

Enterprise sales



highlight 

Benefits

If you are an enterprise sales manager, Highlight helps you retain customers, grow upgrade revenues and control your costs.



Retain customers

Highlight enables a service provider organisation to provide their corporate and partner customers with a level of proactive account management. This is done using the real-time and trend analysis reporting which itself is designed for simplicity and speed.

In doing so, the provider to customer relationship is improved whilst the service provider is simultaneously able to manage multiple customer accounts in a single tool. When it comes time to renew, the quality of the relationship you have built can be decisive.



Grow upgrade revenues

Corporate customers will be receptive to upgrade recommendations, which are based on evidence, showing an underpowered infrastructure in relation to business-critical applications.

When the service provider is a trusted advisor, backing their recommendations with credible data, upgrade business satisfies real customer needs, not sales targets.



Control costs

Highlight can reduce the cost of managing a corporate account through efficient communication and engagement.

In turn this also reduces the amount of time and resources needed to resolve any issues experienced by the customer, ensuring these are acted upon before they are customer impacting.

Features

Highlight provides performance data transparency, accurate measurement and visibility of applications and Shadow IT.



Performance data transparency

Network and application performance data is available in real-time for both service provider and their customers to view. Having maximum transparency, openness and a guarantee that the data has not been modified to suit the service provider builds trust between the provider and customer.

Additionally, customers can see the value of the service for themselves, on-demand, any time they want, without having to take anybody's word for it.



Accurate measuring

Highlight provides powerful reporting that goes beyond traditional service provider SLAs. The monitoring and measuring of network and application performance and issue status is distilled, for instant comprehension at a glance, but with drill down options for every detail.



Application and Shadow IT (AppVis)

With AppVis, customers can clearly see how IT applications and infrastructure are performing and where right-sizing can be applied, using the easy-to-understand, graphical information.

This enables non-technical personnel to immediately understand the impact of applications on the business, discover the applications that are running on their network, whether they are officially sanctioned and managed or not.

How we deliver

To ensure we solve real problems for real people, adding tangible value to a service offering, we involve our partners in our product development process. At Highlight, we work in an agile way and aim to deliver as much business value, as early as we can, with every release.



Partner involvement

We work closely with our partners through constant collaboration, via steering committee meetings, usability labs and customer submitted requests for enhancements.



Agile development

We run an agile development process under which our customer-mandated enhancements evolve, through our internal collaborative processes. Our aim is to deliver the most value, in the shortest amount of time, regularly.



Value optimisation

We analyse the value of each product enhancement in view of our customers' business objectives, to ensure that what we add or change satisfies real business needs.

The future

We're hard at work creating new solutions to provide: visibility into unified communications, to support SD-WAN in a vendor-agnostic way, deliver even deeper application awareness and to bring all our monitoring together in a clear, single pane of glass.

● Unified communications visibility

We are delivering enhancements that enable Managed Service Providers to maintain and demonstrate high quality of experience and user adoption of UC technologies, via tangible SLA reporting and at-a-glance graphical dashboards.

● Disaggregated IT procurement management

Highlight offers a unique interface (single-pane-of-glass) whereby all IT components monitoring and performance reporting are aggregated. This powerful aggregation capability counteracts the conditions under which the WAN, LAN and applications were procured and ensures that Public Sector business objectives for customer service levels are met.

This essentially overcomes the procurement model, where WAN, LAN and applications are procured within a disaggregated process, which leads to higher infrastructure costs and the chances of less reliable performance within Public Sector organisations.

● Vendor agnostic SD-WAN support

Highlight represents SD-WAN devices in a vendor-agnostic way, so that the key performance characteristics can be seen clearly. This key feature, in the volatile world of software defined networking, is essential to prove how the dynamic nature of the WAN service is delivering business benefit plus can enable service providers and their customers to fine tune the configuration and behaviour of their SD-WAN.

● Application impact

We provide a clear view on the impact and issues arising with business-critical applications, which enables improved planning and performance management. In the near future, Highlight will be looking to provide end-to-end application performance monitoring and management. This will focus on the performance of applications at end-points and not solely on the supporting WAN infrastructure.