



Monitoring from the Cloud: Monitis versus In-House Monitoring Software

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When it comes to monitoring networks, applications, websites, servers and other critical parts of your company's computing infrastructure, cloud-based services win out over in-house (including open-source) software across numerous areas.

Ensuring Service Levels Are Met, Getting Robust Warnings



If your company is using a complex IT infrastructure and you are responsible for delivering mission critical applications, and every time the system is down you get complaints from end-users or your supervisor, then consider hosted monitoring. It's safe and gives you greater control of your systems uptime.

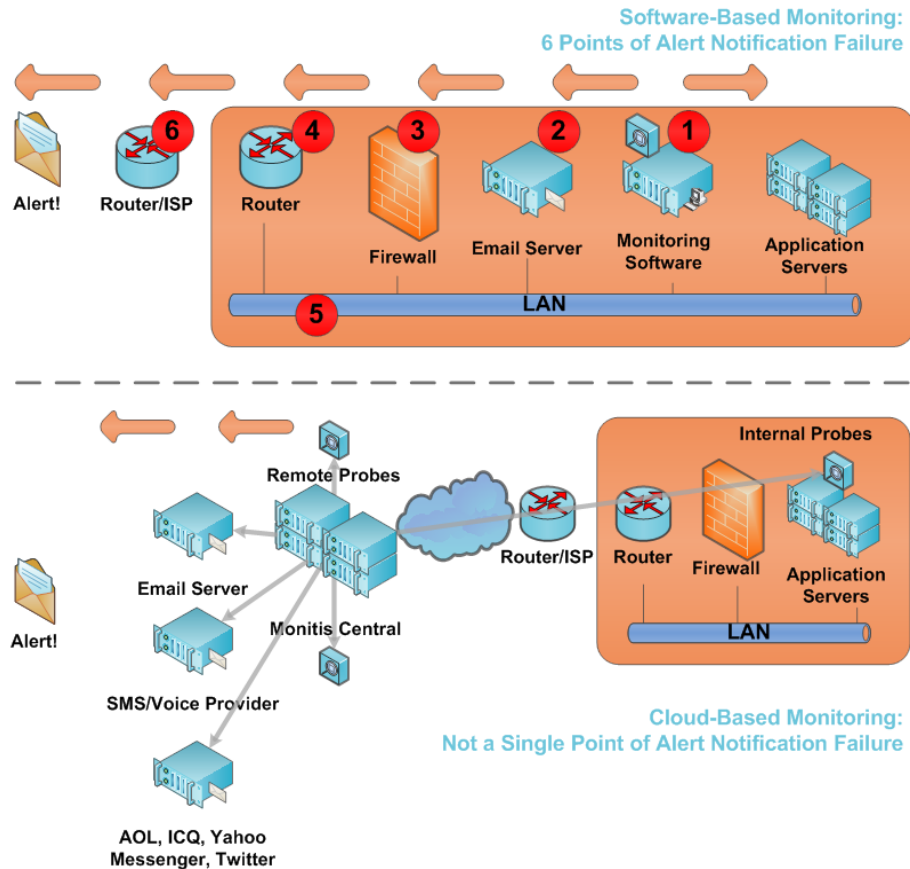
Cloud-based technology like Monitis will provide the surest, most reliable coverage and alert you of emerging problems that need immediate attention, **even when your network is down!** The cloud is also best equipped to keep tabs on your service agreement with cloud platforms.

What makes Monitis a truly killer technology is its robust notification and alerting system. If you are using open-source, there is a good chance you will miss an alert particularly when:

- Your local network is down because of connection or switch problems
- Your monitoring server is down itself
- Your mail server is down; so it cannot deliver alert emails
- Your firewall or router is down
- Your ISP is experiencing connectivity issues

What makes **hosted** monitoring solutions like Monitis special is the independent alerting and notifications. Even if your network is completely down, you will get alerted. To ensure robust notifications, Monitis:

- Checks remotely whether your internal monitoring agents are up and responding
- Checks externally if web services are available for end users
- Double checks from multiple locations across the globe or from a location your company establishes
- Provides multiple ways to notify, for example, via SMS, Live-Voice, IM, Email and Twitter
- Sets notification escalation procedures



The bottom line is that Monitis ensures you will get an alert when something is wrong or going wrong in your network – regardless of your network status.

