IDC Innovators

IDC Innovators: Performance Management Solutions for Unified Communications and Collaboration, 2016

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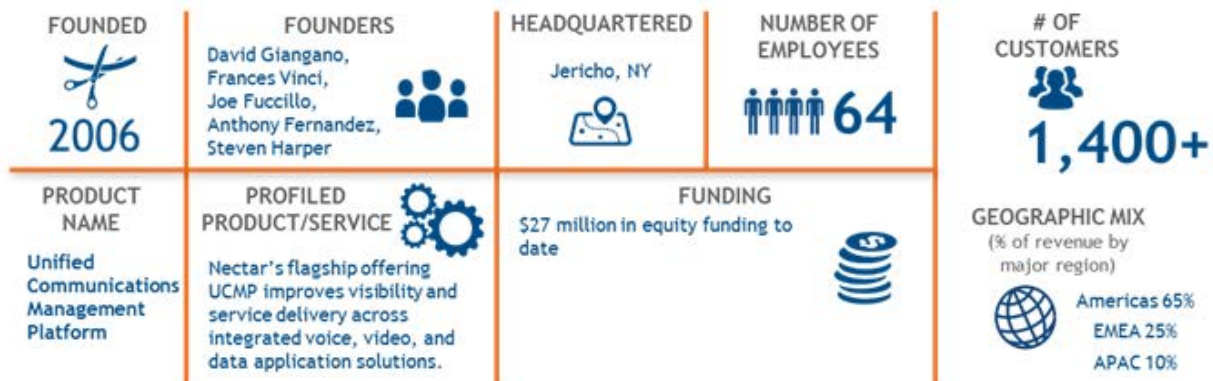
THIS IDC INNOVATORS EXCERPT FEATURES: NECTAR

IN THIS EXCERPT

The content for this excerpt was taken directly from IDC Innovators: Performance Management Solutions for Unified Communications and Collaboration, 2016 (Doc #US41949516).

Why Nectar Was Chosen as an IDC Innovator

Nectar is a IDC Innovator because its Unified Communications Management Platform (UCMP) software – offered through its Network Assessment Partners – provides unique and critical performance information. It focuses on critical areas for ensuring performance management for Microsoft Skype for Business deployments, including planning and deployment, network pre-assessment, monitoring, advanced reporting, analytics, and real-time diagnostics.

FOUNDED	FOUNDERS	HEADQUARTERED	NUMBER OF EMPLOYEES	# OF CUSTOMERS
2006	David Giangano, Frances Vinci, Joe Fuccillo, Anthony Fernandez, Steven Harper	Jericho, NY	64	1,400+

PRODUCT NAME	PROFILED PRODUCT/SERVICE	FUNDING	GEOGRAPHIC MIX (% of revenue by major region)
Unified Communications Management Platform	Nectar's flagship offering UCMP improves visibility and service delivery across integrated voice, video, and data application solutions.	$27 million in equity funding to date	Americas 65% EMEA 25% APAC 10%

Source: IDC, 2016

IDC Innovator Assessment

Nectar has launched a new Advanced Assessment Partner Program that enables certified partners to design, deploy, assess, and report on cloud and on-premises UC deployments, including Microsoft Skype for Business Online. Partners must have a planning and deployment practice for Avaya, Cisco, and/or Microsoft. The first three certified Nectar partners include Avanade, Modality Systems, and Tata Communications, along with another wave of partners to be announced in December. Nectar is a trusted partner of Microsoft with Gold Certification, an original depth partner for the Lync/Skype4B SDN API program, and IT Pro Tools partner with its flagship solution UCMP. The company has also launched Perspective, a customizable software module within the UCMP framework that provides advanced capabilities for network assessment, voice, and video quality troubleshooting and active monitoring of the

network's ability to effectively transport UC traffic. Nectar also introduced a solution designed to optimize the communications experience in Cisco and Microsoft environments that run on a Cisco-based network.

Key Differentiator

- Nectar was an original depth partner for the development and introduction of the Microsoft Lync/Skype4B SDN API program as well as the IT Pro Tools Program. Nectar was also selected as a 2016 Microsoft Partner of Year finalist.
- Nectar's UCMP leverages Microsoft's Skype4B SDN API to provide unique insight including real-time media and signaling analysis, along with network topology path correlation for Skype for Business deployments.
- Nectar Evolution integration with Cisco DNA enables Nectar to leverage the Cisco APIC-EM to establish and ensure quality of service (QoS) to optimize voice, video, and collaboration.

