

Go Beyond Monitoring. Get Insight.

Wire data analytics gives you the control to make data driven decisions

Discover the Entire Picture



Gain a comprehensive, global, and real-time view of everything transacting on the wire.

Explore Every Interaction



Get the granular, indexed, and searchable details of every wire-data transaction.

Trace Down the Details



Drill down to, or begin with, the individual metrics, users, or packets.

It's the easiest, most efficient workflow available.





Application & Infrastructure Roles

IT Manager, Security Professional, Application Team, Database Admin, Storage Ops

Role Characteristics

Their day typically consists of fighting fires, leaving proactive activities a distant second to “keeping the lights on.” The business looks to the Application and IT Operations teams to innovate how IT is delivered, and they must respond to the central needs of the business.

The Application and IT Operations teams provide the technical expertise that keeps the organization moving. They are often the deciding factor in whether ExtraHop gets implemented. Given the ability of ExtraHop to provide value at every level of the application delivery chain, they stand to gain the most value from our solution.

CHALLENGES

They’re responsible for the applications and services that the business relies on.

Not only do they have to maintain service levels, they’re also tasked with helping the business to deliver solutions with more agility and reduce the overall cost of the IT infrastructure.

GOALS

- Be recognized as a thought leader
- Become more visible within the organization, and get a promotion
- Keep pace with technology and business innovations
- Spend less time maintaining systems and instead shift the focus to transforming how IT is delivered
- Earn recognition for turning IT into a business differentiator
- Play a central role in driving IT decisions across the organization

FEARS AND PROBLEMS

- “When something goes wrong, I can’t go home until we’ve isolated the issue and have a clear path for remediation.”
- “My internal customers are increasingly challenging our ability to deliver solutions that meet their requirements, causing us to have to rethink how we implement IT.”
- “We have legacy applications and systems that the business relies upon that I am tasked with supporting without the necessary resources.”
- “As IT advances and evolves, I need to keep up my skills and tools or risk falling behind.”
- “I’m afraid that making the wrong decision could make me lose credibility in my organization.”
- “If I don’t deliver the services that provide the business with the agility that they need, I risk them going around me and setting up their own systems or using SaaS applications.”

Responsibilities

- Own, operate, and maintain critical business and IT systems.
- Monitor application and system performance
- Keep all app and services running and at peak performance (i.e. keep the lights on)
- Reduce the costs associated with infrastructure
- Create and maintain a sustainable environment, including capacity planning
- Meet SLAs
- Troubleshoot application and infrastructure related issues
- Solution design
- Application support

DECISION MAKING

- Always busy, works long hours
- Prefers to gather his information online
- Believes in product referrals of bloggers
- Hates to get bothered by sales calls

SOLUTION

Get the data you need to make confident decisions on everything in your environment.

- Auto-discover all IT assets and their relationships
- Monitor communication across all applications and systems without agents or aggregating logs.
- Real-time turnkey analytics and streamlined workflows
- Dashboards are easy to customize, extend, and share, so you can democratize your organization’s wire data analytics.

