

## Business Value with CA

**"In order to offer our customers more value quickly, we turned to CA and its eHealth® suite for a turnkey reporting solution. With this arrangement, we've got the best of both worlds. We can offer our customers a great service while staying focused on our core area of expertise."**

**Michael Marcellin,**  
Director, IP and Ethernet Networking,  
Verizon Business



# Verizon Business

Verizon Business Uses CA eHealth® Solutions in Private IP Reporting Service to Better Serve Converged Customer Environments

#### Customer Profile:

(September 2006)



Verizon Business  
HQ: Basking Ridge, New Jersey  
[verizonbusiness.com](http://verizonbusiness.com)

#### Industry:

Communications and  
IT Service Provider

#### Annual Revenue:

\$20+ billion forecasted in 2006

#### Employees:

35,000

#### CA Products:

- CA eHealth® E2E Console
- CA eHealth® LiveHealth™ Application
- CA Managed Services outsourcing

## An IP Network that Spans the Planet

In January 2006, Verizon and MCI completed a merger and became Verizon Business, offering advanced IP, data, voice and wireless solutions to large businesses, government and international organizations. The vision: To create one truly seamless, local-to-global IP network.

Verizon Business' Private IP global network reaches 116 countries today. The company serves approximately 94% of the Fortune 500® companies, and is a leading communications provider for the federal government. Verizon Business is a unit of Verizon Communications (NYSE:VZ). For more information, visit [verizonbusiness.com](http://verizonbusiness.com).

## Business Challenge: Improve Network Performance With Comprehensive Reporting Solutions

Verizon Business' Private IP service has become its fastest growing service, with triple-digit growth for four years running. Private IP puts customer traffic on one reliable network using Quality of Service (QoS) routing, enabling customers to quickly and securely bridge their public and private networks around the world.

Customers can choose from among five Classes of Service (CoS) that will prioritize traffic based on voice, video or data. Verizon Business quickly recognized the opportunity to drive additional growth by offering its Private IP customers proactive network management tools. In particular, Verizon Business began offering detailed network performance reporting functionality through CA eHealth® solutions implemented by CA's Managed Services team.

Time was of the essence in delivering this reporting service to market via its Customer Center portal. By leveraging CA's Managed Services team to design, install and operate the new web-based tools, Verizon Business was able to offer customers the reporting service in only five months.

### Key Benefits:

- Comprehensive reporting tool proactively manages network resources, improves capacity planning and bandwidth utilization, identifies network performance issues, and addresses emerging problems before network services are impacted
- Bundling CA eHealth solution with Verizon Business Private IP service provides immediate exposure to tool set, while providing upsell opportunities via additional reporting packages
- Delivery of committed service levels enhances customer satisfaction

### CA Advantages:

- CA eHealth reporting service will help Verizon Business drive additional revenue through the resale of eHealth reports and improved customer retention
- Operations simplified by outsourcing to CA Managed Services team

### Key Product Features:

- Historical trending reports predict where and when more bandwidth will be needed, enabling customers to purchase additional bandwidth before network congestion becomes a problem
- “What-If” capacity planning reports model the impact on network traffic from new applications and business services under consideration
- Predictive capacity planning reports enables Verizon Business and its customers to operate in a proactive and strategic manner

### Key Business Processes:

Verizon Business’ Private IP puts customer traffic on one reliable, private network using Quality of Service (QoS) routing, enabling customers to:

- Quickly and securely bridge their public and private networks around the world
- Choose from among five Classes of Service (CoS) that will prioritize traffic based on voice, video or data

## CA eHealth Solutions Help Verizon Business Customers Maintain Critical Router Uptime

“Using CA eHealth technology, Verizon Business has built a comprehensive reporting package complementary to our Private IP service,” Michael Marcellin, director of IP and Ethernet Networking at Verizon Business, pointed out.

Verizon Business Private IP customer, Reynolds and Reynolds Company, provides software solutions and managed IT services to the automobile industry. It leverages the CA eHealth solutions’ reporting technology in Verizon Business’ Private IP to help its customers — auto dealers — proactively stay a step ahead of potential network downtime that can cost them lost revenue. For example, CA eHealth reports show Reynolds and Reynolds a comprehensive snapshot of the uptime and performance of critical customer routers. As Dean Heyne, product manager with Reynolds and Reynolds, explained: “Verizon Business’ Private IP WAN analysis, powered by CA eHealth, gives us the tools we need to help keep our customers’ networks up and running.”

## Four Reporting Packages to Meet Customer Needs

Verizon Business’ Private IP customers can choose from four levels of network reporting offerings — all based on CA eHealth technology — to proactively manage network resources, improve capacity planning and bandwidth utilization, identify network performance issues, and address emerging problems before network services are impacted.

Danellie Young, senior manager for Verizon Business’ Private IP, worked closely with the CA Managed Services team to define the reporting packages for enterprise customers. The basic package, Standard Reporting, features pre-scheduled weekly CA eHealth reports for WAN interfaces and sub-interfaces, LAN interfaces, and router performance. The second level, Standard Select Reporting, features drill-down reports including At-A-Glance, Top N, Trend and What-If Capacity Planning reports. The third level, Enhanced Traffic Management (ETM) Reporting, features detailed reports for QoS, NBAR and Response. The premium reporting service, Enhanced Traffic Management Select, features eHealth Live Status, Live Exceptions and Live Trend reports, giving customers on-demand access to data.

As part of Private IP WAN analysis, CA eHealth reports leverage historical data from CA eHealth E2E Console, which collects vital system information from customer routers. Using end-to-end historical data from the CA eHealth database, CA eHealth reports help Verizon Business customers analyze trends, calculate averages and evaluate the overall ‘fitness’ of their IT environments. Customers can also see network traffic, CPU usage, memory capacity, QoS configurations and packet loss for a particular router, which helps IT managers identify impending problems before network services are disrupted.

With actionable data on network devices, network traffic and application response, Verizon Business’ Private IP customers are now well equipped to optimize network performance. “This is an extremely valuable customer retention tool,” said Young. “And by working closely with CA we were able to roll this model out quickly, with a lower total cost of ownership.”

Demand for the reporting service is outpacing Verizon Business’ expectations. Young reports that the vast majority of Verizon Business’ customers have selected and purchased the premium CA eHealth reporting package — positive proof that customers understand the value of this comprehensive toolset.

**IT Environment:**

Verizon Business' Cisco-powered, Multi-Protocol Label Switching (MPLS) Private IP network includes:

- Quality of Service (QoS) routing
- Multicasting for improved bandwidth conservation
- Seamless Frame Relay/ATM integration
- Remote access (via Secure Gateway)
- Multiple access options including Digital Subscriber Line (DSL), satellite and Ethernet
- Global availability in over 116 countries

## Scalability + Volume = Increased Revenue

Scaling to meet the needs of service providers is a challenge in itself, but the eHealth reporting solution has successfully and smoothly scaled to meet and drive further demand of Verizon Business' Private IP. "From a service provider perspective, scalability is a critical factor in the technology selection process," Kimberly Bennett, Private IP product manager for Verizon Business, explained. "Our ever-increasing Private IP service volumes create a challenge above and beyond that of an enterprise rolling out performance monitoring tools."

Bennett pointed out that CA's solution has rapidly scaled to support thousands of new devices per month — and she credits the exceptional service and ongoing engagement of CA's Managed Services team in making the offering a success. "Selecting CA eHealth was the right decision," she said. "The software and CA's Managed Services team have helped us win customers and accelerate the growth of Private IP."

**For more information, call 1-800-225-5224  
or visit [ca.com](http://ca.com)**

