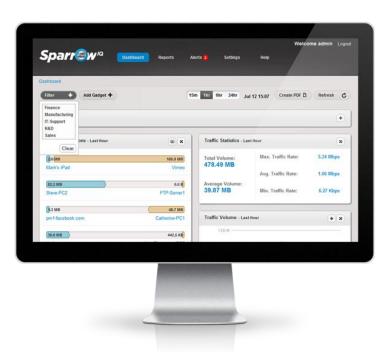# Product Brief

Enterprise-class network performance monitoring designed for the SMB

As an IT Professional, you have the responsibility of maintaining the central nervous system of Small and Mid-sized businesses (SMBs) – the network infrastructure. The widespread adoption of smart devices coupled with the proliferation of cloud-based applications has helped to positively accelerate business innovation and growth. All of these services and users must rely on the same IT network – meaning business critical applications are competing for the same network capacity with bandwidth-hogging recreational traffic including YouTube, Facebook and Netflix. This is one of the most common reasons that lead to employees complaining: "why is the network so slow?"

SparrowIQ is a bandwidth and network traffic analysis solution that will act as a security camera for the network. It's a non-intrusive monitoring solution that provides total visibility and alerting capability on all network activity to help resolve performance problems across business services and applications resulting in the best end user experience.

SparrowIQ Dashboard

Key benefits:

- Bolster your managed services offering
- Quickly identify bandwidth hogs
- Improved network and overall business performance
- Improved employee productivity
- Audit trail to meet compliance requirements
- Improved time to resolution
- Cyber insurance

Did you know?

➡ 64% of all employees visit non-work related websites every day during work hours, with 32% admitting to spending at least two to five hours per week, on these sites?

➡ A single user watching ONE video on a T1 connection, can consume up to 30% of an entire networks bandwidth?

Why Solana?

- Probe-based (no hardware)
- Traffic Forensics
- Affordable
- Partner program
- Increase recurring revenue stream
- Improve tech utilization rates

Real-time Traffic Monitoring

SparrowIQ continuously monitors the performance of networks ensuring bandwidth related issues can be addressed proactively, with the added benefit of further reducing the incidence of congestion-related downtime.

Custom Alerting

Traffic alerting can be tailored to your SMB needs. Additionally, custom notifications for specific areas of interest can be generated – whether it is an application, user, group, conversation, etc.

Powerful Forensics

Network intelligence data is retained for 90 days allowing for forensics to quickly identify who is doing what, when, where and with whom. Ability to set up policies and quotas for business-relevant vs. recreational traffic.

Capacity Planning

Ability to track network consumption trends to help with capacity planning – making your SMBs IT spend more predictable and ensuring critical applications and employees are not starved for bandwidth.
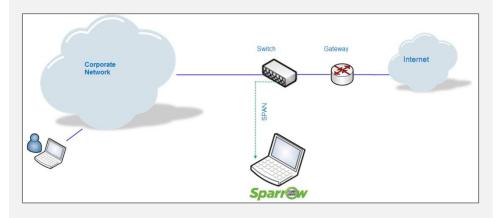
Security Visibility

Acting as a traffic security camera, SparrowIQ has a critical vantage point to determine if rogue devices or infected machines are generating network traffic. Or if traffic is originating from or being transmitted to countries of interest or blacklisted IP addresses.

Automated Reporting

SparrowIQ analyzes all network traffic and bandwidth intelligence, which can be delivered to SMB customers on a monthly, quarterly, or on an ad-hoc basis in easy to understand reports.

SparrowIQ Deployment Overview

Our monitoring software is an all-in-one solution that does not require the deployment of costly specialty hardware. It can be deployed on a live network without service interruption and has no effect on the performance of your network.

SparrowIQ Typical Deployment

If these SMB network performance issues sound familiar, give us a call...

- Poor VoIP quality
- Choppy voice/video for online meetings
- Emails taking too long to download or send
- Slow VPN connections
- Excessive recreational traffic during work hours

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