Message for the App & Infra Role

Problems Addressed	<ul style="list-style-type: none"> • Gaining access to meaningful and timely data continues to elude organizations. Data is trapped in data silos with limited views. • Organizations fail to capitalize the wealth of information that is freely available on the network. • Conquering even simple issues requires the need to bounce between consoles in a manner that disrupts workflows. 		
Unique Value Proposition	<p>ExtraHop is real-time stream analytics platform that enables visibility across the entire organization so teams can take decisive and data-driven action that is critical for modern businesses to serve the needs of customers, stay secure, and remain competitive. Unlike current management and monitoring platforms, the platform unlocks new dimensions of business, information security, applications, and operations data flowing through the network and delivers actionable analytical insights through our built-in big data capabilities.</p>		
Core Message	<p>It's time to rethink the network. Cut the complexity and regain control by unlocking the hidden value flowing within your network. Serve the needs of customers, stay secure, remain competitive, and take decisive data-driven action that is critical for your modern businesses. It's never been possible until now.</p>		
Value Pillars	Dynamically Discover	Universal Observation	Actionable Analytics
Pillar Messages	Detect every digital interaction	See it all in real time	Data-driven decisions
Proof-Points /Differentiator	<p>Auto-Discover – ExtraHop auto-discovers every interaction taking place on the network in real time without the need for a patchwork of disparate tools.</p> <p>Auto-Classify – ExtraHop provides context into interactions by understanding who spoke to whom, what the interaction was about, and its contents.</p> <p>Agentless – Our non-invasive deployment model, the network brings the data to you without a sea of instrumentation.</p>	<p>Broad and Deep – We see every digital interaction taking place and reveal its contents delivering the holistic visibility you require.</p> <p>Adaptable – ExtraHop works the way you do with customizable experiences, benefiting every team and simplifying their workflows with a unified user experience.</p> <p>Real-Time – Gain insight faster and proactively identify opportunities as they happen to improve operations instead relying solely on manual or historical information.</p>	<p>Big Data Built-in – Gain big insights without complex big data solutions or expertise. No data scientist required.</p> <p>Extensible and Open – It's your data, set it free. Whether it is combining it with other data sources, strengthening your security platform, or delivering intelligent automation ExtraHop can feed existing systems, real-time, events, and metrics.</p> <p>Definitive data – ExtraHop delivers a structured, empirical, and cross-tier data set that allows the entire organization to dramatically reduce the time it takes to troubleshoot issues.</p>
Benefits	<ul style="list-style-type: none"> · Reduce cost and complexity · Mitigate Risk – “You can't manage what you can't see.” · Identify suspicious activity, security breaches, and areas of potential vulnerability · Maximize Visibility - Works in any environment 	<ul style="list-style-type: none"> · Diagnose and fix chronic issues, before they become a bigger problem · Future-proof your visibility · Out-of-the-box support and visualizations for nearly any application · Rapid security and issue detection 	<ul style="list-style-type: none"> · Act with confidence based on empirical wire data · Simple and intuitive Visual Query Language which both specialists and non-specialists can utilize · Inherent data correlation of all app, security, and system data to connect cause and effect and problem resolution · No data tax with ExtraHop Open Data Stream

Networking Roles

Network Architect , Network Engineer, Network Manager, System Admin

Role characteristics

These roles are typically reactionary and less strategic by nature. Their role focuses heavily on execution and it's very hectic. They are tasked with maintaining the network, not transforming it. Often have initiatives and directives pushed down on them and are expected to do more with less.

We need the network team to be friendly and supportive of an ExtraHop deployment, since they'll be providing access to network traffic. Depending on the organization, this team may not have budget for ExtraHop or they may not be the final decision makers. If that's the case, help your contact within this team ally with the right business unit or advocate to IT leadership.



Responsibilities

- Manage network infrastructure, including capacity planning
- Meet application owners' requirements
- Meet SLAs
- Troubleshoot network issues
- Ease strain on busy networks
- Capacity planning within a fixed budget
- Support application requirements

CHALLENGES

Managing the network is becoming more complex and time consuming. It can be an overwhelming challenge to achieve complete visibility, let alone maintain it.

- SDN (Software Defined Networking), Cloud, and shadow IT create new blind spots and new challenges. Traditional approaches don't work.
- SaaS applications can't be instrumented, so IT teams have to simply trust their vendors to accurately report performance.

GOALS

- Get the credit they deserve
- Be seen as a thought leader
- Wants to be in control
- Be a valued advisor when larger IT decisions are being made
- Become more visible within the organization, and be considered for promotion
- Looking for tools to be more effective and update skills in order to stay relevant
- Become an "information broker"

FEARS, CHALLENGES AND PROBLEMS

- "Things just get dropped on me. I'm the catch-all for IT issues that don't fall squarely with any particular team."
- "I'm not always involved in IT decisions that will ultimately impact the network I manage."
- "I'm afraid that making the wrong decision could make me lose credibility in my organization."
- "With technologies like cloud and Software Defined Networking, I'm afraid my role is becoming marginalized."

DECISION MAKING

- Always busy, works long hours
- Prefers to gather his information online
- Believes in product referrals of bloggers
- Hates to get bothered by sales calls

SOLUTION

Get the visibility you really need to identify the root cause of issues and resolve them quickly.

ExtraHop allows you to extract that information from all data in flight and make sense of it in a way that ties directly to the decisions you need to make about your IT environment.

