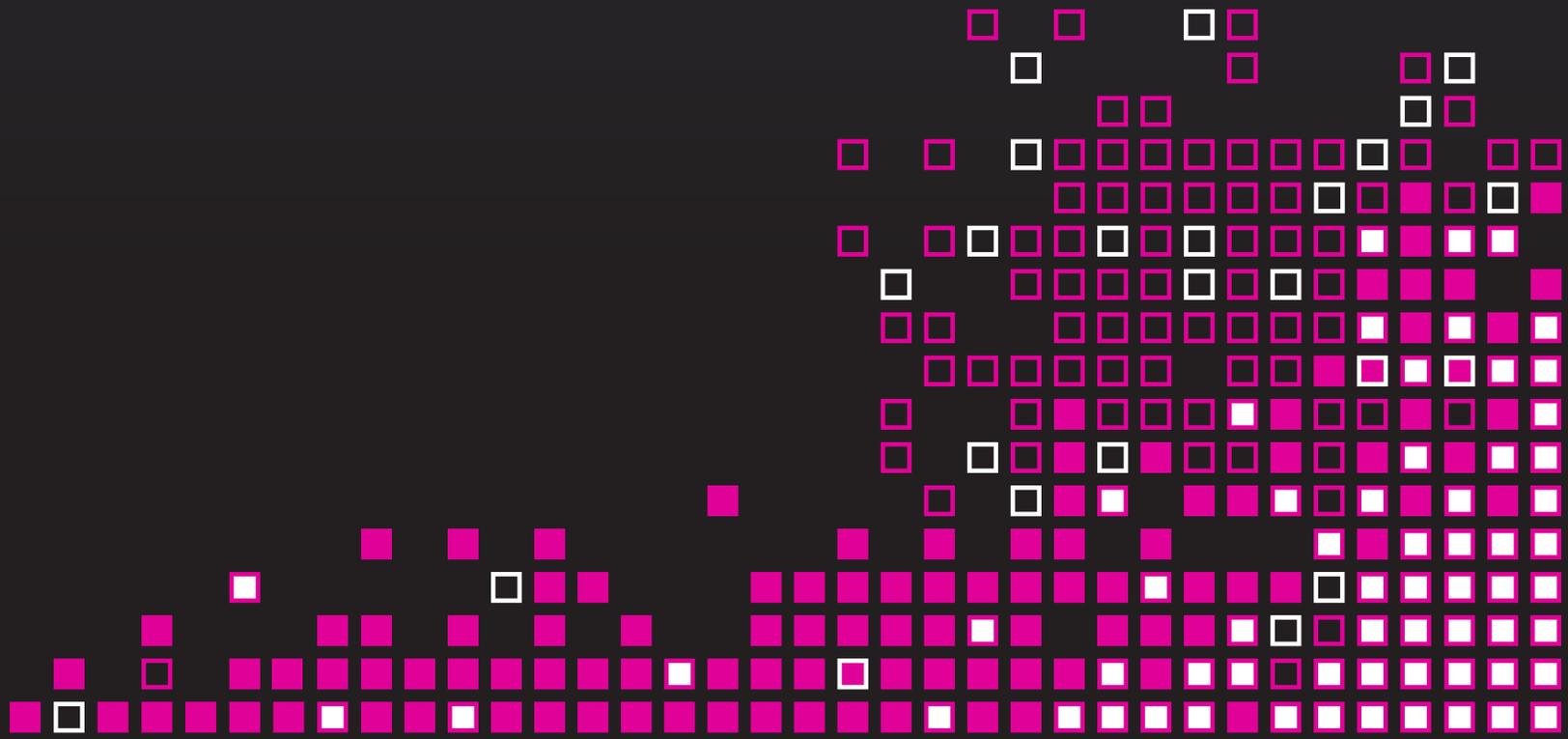




What You Don't Know Will Cost You

**GAINING INSIGHT INTO THE
HIDDEN COST OF MONITORING**





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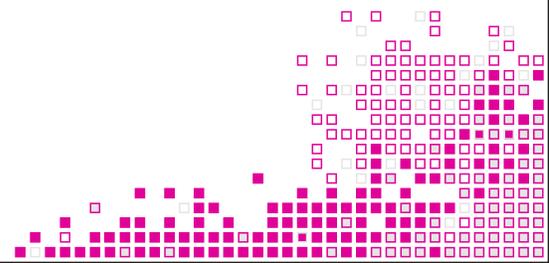
Every IT professional who manages infrastructure or software knows that it's not enough to know how to rectify critical network issues—You need to know how to identify them before they become critical, and that makes monitoring essential.

Regardless of infrastructure scale, industry, or application deployment, monitoring is a necessity to prevent challenges, and to keep infrastructure optimized. Why spend your day looking for the source of the problem when you can ensure there was never one to begin with?

Contrary to popular belief, gaining insight doesn't have to take up considerable time and resources. Monitoring can be simple, speedy and precise, reducing the demand on your IT team and preventing critical network downtime.

You can transform your monitoring responsibilities from a distraction into a driver of business value, without compromising effectiveness or efficiency.

It's time for your teams to spend less time guessing, and more time assessing how and where they can make the biggest impact on your networks.



“When something goes wrong in our world, what do we do? We consult. We inquire. We investigate.

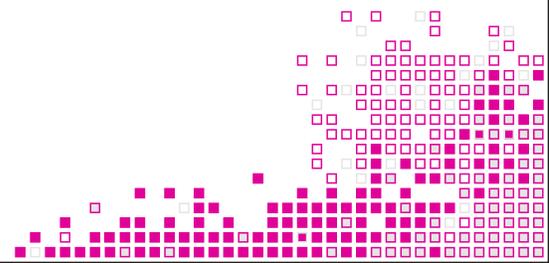
Given the opportunity, however, we will always choose to avoid an issue altogether. To gain foresight, you need to provide yourself with some insight.”