Ease of Deployment, Ease of use



Another advantage that cloud-based tools hold over in-house monitoring software is rapid, instant deployment. It takes a mere 10 minutes to sign up for and use Monitis monitoring (including instant availability of SMS and Live-Voice alerting), while installing monitoring software requires setting up a dedicated server, database and, of course, the actual monitoring software. In addition, software tools require IT administrators to:

- Set distributed monitoring agents, opening firewalls
- Set and manage monitoring web servers and databases
- Manage notification channels
- Manage external access

- Integrate third-party visualization tools
- Regularly patch and update the software
- Configure checks and views
- Integrate third-party plug-ins

All this means time and money for companies. Monitis, on the other hand, via its cloud technology, is updated automatically and seamlessly without the user's participation, which means companies always use the latest version.

Ensuring Supreme End-user Experience by External Monitoring



Another important feature of any monitoring tool is the ability to monitor servers and networks from outside your company. Here again, cloud technology holds many advantages over in-house software. Monitis has multiple monitoring locations around the world, from which it can perform basic availability, advanced real-browser monitoring, and [script-based synthetic monitoring](#) (allowing companies to test capacity and chart out strategies for heavy user loads)...indeed an entire end-to-end monitoring flow.

Meanwhile, in-house monitoring can only monitor within a company's firewall (which means the software can theoretically measure a false positive, although the network may be down). Plus, in house monitoring doesn't measure user experience on an end-to-end basis.

Scalability



Open source products like Nagios usually don't scale well for companies with large IT infrastructures. It's a common complaint from enterprises that, when using more than 100 devices, popular open-source products fail. As recently posted at Google Marketplace by Danny O., a Monitis customer:

"Before finding Monitis, I was using a couple of open source tools including Nagios and grew frustrated with two things: 1 - It wasn't scalable enough to monitor our 300+ websites and 2 - It required hours of configuration. With Monitis, within a half hour of signing up, we were able to monitor all our websites, as well as 15 servers and a web-based application. It's a one-of-a-kind service, and I highly recommend it to anyone."

The Monitis platform does hundreds of millions of checks per day – well below the technology’s capacity limits.

Ownership Costs and Productivity

Why should you pay for computing power and capacity that you don’t need now – but might down the road?



With Monitis, companies enjoy the ability to add scalability as needed, and they pay only for what they use. If they need more monitoring down the line, they pay for more. It’s a different story for monitoring software, though. Your company is required to provide good hardware (servers) and storage space.

The total cost of ownership (TCO) of monitoring tools must also be considered. Because companies pay only for what they use with cloud-based monitoring, typical costs start at just a few dollars per month. Plus, factoring in labor costs, firms save enormous sums because IT folks spend just minutes on daily routine and upkeep – instead of hours.

For in-house monitoring tools, however, the tab for monitoring is high. Consider these costs:

- \$2,000 + for a server
- \$2,000 + for a backup server and storage
- \$1,000 yearly per server for electricity
- Setup and maintenance labor cost (usually a dedicated or a part time resource – at least \$30,000 per year) to do such things as:
 - Add plug-ins
 - Backup data
 - Fix issues, patching
 - Update software
 - Setup monitoring and alerting
 - Controlling third-party notification services
 - Customize

- Add reports
- Consolidate SLA and performance data from multiple monitoring



In comparison, Monitis operates much more efficiently as there is little to no maintenance, allowing your IT administrators to be more productive; the technology is constantly updated with new features that all users receive instantly. Response support is substantial at no additional cost, and there is no need to use multiple tools.

Our top priority is to provide excellent customer support. Our customers' satisfaction levels are a major differentiator between Monitis and in-house software.

