

CASE STUDY

POLY & APPNETA: UC DEPLOYMENT FOR THE DECENTRALIZED ENTERPRISE

**CLIENT PROFILE**Site: www.poly.com

Industry: Creates Premium Audio and Video Products so you can have your best meeting — anywhere, anytime, every time.

Company size: More than 6,500 people, 75 global offices

Location: Santa Cruz, CA

Company Background

Unified communication (UC) solutions have been many business' saving grace over the course of the pandemic. But even during non-crisis times, onboarding new voice and video tools can be tricky: Throw in global work-from-home orders, and the footprint for potential deployment and ongoing performance errors explodes.

Perhaps no company is better suited to navigating these struggles than Poly. With decades of experience leading innovation when it comes to UC solutions, Poly was poised to [step up to the challenge](#) when many new and existing customers suddenly required thousands of UC tools to connect workers who, in many cases, were working from home (WFH) for the first time, with no prior planning or ramp-up time.

Knowing that their customers were unwittingly caught in a once-in-a-lifetime situation, [Poly's Global Services](#) team went above and beyond in ensuring and guiding businesses on the best solutions for continuing business operations and team collaboration; empowering everyone to quickly adapt to the new normal. To do this, Poly offered free [consulting with UC](#) experts to guide businesses, organizations, and individuals on the best technology strategies to enable remote working.

Along with deployment guidance, this added consultation included network readiness and workspace design tips, empowering customers to quickly adapt to what has been deemed colloquially as “the new normal.”

Smoothing WFH Deployment

But where the rubber really meets the road in terms of onboarding new WFH users with Poly's UC solutions successfully, the company partnered with AppNeta by Broadcom Software to help gain visibility into the new remote connections linking users and businesses to their critical UC solutions.

The Poly team leveraged AppNeta's vendor-agnostic approach to network performance monitoring to help understand how new UC tools would perform from the end user perspective. This visibility is critical, as every remote and WFH user's connection is unique in a decentralized enterprise world.

This variability puts a lot of new pressures on IT teams who pre-pandemic were adept at managing network performance and optimizing connections between branch offices and over commercial-grade connectivity that they either owned or controlled.

Unlike commercial connectivity, which is often backed up by ISP SLAs, most residential Internet access is delivered as “best-effort,” and network availability isn’t always even a given: Capacity (i.e. available bandwidth) can fluctuate wildly for any number of reasons.

There are also a number of potential error domains that arise in a WFH world in terms of application delivery that many IT teams may never encounter in an office environment, including:

- 1** Home connectivity (aka the last 50 feet): When issues occur, network ops teams need to be able to quickly understand the end user experience—if users are wireless or wired, if there’s a crowded mess of devices fighting for network capacity, or even if a backup kicks off, bringing the host to a screeching halt.
- 2** Last-mile ISP: IT teams need a way to visualize if these connections are getting the upload and download speeds to support remote work success.
- 3** Transit backbone: Visibility into the mid-path network (i.e. all the hops and hand-offs between the hosting infrastructure and the end user’s local environment) is key so that enterprise IT can correlate performance over different paths to understand if issues only occur over specific autonomous systems.
- 4** Application Hosting Infrastructure: Whether this is the Microsoft Team’s PoP in the Azure Cloud, or the enterprise’s own cloud-based infrastructure, enterprise IT teams need outside-in visibility into the common environment hosting the UCaaS solution.

Poly and their customers are also dealing with many first-timers in the WFH era, IT teams deploying new UC tools need visibility into unique user environments to truly understand the nature of performance issues when end users report them, (e.g. Are remote users connecting via the best possible routes to cloud providers? Are perceived performance issues actually a network problem, or something more superficial that’s within the end-users control?).

And while the “last mile” between the enterprise network edge and a user’s residential workstation is where the bulk of performance issues arise in the WFH era, there are many other stakeholders involved in delivering these UC solutions out to remote users that could be the point of fault when performance falls off.

Here at Poly, our mission as a company is to create amazing new ways to hear, see and work together. Within our Poly Global Services Team we strive to deliver on that promise by delivering the highest quality of service to our customers and partners, with customer success as top of mind. We ease the pain by delivering customer success with our expert staff and by use of best-in-class solutions like ones from AppNeta. Our customers and partners can always rest assured that they are working with the best.

VINCE GRIFFIN, TECHNICAL DIRECTOR – PROFESSIONAL SERVICES – AMERICAS & EMEA

Ensuring Success with Visibility

AppNeta arms Poly and their customers with end-to-end visibility wherever their users are logging onto the network, giving teams an understanding of how Poly solutions are performing from the end user perspective.

AppNeta empowers both global technology and regional solution providers that are already trusted advisors to enterprises navigating complex and risky digital transformation efforts. By focusing first and foremost on the end user experience of business critical applications that power the business, AppNeta adds this important performance observability element to Poly's existing solutions.

The core of this offer centers around AppNeta's multi award-winning ability to deliver minute-by-minute performance insights into the end user experience of any business critical application, from any location that an end user leverages applications, over any wired or wireless network. Primarily focused on remote users working from anywhere, AppNeta solves visibility challenges for the I.T. teams of the largest and most complex enterprises on Earth.

To learn more about how Poly is delivering the UC solutions that enable work from anywhere, contact [Poly Professional Services](#) today.



To understand how AppNeta is partnering with the leading technology providers to expand visibility, schedule a demo.

About Us

Broadcom Software is one of the world's leading enterprise software companies, modernizing, optimizing, and protecting the world's most complex hybrid environments. With its engineering-centered culture, Broadcom Software is building a comprehensive portfolio of industry-leading infrastructure and security software, including AIOps, Cybersecurity, Value Stream Management, DevOps, Mainframe, and Payment Security. Our software portfolio enables innovation, agility, and security for the largest global companies in the world.

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