Where Are Your IT Inefficiencies?

Inefficient monitoring tools are a threat to your time and business.

That's a bold statement, but two key values link your IT effectiveness and business value.





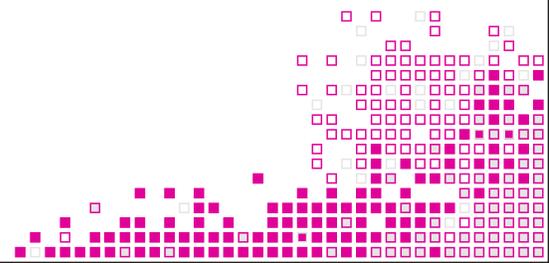
We're all looking for ways to save time and energy, and for good reason. Your IT team is no exception. When time is used seeking answers, that's less time spent leveraging opportunities for optimization and better production.

It's no surprise: Whether you manage your organization's IT operations in-house or contract with an external IT provider, the number of personnel required to meet your IT needs and the amount of time it takes them to perform key tasks exert a significant impact on your business's bottom line.

This helps to explain why IT costs have been cited as one of the main reasons for rapid cost increases in the healthcare industry. While average IT spending comes to roughly 5% of overall revenue, that figure is significantly higher for smaller companies.

Once you factor in the time and energy spent focusing on the wrong areas for development, network support, or inefficient monitoring (instead of supporting key areas in your infrastructure, or hardening security defenses), your limited IT resources could actually lead to long-term operational problems.

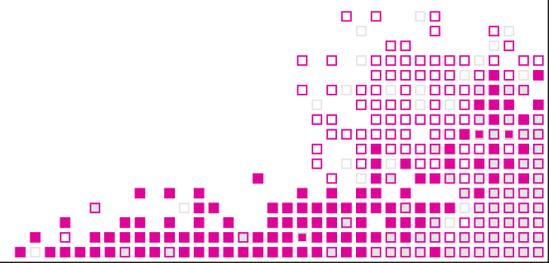
Who would have guessed that IT spending could be holding your business back?