Message for the Networking Role

Problems Addressed	<ul style="list-style-type: none"> • Complex, time consuming workflows consisting of a patchwork of disparate tools. • Brunt of the “blame game”. Gaining access to meaningful and timely data continues to elude the networking team. • Limiting real time analysis to L2-L4 and failing to capitalize on the deep wealth of L7 information that is freely available on the network. 		
Unique Value Proposition	<p>ExtraHop is real-time stream analytics platform that enables visibility across the entire organization so teams can take decisive and data-driven action that is critical for modern businesses to serve the needs of customers, stay secure, and remain competitive. Unlike current management and monitoring platforms, the platform unlocks new dimensions of business, information security, applications, and operations data flowing through the network and delivers actionable analytical insights through our built-in big data capabilities.</p>		
Core Message	<p>It’s time to rethink the network. Cut the complexity and regain control by unlocking the value trapped within your network. By tapping into applications, information security, business, and operations data in real-time, you can transform your role and become the ultimate information broker within your organization.</p>		
Value Pillars	<p style="text-align: center;">Dynamically Discover</p>	<p style="text-align: center;">Universal Observation</p>	<p style="text-align: center;">Actionable Analytics</p>
Pillar Messages	<p style="text-align: center;">Detect every digital interaction</p>	<p style="text-align: center;">See it all in real time</p>	<p style="text-align: center;">Data-driven decisions</p>
Proof-Points /Differentiator	<p>Auto-Discover – ExtraHop auto-discovers every system and provides wire data, transaction details, and even the record of origin without the need for a patchwork of disparate tools.</p> <p>Auto-Classify – Systems are identified based on function and context from wire data provides deeper insights for Flows and the record of origin.</p> <p>Agentless – Our non-invasive deployment model, the network brings the data to you without a sea of instrumentation.</p>	<p>Broad and Deep – The ExtraHop stream analytics architecture is key to this simplified workflow. It equips organizations with the required dataset for each stage of troubleshooting in a seamless experience.</p> <p>Adaptable – ExtraHop works the way you do with customizable experiences, benefiting every team and simplifying their workflows with a unified user experience.</p> <p>Real-Time – Solve problems faster and be proactive in identifying opportunities to improve operations by starting with real-time data sources instead of relying solely on manual after the fact forensics.</p>	<p>Big Data Built-in – For both specialists and non-specialists, ExtraHop provides multi-dimensional insights to identify issues, connect cause and effect, and obtain the details needed for resolution.</p> <p>Extensible and Open – ExtraHop delivers the data organizations need without keeping it under lock and key.</p> <p>Definitive data – ExtraHop delivers a structured cross-tier data set that allows the entire organization to dramatically reduce the time it takes to troubleshoot issues.</p>
Benefits	<ul style="list-style-type: none"> · Reduce cost and complexity · Mitigate Risk – “You can’t manage what you can’t see.” · Identify suspicious activity, security breaches, and areas of potential vulnerability · Maximize Visibility - Works in any environment 	<ul style="list-style-type: none"> · Pinpoint issues across the environment · Future-proof your visibility · Out-of-the-box support and visualizations for nearly any application · Rapid security and issue detection 	<ul style="list-style-type: none"> · Ad hoc correlation of all app, security, and system data · Act with confidence based on observed wire data · Diagnose and fix chronic issues, before they become a bigger problem

Security Roles

SecOps Engineer, Security Analyst, Network Security Engineer, Security Architect, CISO



Role characteristics

Security roles focus on one thing: reducing risk for the business. They can sometimes have an adversarial relationship with other teams who see them as needlessly interfering with their projects. They are skeptical buyers but also generally open to new technologies that can help them achieve their goals.

Security professionals understand the value of empirical observation on the wire. We should not claim to be a security company—instead we should say that our customers use us for security scenarios.

Responsibilities

- Deploy and manage security appliances/software
- Monitor and report on policy compliance
- Educate employees about security
- Identify vulnerabilities and identify Common Vulnerabilities and Exploits (CVEs)

CHALLENGES

- Shortage of skilled security professionals makes it difficult to investigate everything that is suspicious.
- Getting left out of the loop by application and business teams and as a result not knowing what needs to be secured.
- Limited visibility into what is actually happening in their environment.

