

---

December 2010

---

## In This Issue

- MERRY CHRISTMAS AND HAPPY HOLIDAYS
  - Paul Shiman has joined Advocate Networks as Chief Marketing Officer
  - What does the Advocate Networks Crystal Ball say about 2011?
  - New Web Site Announcement
  - Advocate Networks' Domains of Expertise
  - What do you do if "The network is slow today"?
  - Data Center Planning: The True Total Cost of Ownership
  - Look for us!
- 

## MERRY CHRISTMAS AND HAPPY HOLIDAYS

From everyone at Advocate Networks, we wish you and your family a happy and safe holiday season. We are doing our best to stay warm as a deep freeze is gripping Atlanta this week. We offer our sincerest thanks to all clients and partners for your relationship and business in 2010.

---

## Paul Shiman has joined Advocate Networks as Chief Marketing Officer

We are pleased to announce that Paul Shiman has joined Advocate Networks as our new Chief Marketing Officer. Paul was most recently the Vice President of Marketing and Strategic Alliances at Stratix Corporation a leading mobile enterprise solutions provider here in Atlanta. With over 25 years of experience with B2B companies including SiriusDecisions, Netkey (now a division of NCR), and Motorola (formerly Symbol Technologies), Paul brings a vast amount of knowledge and expertise in the development and growth of Marketing and Alliances. We welcome him aboard and look forward to seeing the Advocate Networks brand and demand generation programs reach new heights in 2011.

---

## What does the Advocate Networks Crystal Ball say about 2011?

By Scott Fogle, Co-Founder & Co-President, Advocate Networks, LLC

2010 has certainly been an exciting year in terms of mobile products and services. To me, the high-light is the success of the Apple iPad, and its immediate positive impact on most users I know. 2011 should prove even more exciting!

We are looking forward to watching these developments:

- 1) iPhone and iPad on Verizon Wireless
- 2) Can RIM change its falling sales trend in SmartPhones?
- 3) The New CenturyLink (and Qwest)
- 4) Windows Phone 7: Take off or Flop?
- 5) LTE: Next big step in mobile communications capabilities?
- 6) Data Center Containers: Is this a breakthrough in power efficiency?
- 7) Google and Apple: New mobile innovations
- 8) New wireless provider: Cox Communications
- 9) Did Vodafone start a TEM consolidation?
- 10) Clearwire: Acquisition target or continued growth company?

What do you think? Let us know at our [BLOG](#) or contact Scott Fogle at (678) 987-5990 or [scott.fogle@advocatenetworks.com](mailto:scott.fogle@advocatenetworks.com).

---

## New Web Site Announcement

Advocate Networks is proud to announce our new web site. Please check out our new look, updated information on our service offerings, customer testimonial [PodCasts](#) and our new [BLOG](#)!

Go to [www.advocatenetworks.com](http://www.advocatenetworks.com)

The screenshot shows the Advocate Networks website homepage. At the top, the logo "ADVOCATE NETWORKS" is displayed with the tagline "Your Trusted Advisor" and navigation buttons for "CONTACT US" and "SEARCH". Below the logo is a horizontal menu with categories: "PROFESSIONAL SERVICES", "MANAGED SERVICES", "TECHNOLOGIES", "INDUSTRY PRACTICES", "RESOURCES", and "WHO WE ARE".

The main content area features a large banner titled "Optimizing Communications Services for the Enterprise" with a sub-headline "We improve your service levels and help you reduce costs by 20-40%." and a "LEARN MORE" button. To the right of the banner is a section titled "we are Advocate Networks" listing core values: "Integrity, Professionalism, Customer Focus, Partnering and Team-work, Proactive Communications, Tenacity, Transparency, Friendly, Flexible Attention to Detail, Results-Oriented, Community Service - This is Advocate Networks." and a "GET TO KNOW US" link.

Below the banner is a "ADVOCATE NETWORKS BLOG" section with a link to "Global Expansion - 'It's a Small, Small World'" and a "Read More" button.

