

Why WhatsUp Gold: Top Ten Reasons for Your Business

The Lowest Total Cost of Ownership: The Key is Per-Device Licensing

Simply put, WhatsUp Gold offers proven technology —a reliable, feature-rich and extensible platform, very easy to setup and use, at a fraction of the cost. With our simple and straightforward per-device licensing model, you will get clear visibility into your budget right from the start. With some other vendors you will be charged per element (the highest number from either nodes, interfaces or volumes) for EVERY device you have to monitor. With WhatsUp Gold, just count the number of devices needed to monitor, regardless of the number of elements on each device.

One Single Pane of Glass

With the WhatsUp Gold family you can monitor and manage your ENTIRE infrastructure from a single view –devices, servers, applications, virtual resources, network traffic, bandwidth usage, Windows event logs, etc. All the information you need is available in one central location so you can drill down and find the detailed information you need to respond to issues much faster, simplify troubleshooting efforts, and improve support and services delivered to your users.

The Most Flexible Monitoring and Reporting Available

With WhatsUp Gold you can manage and report on ANY type of device connected to your network. Simply use WhatsUp Gold prebuilt monitors (temperature, power supply, email and FTP synthetic transactions, WAP, SQL, etc.) or easily import enterprise MIBs from any vendor to create new custom monitors. With hundreds of preconfigured reports and the ability to create your custom dashboard views combining different data together, you can easily schedule and share information and reports with your organization. WhatsUp Gold gives you meaningful and actionable reports with the data that you need to prevent problems and keep your infrastructure running and available for business.

Easy to use, Easy to Deploy: Less Than an Hour to Set Up

WhatsUp Gold is a robust, easy to use and low maintenance infrastructure management solution that deploys in minutes with minimal preparatory work. With WhatsUp Gold, there are no agents to deploy so you don't need to waste any time building an implementation plan, and you will get multiple monitoring tasks all in one platform. WhatsUp Gold can be deployed in less than an hour, and you can obtain the monitoring and alerting policies that you need without extensive training or expensive professional services.

Intelligent and Integrated Alert Management

WhatsUp Gold gives you a unified view of ALL alerts and problems happening in your infrastructure – performance problems, application or hardware issues, bandwidth usage violations, misconfiguration errors, vCenter events, etc. . . . - so you can centrally coordinate alert response via acknowledgements and multiple levels of escalation. Respond to issues and outages more efficiently and even identify potential problems before your users are aware of them. Plus with dependent alarm suppression based on intra- and inter-device dependencies, you can intelligently reduce noise alerts and be notified only when is really needed.

The Highest Level of Security in the Market

With FIPS 140-2 encryption and validation, enhanced SNMPv3 security and audit trail record and protection capabilities, WhatsUp Gold offers the highest level of security and protection available in the marketplace. In addition, layer in log message monitors and active scripts to watch nearly every aspect of your environment for suspicious behavior, or use Flow Monitor to get complete visibility into the traffic coming in or out of your network to quickly pinpoint the sources of viruses and DoS attempts/attacks.

An Integrated Architecture

Building the network management solution that will work for you is very easy with the WhatsUp Gold family. Simply mix and match the plug-ins that you need (layer 2 discovery & mapping, virtualization monitoring, network traffic monitoring and analysis, configuration management, etc.), see it all from one pane of glass, and get complete visibility and control over your network. With WhatsUp Gold, you can start small and easily grow monitoring or automation capabilities as you need to. With WhatsConfigured, automate deployment, backup and archival of device configurations, visually manage your VLANs, and get alerted on device configuration changes. Or use Flow Monitor to analyze network traffic, understand and report on how your network bandwidth is utilized and by whom, and get alerted on bandwidth usage violations in real-time. And since plug-ins are already deployed within your WhatsUp Gold implementation, adding new monitoring functionality is just a matter of refreshing your license.

Compliance and Performance Information Integrated Together: A Differentiator

With the WhatsUp Gold family, get an executive view of performance and auditing log data together to increase cross-departmental efficiency and collaboration, identify security threats before they become costly security breaches, and ensure a high-performance, reliable & secure infrastructure to run your business. Easily meet regulatory compliance mandates (PCI DSS, HIPAA, SOX, etc.) and store network topology maps, configuration information and log data within the same corporate database facilities. Some compliance regulations even mandate to monitor and control network traffic. With the WhatsUp Gold family, you can ensure compliance and optimize infrastructure performance all at once.

Deep and Integrated layer 2/3 Discovery and Mapping

WhatsConnected's integrated layer 2 discovery goes deeper, and includes asset inventory and configuration discovery (e.g. installed software and applications, OS details, BIOS inventory, patch information, warranty information...) combined with flexible port-to-port connectivity mapping and one-click export to Visio. With WhatsConnected, skip the trip to the wiring closet and identify forgotten hardware, layer 2 connections that you didn't even know about, devices under warranties that are about to expire, or incorrect server patch levels. And since WhatsConnected offers one-click integration with WhatsUp Gold, you can discover your network and port-to-port connectivity and start monitoring performance right away.

The Ipswitch Difference

Ipswitch is a privately held company that has been building robust, easy-to-deploy and hassle-free network management solutions for nearly 20 years. We have a loyal customer base, a thought leadership position, and our culture continues to be built around honesty, integrity and giving back to the community in the form of charity. Without shareholders and board oversight, we're enabled to be 100% customer-centric. We strive to be a trusted advisor and partner to our customers.