Router earned Enterasys switch interoperability certifications for Layer 2 and Layer 3 advanced LAN functions.

Interoperability testing with switches and routers from 3Com, Alcatel-Lucent, Cisco Systems, Extreme Networks, Foundry Networks, Fujitsu, IBM Nortel and

Hewlett Packard Co. found that Enterasys switches and routers demonstrate broad interoperability.

In addition, The Tolly Group found that the Enterasys switches



and routers interoperate with other devices tested when supporting 10GbE LAN PHY interface, 802.1p/Q VLAN tags, Link Aggregation, Multiple Spanning Tree, PIM-Sparse/Dense Mode Multicast, VRRP, OSPF, BGP4 protocols, and more.

Network managers who deploy Fast Ethernet, Gigabit Ethernet (GbE) and 10GbE switching and routing devices in their network infrastructures demand guaranteed interoperability in order to maintain application functionality and business continuity. These tests validate that Enterasys solutions will function seamlessly with a variety of switches and routers from multiple networking vendors.

Download the test summary report [here](#). ■

## Coming Next Month

The September issue of *Impact* will include these items and more:

- Customer satisfaction survey
- Enterasys support for VoIP
- NEW Support Knowledgebase

*Impact* is published monthly for Enterasys Networks customers and partners.

We welcome your questions, comments, and suggestions.

Please [email us](#) or call +1 978 684 1506.