Challenges

A challenge for Nectar is championing and driving channel/sales operations with an emphasis on improving the customer experience. This will allow Nectar to further grow the relationships it has with its customers and partners and enable them to provide end-to-end visibility within multivendor UC networks. Nectar must also develop more key strategic endeavors to facilitate revenue growth for the company via its partners.

IDC INNOVATORS IN PERFORMANCE MANAGEMENT SOLUTIONS FOR UNIFIED COMMUNICATIONS AND COLLABORATION

UC&C solutions can pose support challenges for many companies today. IT departments require performance monitoring and management tools that provide comprehensive network views and workflows for users deploying real-time communications solutions – both on-premises and in the cloud. Companies are extremely dependent on the solutions and applications operating on their networks today. As such, the network and supported solutions and applications are critical elements for business enablement and revenue growth. By implementing these tools, network managers can introduce new levels of efficiency, gain greater levels of manageability, reduce costs, and improve user experience. These tools can provide benefits such as automated, accelerated provisioning; real-time monitoring; advanced reporting and analytics; and/or proactive troubleshooting. This IDC Innovators study highlights three companies that have taken an innovative approach to performance monitoring and management solutions (see Figures 1-4) for the UC&C market.

This IDC Innovators study profiles vendors with revenue under $100 million that have demonstrated either a groundbreaking business model or an innovative new technology or both: Integrated Research (IR), Nectar, and VOSS Solutions.

TECHNOLOGY DEFINITION

Monitoring/management solutions are designed to give an organization's management and IT personnel insight, for optimization purposes, into the operation of their network infrastructure, system servers, collaborative environment, end-user endpoints, and so forth as well as the business applications that run on those platforms.

The following are some key components and factors in network performance evaluation and management:

- **Network probe** – In telecommunications, a probe is generally an action taken or an object used for the purpose of learning something about the state of the network.

- **Network agent** — Typically, a software program enables the configuration of an agent to search a network for certain types of information or a specific process.
- **Delay** — An important design and performance characteristic of a computer or telecommunications network, delay specifies how long it takes for a bit of data to travel across the network from one node or endpoint to another.
- **Jitter** — In telecommunications, jitter is the unwanted deviation in a presumably true periodic signal, often times measured as a deviation in frequency greater than 10Hz.
- **Packet loss** — This occurs when one or more packets of data traveling across a computer network fail to reach their destination; it is typically caused by network congestion and is measured as a percentage of packets lost with respect to packets sent.
- **Throughput** — Network throughput is the amount of data moved successfully from one place to another in a given time period and is typically measured in megabits per second (Mbps) or gigabits per second (Gbps).

IDC INNOVATORS INCLUSION CRITERIA

An "IDC Innovators" document recognizes emerging vendors chosen by an IDC analyst because they offer an innovative new technology or a groundbreaking business model, or both, and were approved by the IDC Innovators Review Panel. It is not an exhaustive evaluation of all companies in a segment or a comparative ranking of the companies.

An IDC Innovators document highlights vendors that meet the following criteria:

- In IDC's opinion, the company exhibits innovative technology or a new business model.
- The company has annual revenue under $100 million at the time of selection.
- Customers are currently using the company's products and services (i.e., the products and services are not conceptual or in the process of being released).
- The product, service, or business model must solve or help alleviate an IT buyer challenge.

In addition, vendors in the process of being acquired by a larger company may be included provided the acquisition is not finalized at the time of publication of the document. Vendors funded by venture capital firms may also be included, even if the venture capital firm has a financial stake in the vendor's company.

LEARN MORE

Related Research

- *Worldwide Mobility Spending Forecast, 2016-2020* (IDC #US41285916, June 2016)
- *IDC TechScape: Worldwide Unified Communications and Collaboration Technologies, 2016* (IDC #US41179916, April 2016)
- *U.S. Enterprise Communications Survey, 2016: Unified Communications and Collaboration* (IDC #US41087216, March 2016)
- *Worldwide Unified Communications and Collaboration 2016 Top 10 Predictions* (IDC #US41026716, February 2016)
- *Worldwide Unified Communications and Collaboration Forecast, 2015-2019* (IDC #US40201615, November 2015)
- *IDC MarketScape: Worldwide Unified Communications and Collaboration 2015 Vendor Assessment* (IDC #257110, July 2015)

About IDC

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