The Cost of Guessing

Too often, IT Ops needs to control a number of risks to ensure they're running at peak efficiency—and monitoring those risks is usually anything but efficient. Ever wonder why? Let's review the average process.



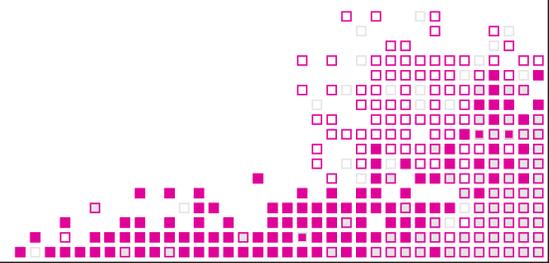


Too Many Tools Not Saying Enough

Your average IT team relies on a complex mix of different tools in order to support your infrastructure monitoring. How complex?

This usually includes distinct tools for each category, such as servers, networking, security, and databases being deployed for different tasks, such as generating alerts, triaging incidents and performing retrospective analysis.

That's before maintaining on-premises and cloud-based resources at the same time, which often requires additional monitoring tools to support both types of infrastructure. And new technologies such as containers and serverless functions, depend on a whole new set of tools to support them.



“With every update to your network and technology, there’s another manual update to the tool that monitors them, especially in the case of open source or free-to-use tools.”



Managing Your Monitoring

Confused? This certainly is confusing. And don't forget that this complex network isn't static.

Just like your organization's infrastructure, monitoring tools require manual, local configuration and rule customization before they're ready to use, which is no easy task. (It's not a set-it-and-forget-it solution.)

With every update to your network and technology, there's another manual update to the tool that monitors them, especially in the case of open source or free-to-use tools.

That's a lot of time your team is spending on setting up your tools, rather than actually using them.



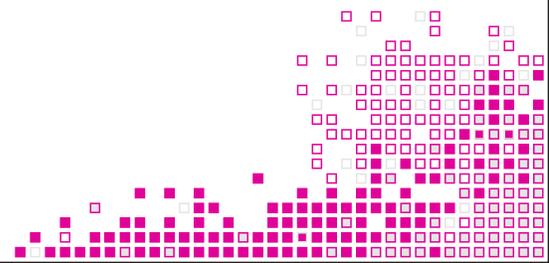


Déja-View Monitoring

There is always that one server that goes down, or that key time of day when the intranet is utterly inaccessible. Every time your organization experiences an IT issue, it's an experience you seem to find yourself in over and over again.

There's a good reason for this: traditional monitoring tools are designed to support a break-fix workflow. They fix a broken element and solve a pressing issue, but do little to help prevent issues from recurring. They just reveal the same problem again and again—something we like to call Déja-View.

Unless your staff are able to evaluate recurring trends and find ways to address them, they typically find themselves responding to the same types of incidents. That's difficult when their time is spent struggling to keep your tools at peak function.



“Don’t be satisfied with just fixing today’s problems. Prioritize a monitoring tool that can also identify key trends via retrospective analysis of monitoring data so your team can identify issues before they become repetitive, critical challenges.”



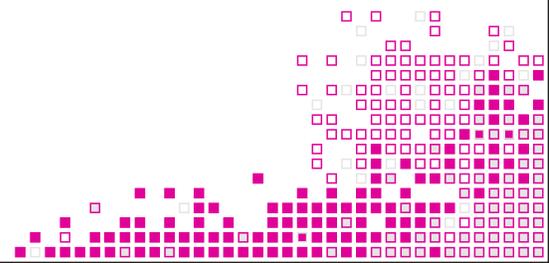


Time Is Money

This balance comes with a number of hidden costs that might be contributing to diminishing returns when it comes to your IT team's overall value.