GOALS

- Minimize risk to the business without hindering actual business operations
- Keep the company “out of the headlines” because of a data breach
- Ensure the Confidentiality, Integrity, and Availability (CIA triad) of data

FEARS, CHALLENGES AND PROBLEMS

- “Other teams don’t bring us in to a project until the last minute. We need to work security into the application from the start.”
- “I’m terrified of what our employees could do to compromise our company—either willingly or unwillingly.”
- “My tools generate too many false positives. I don’t have the time to investigate everything.”

DECISION MAKING

- Learns from her peers online and at industry events
- Appreciates contributions to the security community
- Skeptical of vendor claims but willing to try new things

SOLUTION

You cannot secure what you cannot see—which is why visibility is a requirement for InfoSec.

ExtraHop provides complete visibility into north-south, east-west traffic so that you identify activities that represent risk to your organization.

Messaging for the Security Role

Problems Addressed	<ul style="list-style-type: none"> • InfoSec teams are left in the dark as to what application and business teams are doing. • Poor signal-to-noise ratio in existing security tools, resulting in “alert fatigue” where events are not investigated. • No visibility into east-west traffic inside the network perimeter; over-reliance on perimeter defenses (firewalls and endpoint monitoring) 		
Unique Value Proposition	<p>ExtraHop provides real-time visibility across the organization so teams can assess their true risk profile, establish policies and detect violations, and monitor ongoing compliance.</p> <p>ExtraHop is unlocking new dimensions of data flowing through the network, enabling organizations to mature their security posture and fill in the gaps in their existing security infrastructure.</p>		
Core Message	<p>Regain control by unlocking the hidden insight flowing within your network. Gain new avenues of visibility, like seeing what’s lurking within your network in real-time, to mature your security posture and minimize risk while enabling business agility.</p>		
Value Pillars	<p>Dynamically Discover Discover your true risk profile</p>	<p>Universal Observation Establish policies, detect violations, and monitor compliance</p>	<p>Turn-key Analytics Enable a Big Data approach to security</p>
Proof-Points /Differentiator	<p>Auto-Discover – ExtraHop analyzes all east-west, north-south traffic to auto-discover every interaction taking place on the network. This approach does not rely on signatures.</p> <p>Auto-Classify – ExtraHop provides context into interactions by understanding who spoke to whom, what the interaction was about, and its contents.</p> <p>Agentless – Our non-invasive deployment model, the network brings the data to you without a sea of instrumentation.</p>	<p>Broad and Deep – We see every digital interaction taking place, including east-west communications inside the perimeter. ExtraHop reveals the contents of every interaction, delivering the holistic visibility you require.</p> <p>Adaptable – ExtraHop is a platform that enables the “democratization of security,” so that all teams can establish and monitor policies for applications and technology domains.</p> <p>Real-Time and Empirical – Detect anomalies faster and reduce mean-time-to-identify with empirical observation on the wire.</p>	<p>Big Data Built-in – For both specialists and non-specialists, ExtraHop provides multi-dimensional insights to identify issues, connect cause and effect, and obtain the details needed for resolution.</p> <p>Higher Signal-to-Noise Ratio – ExtraHop delivers a structured cross-tier data set that is more consistent and objective than log data.</p> <p>Atlas Reports – A periodic, third-party analysis of your data, including clear visualizations of trends in your environment, and specific recommendations on how to reduce risk.</p>
Benefits	<ul style="list-style-type: none"> · Detect and mitigate ransomware in real time · Get the full picture of what is normal and understand patterns across the entire IT estate · Identify operations that require oversight 	<ul style="list-style-type: none"> · Track all Active Directory activity (identity and with per-user details) · Reduce mean-time-to-identify and dwell time · Enable fast incident response · Rapidly drill down to actual packets for forensic evidence · Understand the scope of an incident—who and what is affected · Monitor compliance with HIPAA, PCI, SOX, etc. 	<ul style="list-style-type: none"> · Reduce alert fatigue for security analysts · Stream observed activity to security infrastructure and correlate wire data with other data sources · Integrate with next-gen firewall and network access control devices to automate response

Business Decision Maker Roles

CEO, CMO, CIO, Line of Business Owner, IT Director/VP



Role Characteristics

BDMs either own strategic objectives across the organization or they're responsible for a profit and loss statement (P&L) or a revenue goal of a particular business unit. They're expected to align technology to their business activities without creating new risks or liabilities, while still meeting financial responsibilities.