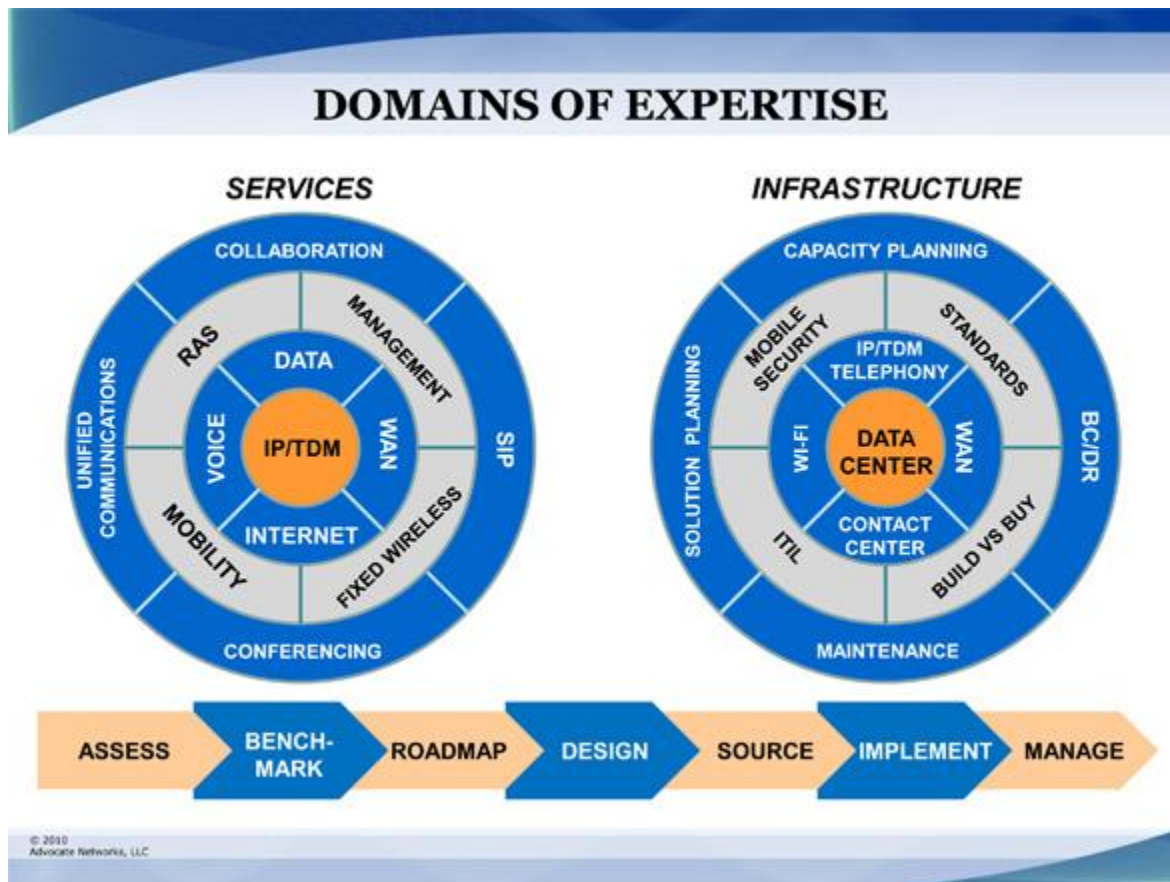
A secondary section titled "How can Advocate Networks help me?" includes a sub-menu with categories: "OVERVIEW", "HEALTHCARE", "FINANCIAL SERVICES", "INSURANCE", "TECHNOLOGY", "BUSINESS SERVICES", "INDUSTRIAL", "RETAIL", and "MEDIA PROVIDERS". Below this is a section titled "Tailored Solutions for your Industry" with a sub-headline "Advocate Networks has successfully completed a range of communications and data center strategy, infrastructure, and cost-savings projects for more than 400 healthcare, financial services, insurance, technology, business services, industrial, retail, and communications and media provider clients." and a "LEARN MORE" button. The background of this section shows hands holding puzzle pieces.

The footer contains the "ADVOCATE NETWORKS" logo, a navigation link for "Company | Careers | Privacy Policy | Site Map", the "Inc. 500" logo, and the phone number "Call: 855-987-5900".

## Advocate Networks' Domains of Expertise

Over the last 10 years, Advocate Networks has strengthened its core competencies in global communications and data center services and infrastructure. In 2010 alone, Advocate Networks has grown revenue over 40% and served over 200 clients -- engaging the company to solve problems, plan solutions, complete audits, and implement expense management systems in these two global IT domains. Going forward, as enterprises and service providers increase their dependency on mobility, shift to cloud-based computing services and expand IP-based communications, the Advocate Networks team is expanding our service offerings and talent to better serve our clients.

Just as important, we have honed our methodology to focus on and accelerate to the desired client results. The "Assess-Benchmark-Roadmap-Design-Source-Implement-Manage" process is the result of continuous improvement and always asking "how can we create the best outcome for our client?"



