



BUYERS GUIDE

The Definitive Guide to Monitoring Solutions for Enterprises

There was a time when an outage was nothing more than an inconvenience. But times have changed.

Today, every minute of downtime could turn into a catastrophic loss of revenue, valuable product, priceless research, employee productivity, and even your company's reputation.

It's easy to remember some examples that made the news:



A data center outage due to equipment failure forced a major U.S. airline to cancel roughly 2,300 flights over a three-day period in 2016 and cost \$150M in pre-tax income¹



In 2018, 15 minutes into its biggest shopping event, a large online retailer halted all international internet traffic when it couldn't keep pace with network bandwidth demands²



3,000+ doses of the COVID-19 vaccine spoiled in Texas due to power outages from a 2021 winter storm³

But the issue of outages is widespread, and the common theme in these situations is: "If we had only known ahead of time, we could have done something to prepare and/or respond faster." In today's environment, if you're not proactively monitoring for security breaches, system crashes, equipment failures and refresh cycles, power outages, network congestion – and everything in between – your enterprise is vulnerable to experiencing downtime that could have been prevented.

Many organizations use monitoring solutions to regulate network performance and respond to problems before they arise, but just having a solution in place is not the same as having the right solution in place. It's easy for small things to fall through the cracks and snowball into something more damaging over time – leaving IT leaders with too few options too late into an outage to effectively remedy the situation.

Monitoring capabilities are expanding just as fast as new technology is emerging.

In this guide, we'll explore the benefits of a monitoring platform, the risks of status quo, the pros and cons of DIY vs. an expert partner, and how to find the right solution for your organization.



Top 3 Benefits of Enterprise Monitoring for Your Business

Today's modern business environments are astoundingly complex, and the thought of monitoring 100% of an organization's systems and infrastructure (all the time) is intimidating to even the most seasoned IT teams. And yet, enterprise monitoring is key to keeping a business running at peak efficiency and reducing the time to repair problems when they arise.

01

Gain greater visibility into your entire enterprise environment

02

Understand current and past performance to inform future planning

03

Detect, diagnose, and resolve issues before they become disruptive

Here are the top three ways enterprise monitoring benefits your business.

01

Gain greater visibility into your entire enterprise environment

The concept of enterprise visibility may mean different things to different stakeholders within an organization, but the bottom line is this: knowing the ins and outs of your entire environment is crucial to keeping productivity high and infrastructure costs low.

Constant monitoring helps enterprises...

- Identify regular network traffic patterns and bandwidth utilization trends across devices, apps, and services.
- Automatically detect performance and availability issues across the IT infrastructure (on-prem and cloud).
- Ensure consistently reliable core system performance and backup and recovery environments.
- Make certain non-IT equipment, such as cooling, fans, and pumps, all operate as expected, all the time.

02 Understand current and past performance to inform future planning

You can't improve what you don't measure – and you can't innovate without identifying how your environment is currently operating, figuring out how to make it better, and assigning tasks to the right people.

Enterprise monitoring helps businesses better understand...

- Past outages and mitigation plans.
- Equipment refresh cycles.
- Performance data and trends.
- Which people should receive which alerts (and why).

03 Detect, diagnose, and resolve issues before they become disruptive

Detecting a problem is only the first step to effectively remedying it. Once identified, diagnosing the nature and cause of the problem is crucial to achieving resiliency and continuity.

With the right monitoring tools and teams in place, enterprises will...

- Receive alerts only when a key incident is happening.
- Detect issues quickly and correctly.
- Accurately measure performance.
- Respond thoughtfully instead of reacting hastily.

Conclusion

Enterprise monitoring helps IT leaders achieve greater visibility, understand the current and past trends, and know how to detect, diagnose, and resolve issues correctly and efficiently. **With the right monitoring solution in place, you can ensure efficient business operations and decrease instances of unplanned downtime.**

1. <https://www.datacenterknowledge.com/archives/2016/09/08/delta-data-center-outage-cost-us-150m>

2. <https://fortune.com/2018/07/20/amazon-crash-prime-day/employees-return-office-n1255589>

3. <https://www.kvue.com/article/news/investigations/defenders/covid-19-vaccine-doses-wasted-texas-winter-storm/269-b42fff33-f597-40ef-9a47-452be5abcd7a>

The Real Cost of Downtime for Business

Monitoring your environment matters. Security breaches, system crashes, equipment failures and refresh cycles, power outages, network congestion – and everything in between – cause disruptive and costly IT downtime.