A complex network of tools comes with a price tag. It contains individually affordable elements, but they add up in terms of time—time spent configuring and optimizing, time spent returning to the same issues, and time adding and removing network elements and updating features. That open source monitoring tool may appear to be nearly free of charge, but the time to get started up adds up quickly — usually at an hourly rate of \$100 (or more) from your outsourced IT providers.

Plus, when the cost of powering a single server for a year is \$731.94, maintaining hardware to host on-premises software becomes pretty costly.





On top of this, a variety of other hidden costs can significantly increase the money that your company spends on monitoring, in ways that are easy to miss:

Expertise: The more expertise that your monitoring tools and processes require for use, the more expensive they will be.

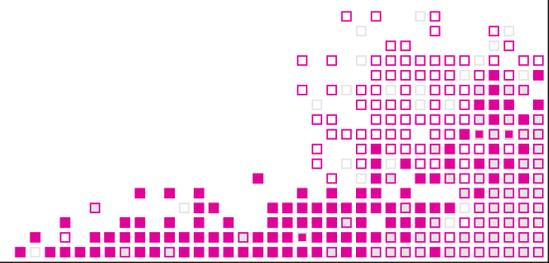
Time: Tools that require more time to deliver results lead to inefficient use of staff time, which increases costs.

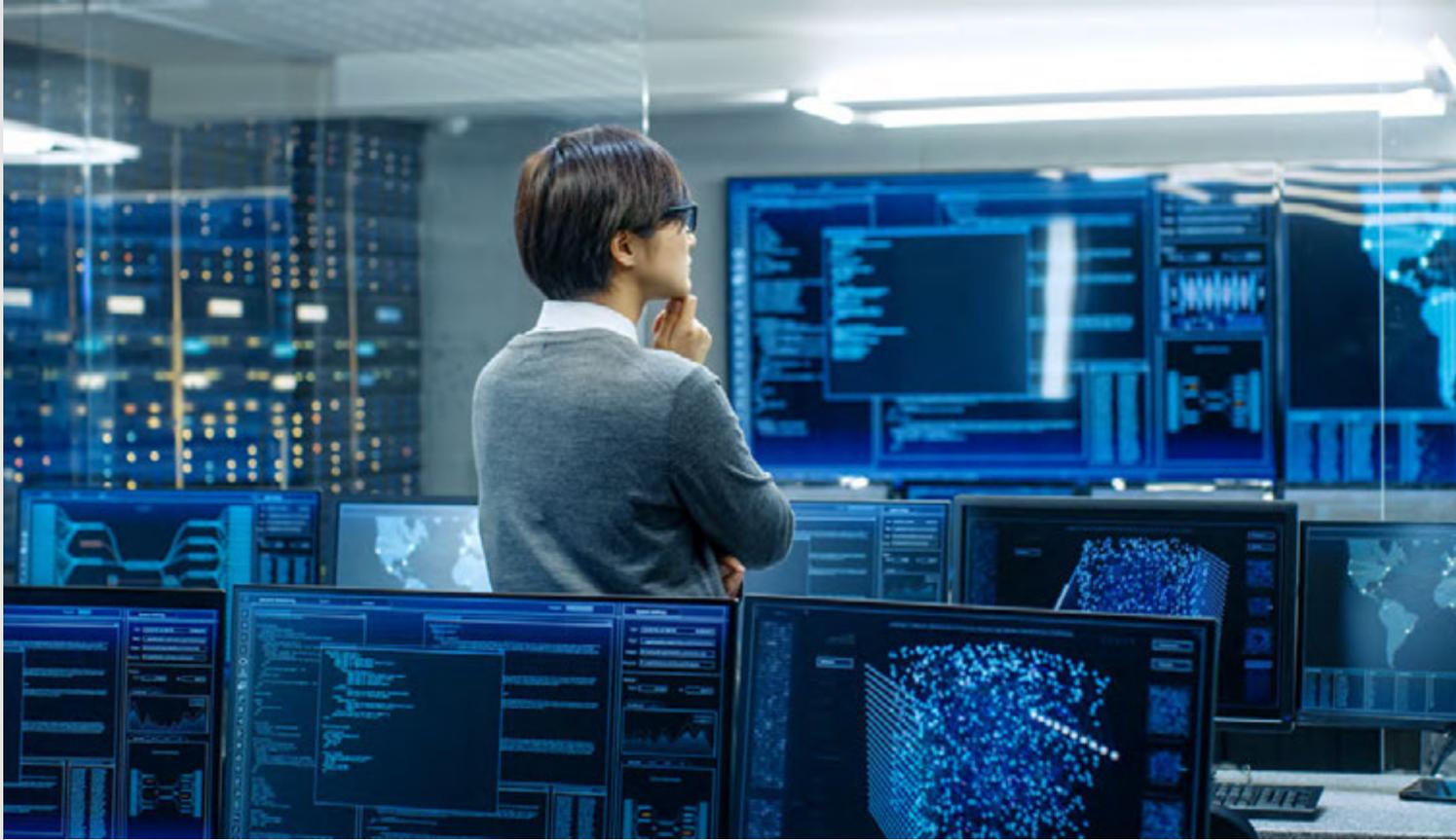
Maintenance and managing: Time and effort spent maintaining and managing monitoring tools also costs money.