## What do you do if “The network is slow today”?

By Marco Kuysten, Managing Consultant, Strategy and Infrastructure [marco.kuysten@advocatenetworks.com](mailto:marco.kuysten@advocatenetworks.com)

Many IT organizations are familiar with end-user calls complaining about ‘the network’ being slow. Typically IT is put on their heels with the constant requirement to defend their infrastructure. This leads to organizations increasing bandwidth, deploying appliances to optimize performance or flat out ignoring the problem.

But what is the impact to the business? It’s one thing for the organization to lose confidence in IT. It’s completely different if this impacts the organization’s customers. Calling a help desk at a retailer to see if a certain product is in stock, finding out ‘their network’ is slow and they are not able to help me now may, besides tying up call center agents and technical resources, result in a lost customer.

In dealing with ‘network’ issues, it is critical to understand where the issue lies. Is it the network (check utilization and outage reports) or is it somewhere else? Often overlooked is how the performance of a multi-tiered application is degraded as it traverses the network. The agent at the online retailer is probably using a web client that talks to an application that then dips into a database. An issue at any point could cause them to stare at a screen before blaming the network.

Advocate Networks recommends taking a holistic approach in dealing with ‘network’ issues. Having the ability to clearly see how every conversation from each application performs, enables rapid identification of the cause of the problem, whether it’s the network, the server, the application, or the client. The ability to go back in time to replay events and see exactly what the end user experienced, avoids the need to wait for it to happen again or try and recreate intermittent issues. One tool that can be very valuable in the forensics of poor performing applications is **Fluke’s Network Time Machine**.

If you have any questions please contact Marco Kuysten at [marco.kuysten@advocatenetworks.com](mailto:marco.kuysten@advocatenetworks.com).

---

## Data Center Planning: The True Total Cost of Ownership

By Marco Kuysten, Managing Consultant, Strategy and Infrastructure [marco.kuysten@advocatenetworks.com](mailto:marco.kuysten@advocatenetworks.com)

The year's end always seems to be a good excuse to step back and plan for the future. Many organizations are zeroing on their data center environments these days; especially with the ongoing consolidation and budget pressures. In evaluating data center options one must take into consideration the true total cost of ownership of the data centers. A data center consists of more than just space and power.

The true total cost of ownership has to encompass aspects such as connectivity, which can be a significant part depending on the location, but also the cost of downtime. The computer room in an office environment will not have the same uptime as a purpose build facility that data center providers operate.

Advocate Networks utilized the input and expertise of Equinix, a top tier data center provider, to develop an objective calculator that accounts for more than space and power and represents a true total cost of ownership for a data center environment. This calculator helps organizations make educated decisions on their data center future state.

If you're interested in learning more about the Total Cost of Ownership calculator or are in the process of planning your data center environment, please contact Marco Kuysten at [marco.kuysten@advocatenetworks.com](mailto:marco.kuysten@advocatenetworks.com).

---

## Look For Us!

### **ATP – Georgia Tech – Research Network Operations Center**

January 11, 2011

Location: Crown Plaza Ravinia

Website: <http://www.atpconnect.org/event/georgia-tech-research-network-operations-center>

### **ATP – Reality of a Wholly Connected World**

February 8, 2011

Location: Crown Plaza Ravinia

Website: <http://www.atpconnect.org/event/reality-wholly-connected-world>

### **ATP – Eighth Annual CIO Roundtable**

March 8, 2011

Location: Crown Plaza Ravinia

Website: <http://www.atpconnect.org/event/eighth-annual-cio-roundtable>

### **Channel Partner – Spring Conference**

March 13-15, 2011

Location: Aria Resort & Casino, Las Vegas, NV

Website: <http://www.channelpartnersconference.com/2011/vegas/>

### **COMPTEL - Spring**

March 20-23, 2011

Location: Venetian Hotel, Las Vegas, NV

Website: <http://www.comptelplus.org/>

### **SkITAM**

March 31 – April 4 2011

Location: Vail Cascade Resort, Vail, CO

Website: <http://www.skitam.com/cms/site/6df539cc25616230/index.html>

***Referrals are always appreciated (and rewarded)! Please contact Susan Schroeder at [susan.schroeder@advocatenetworks.com](mailto:susan.schroeder@advocatenetworks.com) for information about our referral program.***

***To learn how Advocate Networks can reduce your communications expenses, please contact Scott Fogle at (678) 987-5990 or [scott.fogle@advocatenetworks.com](mailto:scott.fogle@advocatenetworks.com).***

---

This publication of "Out Front" is provided quarterly by Advocate Networks.

© Advocate Networks, LLC 2002-2010

**Advocate Networks**  
6525 The Corners Parkway  
Suite 310  
Norcross, GA 30092  
Phone: 1-888-251-6789  
Fax: (678) 987-5999

© 2010. Advocate Networks. All Rights Reserved