Company Overview

Datacom Systems is a leading manufacturer of network visibility solutions. Since the company's founding in 1992, Datacom Systems has built a reputation for quality engineering and unmatched customer service.

Datacom Systems equipment covers millions of network segments worldwide and saves its customers millions of dollars in IT expenses each year. The privately held company is headquartered in Syracuse, New York. Visit www.datacomsystems.com.

Elevator Pitch

Datacom Systems manufactures network taps, Network Packet Brokers, and advanced access devices that give advanced application, security and compliance devices enhanced visibility to the traffic on your network.

Datacom Systems products enhance application and security monitoring tool utilization, improve network performance and help achieve corporate compliance.
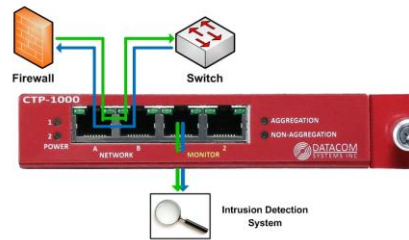
Qualifying Questions

- Do you perform traffic analysis or utilize security tools?
- How do you provide these tools with access to traffic?
- Do your tools ever miss out on some of the traffic going over a network link?
- Is your network monitoring solution scalable? Will it be able to keep up with your network size?
- Are there are compliance requirements that your business is required to meet?
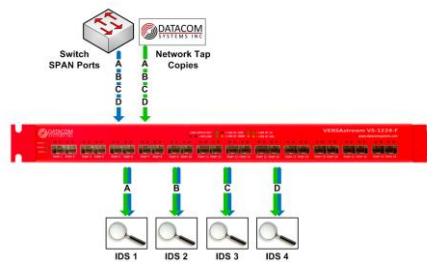
Benefits of Using Datacom

- Improve network security.
- Eliminate points of failure on network.
- Improve monitor/analyzer performance.
- Better ROI for existing monitoring tools.
- Build a scalable monitoring solution.
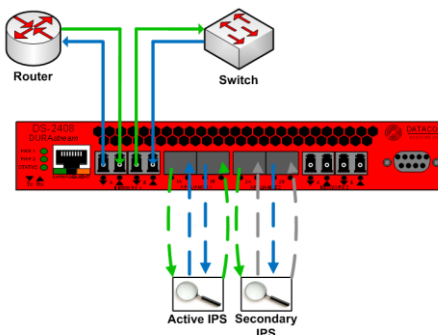
Network Taps

- The best method to monitor network traffic.
- Fail open achitecture.
- Low latency.
- Passes packets that some port mirrors drop.

Network Packet Brokers

- Aggregate traffic access points together.
- Replicate traffic to multiple analyzers
- Filter to improve monitor efficiency.
- Load balance to allow 1G tools to monitor a 10G link.

Bypass Switches

- Automatically bypass faulty inline appliances.
- Safely remove/install appliances without network downtime.
- Allows for redundant appliances.
- Monitors appliance health.

Target Market Segment

IT managers in virtually any industry - Education, Automotive, Telecommunications, Financial, Government, Healthcare, ISPs. If network security or analysis is a must, Datacom Systems can be a part of the monitoring solution.

Customer Pain Points

- Available SPAN or mirror ports are dwindling. Too many monitoring tools.
- SPAN ports aren't providing access to all of the traffic; the copies of traffic are delayed.
- Monitoring tools are becoming obsolete because they cannot keep up with the volume of monitored traffic.
- The speed/media of monitoring tools no longer match the upgraded network.
- Inline tools sometimes slow down or stop traffic.
- Monitoring tools are visible to network and vulnerable to attacks.

Sale Progression

Products like simple network taps can provide the customer with complete visibility to their network. The more taps that the customer has implemented, the more they stand to benefit from a network packet broker. These can be leveraged to improve the efficiency of data capture between the taps and monitoring tools.

Best Time to Engage

- Customers who are planning on installing new monitoring systems for security, compliance, analysis etc.
- Customers who are expanding their network might need to expand their monitoring capabilities respectively.
- Customers who are concerned about their network health, security, etc.