Downtime happens more than you may think



Businesses experience ~27 hours of downtime each month¹



Companies average 60 downtime events per year¹



~75% of all IT downtime is caused by non-technological failures related to a lack of training and/or planning²

Downtime is money



- If an e-commerce site makes \$1k per day, a 1-second delay could **cost \$2.5 million in lost sales per year**³
- Downtime **costs businesses \$85,000 per hour** on average⁴
- Costs for companies with **frequent brownouts and outages are 16x higher** than companies with fewer downtime instances⁵
- If you typically produce 600 units per hour and make \$50 per-unit profit, **a single hour of downtime costs your company \$10,000 in lost revenue**⁶

Downtime kills workplace productivity



Downtime can cost up 6.2 hours per day in lost productivity⁷



Companies lose 545 hours of employee productivity every year due to IT downtime⁸



200 minutes is the average amount of time spent solving a downtime-related issue⁸

Downtime loses customers



40% of shoppers abandon a website that takes longer than 3 seconds to load⁹



1 second delay (3 seconds of waiting) decreases CSAT by 16%⁹



Nearly 50% of consumers avoid an organization if downtime caused them to wait more than 5 minutes for service¹⁰

1. <https://www.networkcomputing.com/networking/high-price-it-downtime>

2. <https://www.alert-software.com/blog/cost-of-it-downtime>

3. How Loading Time Affects Your Bottom Line

4. Veeam Puts Hourly Downtime Cost at \$85K -- Redmond Channel Partner

5. LogicMonitor's 2019 IT Outage Impact Study

6. <https://due.com/blog/understanding-the-financial-cost-of-downtime-in-manufacturing/>

7. <https://www.washingtonpost.com/news/inspired-life/wp/2015/06/01/interruptions-at-work-can-cost-you-up-to-6-hours-a-day-heres-how-to-avoid-them/>

8. <https://solutionsreview.com/backup-disaster-recovery/545-hours-of-staff-productivity-lost-annually-due-to-it-downtime/>

9. How Loading Time Affects Your Bottom Line

10. <https://cdn2.hubspot.net/hubfs/1762367/Documents/IT-failure-nightmares-3-worst-ways-downtime-hurts-1.pdf>



Avoid the high cost of business downtime and decrease the impact of outages with the right monitoring solutions and user-friendly tools, all backed by long-standing experience and expertise.

Minimize downtime and maximize dollars with a free monitoring assessment from the monitoring experts at FirstLight. [Contact us to learn more.](#)

SECTION 2: WHY A PARTNER FOR MONITORING?

The Good, Better, and Best of Enterprise Monitoring



Everyone agrees monitoring can help organizations gain greater visibility and better control over multiple interconnected systems, but there is some disagreement surrounding how to monitor these environments. Some choose to keep monitoring in-house while others seek outside partnerships.

Let's explore some of the pros and cons of DIY monitoring vs. working with a partner and find out why so many IT leaders trust FirstLight's network and enterprise monitoring solutions to give them the best of both worlds.

DIY ENTERPRISE MONITORING

Pros	Cons
Internal teams have complete control over the process of researching, choosing, and implementing enterprise monitoring solution(s)	Selecting and configuring the best tools takes time and requires dedicated resources, so you may need to reprioritize key initiatives during this process
You don't have to rely on a third party to monitor your entire environment	You may need to hire expert staff or risk overburdening your current team with new responsibilities
Alerts can be sent when an issue is detected	Alerts may get buried alongside competing day-to-day priorities
Having a bare bones monitoring solution in place is better than having none	Not having the expertise and experience to properly setup and optimize your monitoring could leave you vulnerable to outages

