



*Interview with Kevin Santiago,
CEO of Cymphonix, Inc.*

Q. Why is there a need to prioritize network traffic?

A. Many people feel bandwidth is unlimited. But as bandwidth capacity rises, so does the size of files and the number of both critical and rogue applications coming across your network from the WAN. As deployments in IP telephony, financial transactions and hosted and other essential applications continue to increase; it is critical to their proper functioning that they be prioritized over gaming, peer to peer and applications that, by design, consume massive amounts of bandwidth.

Q. Now, Cymphonix is a fairly new company. Is that right?

A. Not so new. We're actually a spin-off from a wireless ISP. We successfully deployed software for proportioning bandwidth while at the ISP. Cymphonix further developed the solution and integrated a user interface that opens network management to the small and medium enterprise, but the code base has been stable since 2001.

Q. What makes this solution attractive to SME?

A. Cost and ease of use. Bandwidth Composer has the same depth of functionality as enterprise applications, but is much more usable. People spend a few seconds with the interface and are astonished at its simplicity.

Q. How can a business expect your product to impact its operations?

A. One company, a construction firm with 500 employees, has 2 data T1 lines dedicated to Internet access. For several years, they'd had difficulty sending architectural and other large files, as well as with basic access to FTP and to the Internet. They added bandwidth, but access speeds didn't improve. The company's IT staff was shown the door, and a solution provider was asked in to resolve the issue. Following 8 years of frustration, it took a few minutes to install the Bandwidth Composer and, the next morning, the problems were very clear and very visual. It then took literally minutes to prioritize critical applications and throttle less productive applications, freeing up over 50% of the company's bandwidth.

Q. So, what's the bottom line?

A. The bottom line is that Bandwidth Composer, by giving employees visibility into how they spend their time, increases productivity. By prioritizing critical applications and throttling or eliminating those which are non-essential, there is a considerable boost to network performance. Many companies feel that adding bandwidth is the answer for network performance and that installing complex and expensive filters is the answer to rein in employees. A better answer is effectively managing what comes across your network and managing employees with dignity. Call it network management for adults.