BDMs are playing an increasingly larger role in deciding where IT budget is spent, and they often have more budget available than TDMs. They also have a more critical business need for the right analytics, and they're used to spending money to get this data.

CHALLENGES

Business Decisions Makers (BDMs) are tasked with (or burdened by, depending on the day) supporting an array of business objectives:

- Stay ahead of the competition
- delight customers
- Increase profits.

To them, technology is a means to an end: it's important because it helps them meet their goals efficiently and effectively.

Some BDMs don't have a particularly strong understanding of their organization's technology assets and how those assets work together.

GOALS

- Be an innovator or market leader
- Deliver game-changing customer experiences
- Become more involved in the technology decisions vs. leaving it up to IT to sort out
- Be seen as a thought leader
- Use technology to expand—or transform—the business

FEARS AND PROBLEMS

- "Our competitors are using technology to transform how they deliver their offerings to customers. If we don't keep up, customers will choose them"
- "I'm responsible for delivering a great customer experience, but I have to rely heavily on IT for the technology assets necessary to make that happen."
- "When something goes wrong I have to wait on IT to triage the problem which means even simple issues take longer to resolve."
- "An application outage can ruin my quarter. I need to know what's going on with our most critical applications at every moment so we can avoid that."
- "I don't have the business data I need to make informed decisions. So I'm constantly guessing on the best course of action."

Responsibilities

- Increase revenue while keeping the costs low
- Improve agility to respond to business opportunities
- Maximize profitability and provide a great customer experience
- Protect the company brand and credibility
- Design technology solutions that fit business needs

DECISION MAKING

- Always busy, works long hours
- Relies on the technical advisement and support.
- Hates to get bothered by sales calls

SOLUTION

Get the real-time data you need to turn IT into a powerhouse that drives your business.

- Deliver on the promise of Big Data without the need for data scientists to tell you what it all means.
- Real-time turnkey analytics keep deployment simple, so you can make decisions quickly.
- Dashboards are easy to customize and share, so you can democratize your organization's wire data
- Expert monthly reports that show the overall services health across your business
- Flexible data integration

Messaging for the Business Decision Maker

Problems Addressed	<ul style="list-style-type: none"> • Enable competitive advantages via real-time data delivery • Delivering a great customer experience • Leverage IT as a business asset • Delivering timely business data to make informed decisions. 		
Unique Value Proposition	<p>ExtraHop is real-time stream analytics platform that enables visibility across the entire organization so teams can take decisive and data-driven action that is critical for modern businesses to serve the needs of customers, stay secure, and remain competitive. Unlike current management and monitoring platforms, the platform unlocks new dimensions of business, information security, applications, and operations data flowing through the network and delivers actionable analytical insights through our built-in big data capabilities.</p>		
Core Message	<p>It's time to rethink the network. Cut the complexity and regain control by unlocking the hidden value flowing within your network. Serve the needs of customers, stay secure, remain competitive, and take decisive data-driven action that is critical for your modern businesses. It's never been possible until now.</p>		
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Proof-Points /Differentiator	<p>Auto-Discover – ExtraHop auto-discovers every interaction taking place on the network in real time without the need for a patchwork of disparate tools.</p> <p>Auto-Classify – ExtraHop provides context into interactions by understanding who spoke to whom, what the interaction was about, and its contents.</p> <p>Agentless – Our non-invasive deployment model, the network brings the data to you without a sea of instrumentation.</p>	<p>Broad and Deep – We see every digital interaction taking place and reveal its contents delivering the holistic visibility you require.</p> <p>Adaptable – ExtraHop works the way you do with customizable experiences, benefiting every team and simplifying their workflows with a unified user experience.</p> <p>Real-Time – Gain insight faster and proactively identify opportunities as they happen to improve operations instead relying solely on manual or historical information.</p>	<p>Big Data Built-in – Gain big insights without complex big data solutions or expertise. No data scientist required.</p> <p>Extensible and Open – It's your data, set it free. Whether it is combining it with other data sources, strengthening your security platform, or delivering intelligent automation ExtraHop can feed existing systems, real-time, events, and metrics.</p> <p>Definitive data – ExtraHop delivers a structured, empirical, and cross-tier data set that allows the entire organization to dramatically reduce the time it takes to troubleshoot issues.</p>
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