Green Advantages

Because the cloud offers multi-tenancy (several customers use shared servers), Monitis is greener than software monitoring, which needs two to three servers (each costing \$1,000-plus in just electricity costs yearly.) ↻

The Cool Factor



And then there's the cool factor. What's not cool is the need to install, upgrade and maintain software, which is part of open-source. The IT community is starting to embrace cloud-based monitoring because it utilizes modern architectures like:

- **Multi-tenant, Multi-tenant, Multi-tenant service, no software (think Google Apps versus MS Exchange)**
- The Cloud and Web 2.0 approach
- An all-in-one solution (monitoring everything from servers to networks, from Java apps to cloud providers)
- Service Oriented Architecture and web services (We offer web API for 3rd party integration, web widgets to embed in 3rd party applications and websites.)
- Scalability to suit your changing computing needs

What makes Monitis' cloud-based solution truly different is how we listen to our customers. As we host the product, we know – at all times – how

companies use it, and that lets us know how we can improve it to suit their needs.

Dashboard as a Service



The ability to communicate fast and thoroughly is critical for a monitoring tool, and Monitis makes it easy and more efficient via a hosted dashboard, that is:

- Customizable and available from anywhere, on any device
- Offers multiple alert notification channels as an out-of the box service
- A means of communication across silos – which allows customers to share the same data between network, system, application and database administrators
- Any data can be fed into it via our open API, allowing easy integration with other enterprise systems
- Helpful in aligning business and technical goals, making it suitable for both IT and business users

Good dashboards are typically missing in open-source monitoring products. Or if good, they require multiple modules or integrations. Dashboards are also limited to each product and lack flexibility or ease of integration with other products. They're not very high-priority to the average user, as they're usually designed for techies.

All in all, when considering monitoring systems, it's wise to think hard about the benefits of one type technology versus another – in this case the clear efficiencies and savings provided by cloud-based monitoring, such as [Monitis](#), versus software tools.

10-point Summary

Here's a quick 10-point summary of Monitis' advantages over in-house monitoring software. Monitis offers:

1. Robust alert notifications
2. Ease of setup and customization
3. Ease of use

4. Low TCO
5. Scalability
6. Reach UI, collaboration and control dashboard
7. Consumes fewer resources, Greener
8. End-to-end monitoring, External + Internal
9. An innovative, leading edge system. Web 2.0 architecture
10. A proven way to boost productivity and save time

About Monitis All-in-One Monitoring Platform

Monitis is a 100% Cloud-based, complete, and flexible IT monitoring solution which consolidates backend monitoring, application monitoring, website monitoring, and cloud monitoring in an all-in-one, central monitoring service. The platform is easily customizable and may be used for managing of all kinds of IT assets such as websites, servers, routers, switches, VoIP devices, DNS, databases, processes and any other IP devices. Monitis provides users with a comprehensive view of their system's health and performance.

About Monitis

Monitis believes that the Cloud is the biggest thing to happen in IT management since IT management. Having seen this vision early, Monitis is now the global leader in developing this market. It is the first affordable network and systems monitoring solution based 100% in the Cloud.

Monitis has an enthusiastic and loyal user base of 50,000 customers from small businesses to Fortune 500 companies to government agencies and educational institutions, and it has won rave reviews from the technology analyst community. Recently, because its Cloud-based monitoring helps companies reduce system downtime, improve the productivity of their IT staff, and reduce operational expenditures, Monitis was named the Most Innovative Start-up for 2009 by The 451 Group at their annual Client Conference. In addition, Monitis was ranked among the [2010 OnDemand 100 in April 2010](#). The OnDemand 100 is a ranking by Morgan Stanley, KPMG, and AlwaysOn of the world's top 100 private companies.

Monitis was founded in 2005 by a team of seasoned entrepreneurs and fed-up and worn-out developers who were tired of complaining about the limits of software-based tools, while inspired by the promise of the Cloud. Headquartered in San Jose, CA, Monitis is lead by a team of IT professionals with deep experience running enterprise-grade IT businesses, as well as starting and selling several IT start-ups. Using a global workforce, particularly its R&D team based in Yerevan, Armenia, Monitis is poised to move from strength to strength. At present, Monitis is averaging average month-on-month revenue growth of over 10%.

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