GENERIC IT PARTNER

Pros	Cons
You can free internal resources to focus on value added functions	Relying on a third-party without a deep expertise in monitoring may not solve your problem
You can focus on monitoring core business systems	You're unable to monitor all aspects of your environment (i.e. non-IT equipment)
Automatic alerts can be sent when an issue is detected	Internal teams may not understand the nature of the alerts or may experience alert fatigue
Having an out-of-the-box monitoring solution in place is better than trying to do things entirely on your own	You're unable to customize the monitoring solution to fit your organization's unique circumstances

EXPERT NETWORK AND ENTERPRISE MONITORING PARTNER

Although there are various pros and cons associated with DIY vs. outsourcing to a third party, working with an expert network and enterprise monitoring partner provides the greatest number of incomparable advantages such as...

- A 360-DEGREE VIEW OF NETWORK PERFORMANCE 24/7/365.
- TAILOR-MADE SOLUTIONS BUILT EXCLUSIVELY FOR YOUR ORGANIZATION'S USE CASES.
- REDUCED ALERT FATIGUE THROUGH AUTOMATIC NOTIFICATIONS SENT ONLY TO THE RIGHT PEOPLE.
- EFFECTIVE, ACCURATE AND CUSTOMIZABLE DASHBOARDS WITH IMMEDIATE PERFORMANCE MEASUREMENT UPDATES.
- ACCESS TO A TEAM OF EXPERTS WORKING AS AN EXTENSION OF YOUR TEAM.
- ONGOING AUDITS AND TRAINING TO MAXIMIZE MONITORING BENEFITS, EVEN AS BUSINESS NEEDS EVOLVE.

After studying the pros and cons of each, it's easy to see the benefits of working with an expert partner far outweigh the cons. But because there are many options, narrowing the playing field between top service providers may seem daunting.



WHEN EVALUATING A MONITORING PARTNER, CONSIDER ASKING THESE QUESTIONS TO HELP YOU FIND THE RIGHT FIT.

- 01** Will your team design, implement, customize, and also manage our monitoring solution?
- 02** Do you offer opportunities to augment my IT team for our monitoring needs?
- 03** If one solution does not specifically meet my needs, do you offer alternative or complementary monitoring solutions that will?
- 04** Is your firm equipped to help us with everything we need to monitor, including my network, applications, devices and other non-IT related equipment?

SECTION 3: WHY FIRSTLIGHT?

FirstLight, Your Expert Partner in Network and Enterprise Monitoring

Gain the flexibility and freedom of tailored services combined with a team of responsive experts dedicated to maximizing the availability and performance of all elements in your enterprise environment. It starts with a current-state assessment of your monitoring landscape to:

- PINPOINT OPPORTUNITIES TO STREAMLINE PROCESSES AND REDUCE COSTS.
- IDENTIFY AND ELIMINATE UNNECESSARY TOOL OVERLAP AND/OR UNDERUTILIZATION.
- BUILD YOUR IDEAL MONITORING SOLUTION FROM ONE OR MORE OF OUR PARTNERS: CHECKMK, GRAFANA, ELK, HWGROUP, NTOP, SOLARWINDS AND MORE!
- GAIN GREATER VISIBILITY AND INSIGHTS WITH CUSTOM PORTALS AND DASHBOARDS.
- ELIMINATE ALERT FATIGUE WITH TIMELY, RELEVANT, AND SMART NOTIFICATIONS.
- LEVERAGE OUR EXPERTS TO TRAIN YOUR TEAM TO REALIZE THE GREATEST VALUE FROM ALL OUR TOOLS.

FirstLight's network and enterprise monitoring services come with ongoing maintenance and support so you can rest assured every component of your environment is performing at its best – always.

Conclusion

Monitoring is not a 'set it and forget it' task. It's a dynamic process that requires routine attention and support of data monitoring, alerts, dashboards, integrations, audits and making tweaks as your enterprise's needs evolve.

That's everything you get with FirstLight.



Find out how FirstLight can protect your organization with a free monitoring assessment. [Contact us to learn more.](#)