Security: Insecure monitoring tools, or tools that fail to identify security incidents, can lead to costly breaches.

Visibility: If monitoring tools and processes are unable to deliver the level of visibility that you need, you may fail to maintain infrastructure and software properly, leading to service and productivity disruptions for your company. These also translate to lost money.

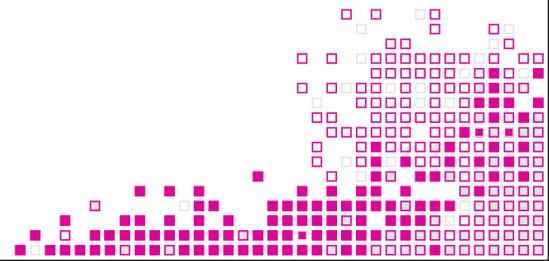
Monitoring software should be making the most of your team's time, not taking away from it.





It's Time to Assess Monitoring

A reactionary, time-wasting process shouldn't be standard, but for most organizations, it's become an accepted reality for their IT teams. Fortunately, however, it doesn't have to be. Simple, effective and straightforward monitoring is within reach, which can save you both time and money. But how?





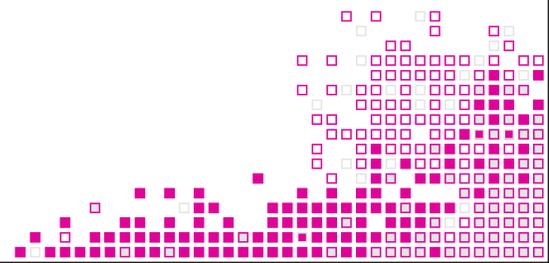
Adopting a single monitoring tool: Drastically reduce the time and effort your team spends managing their tools by streamlining their current complex system down to one element.

Embracing out-of-the-box functionality: Instead of tedious manual configuration in order to even get started, why not seek monitoring tools that are ready to start delivering insights immediately?

One tool, one view: Multiple tools and multiple interfaces allow for too many potential issues to go unnoticed. A single tool makes all insights available via a single pane of glass that anyone can access.

Make monitoring more democratic: Simple tools that are clearly understood, easy to configure and require no specialized knowledge to update make it possible for anyone on your IT team to take part in monitoring.

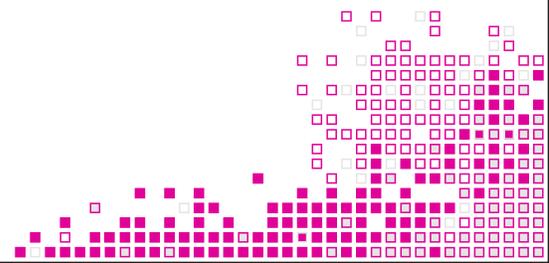
Achieving retrospective analysis: Don't be satisfied with just fixing today's problems. Prioritize a monitoring tool that can also identify key trends via retrospective analysis of monitoring data so your team can identify issues before they become repetitive, critical challenges.





The Value of Knowing

It's not just about a simplified strategy. Embracing a streamlined, single-tool monitoring approach benefits not only your IT team, but also adds value to your business.



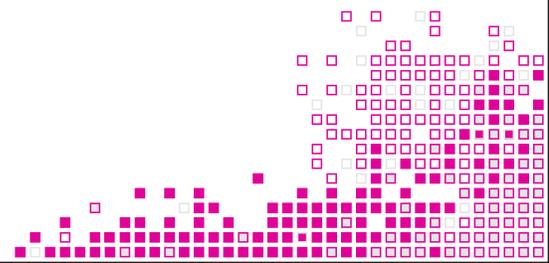


Better Use of Staff Time: Your staff's time is too valuable to spend guessing which element is about to require triaging, or dealing with repeated issues (especially if you outsource at an hourly rate). In fact, fewer issues mean that you may not need as many team members or dedicated hours as you originally thought.

Deeper Collaboration: Everyone wants to feel valued, but your star team members should never feel that they can't walk away to focus on another task, or take time off. Solutions that can be managed by any of your IT staff allow everyone to use their skills where they're needed most (not on monitoring). That team collaboration will allow for deeper insights, faster.

One Source, One Cost: Eliminating your current complex network of tools reduces the number of software licenses you pay for, saving you money and minimizing hidden costs.

Knowing What You Need Most: You will be able to expand your infrastructure and cater to more customers without having to increase IT staff resources at the same rate, without ever losing your organization's monitoring efficiency.



“Solutions that can be managed by any of your IT staff allow everyone to use their skills where they’re needed most...”

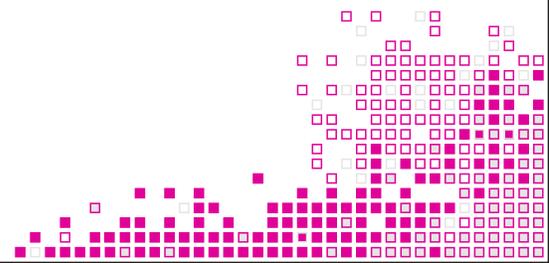




Conclusion

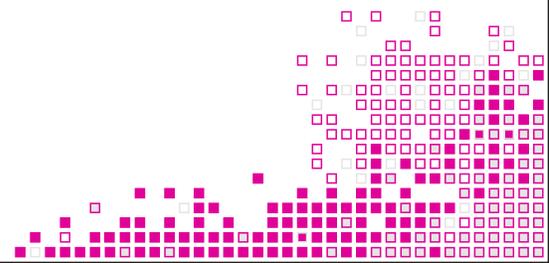
Why spend more time guessing how you can optimize your network when you can identify your challenges at a glance—from a single system element to overall performance? It's time to assess your monitoring approach and start a new strategy that allows your IT team to put their time to better use.

Fortunately, a new generation of monitoring tools is making it possible for businesses to redefine their relationship to monitoring. Chief among them is NITO, a single solution that supports all your needs with easy-to-use, pre-built configurations. A fully hosted monitoring tool designed to work out-of-the-box, NITO can start delivering insights into your infrastructure in as little as 20 seconds.





It's time to spend less time guessing and more time assessing your infrastructure. We invite you to sign up for a [free NITO trial](#) today.





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