

CLOSING THE CLOUD VISIBILITY GAP

Simplify, secure and scale
your hybrid infrastructure



HAWK
Cloud Visibility **X** Gigamon®



Accelerating adoption of the cloud has become an imperative for every organization, driven by digital transformation initiatives, customer experience expectations and the need for agility.

However, very few organizations operate in a single, public cloud model.

For most organizations, legacy on-premises systems and the technical debt associated with these systems mean that the

hybrid cloud is the de -facto architecture for the foreseeable future.

To turn this model into a competitive advantage, you need your hybrid cloud infrastructure to be **simplified, secure and scalable**. But this is almost impossible using network performance and security tools that can't extend to the cloud, and cloud tools that only rely on application-level telemetry without critical context from the data-in-motion across the hybrid network.



74%
**OF ORGANIZATIONS HAVE
A HYBRID CLOUD DEPLOYMENT¹**

¹ 2020 State of the Cloud Report, Flexera



95%

OF ORGANIZATIONS STATED LACK OF
CLOUD VISIBILITY LED TO APPLICATION
PERFORMANCE ISSUES²

There is a gap—a **visibility gap**—in your digital, hybrid cloud infrastructure. This gap makes it difficult to see what's going on in your network because existing tools don't have the visibility needed to span the entire hybrid cloud infrastructure.

² 2019 Dimensional Research survey

The Problem with the Visibility Gap

Network monitoring and security tools, designed for an on-premises world, typically **lack visibility into cloud environments**, applications and services. Equally, agent and log-based cloud monitoring and security tools often **don't provide the level of detail** into network and application health that enterprises have come to rely on in their on-premises and private cloud environments.

The result is a visibility gap that leaves organizations without a clear, complete and consistent view of their network and application data across the hybrid infrastructure. This gap can slow or stall an organization's digital transformation process by **creating challenges that include:**

1

POOR CUSTOMER
EXPERIENCE

2

SECURITY
BLIND SPOTS

3

CLOUD
MIGRATION RISK

4

RISING COST AND
COMPLEXITY



1

POOR CUSTOMER EXPERIENCE

Troubleshooting CX issues is challenging without complete visibility across the hybrid infrastructure. Cloud tools typically don't have insight into the data-in-motion on the network, such as from inter-container communication or from unmanaged devices, which can cause slow application performance.



2

SECURITY BLIND SPOTS

Relying only on application logs and trace files can lead to an incomplete picture of security. Instrumentation of logs and files can vary by developer, and logging levels are often minimized by CloudOps in a tradeoff between performance and security.



3

CLOUD MIGRATION RISK

Migrating or rebuilding workloads in the cloud is vital to digital innovation, yet also fraught with complexity and cost. Without the right level of visibility across the hybrid cloud network, many security, compliance and performance challenges can arise, leading to failed digital initiatives.



4

RISING COST AND COMPLEXITY

Adopting a hybrid infrastructure creates complexity, and with complexity comes cost. Multiple teams, multiple tools and multiple agents feeding those tools all generate unnecessary network traffic that uses expensive bandwidth and CPU capacity.

Simplify, Secure and Scale

What if you could see everything across the entire hybrid network and close this cloud visibility gap? With a unified, complete view of your network, you could simplify, secure and scale your cloud operations.

What is needed is a **visibility solution** that can span the entire hybrid cloud network. It would provide operators with a clear, complete and consistent view of what's happening across their hybrid infrastructure to help eliminate the blind spots that lead to performance and security risks.

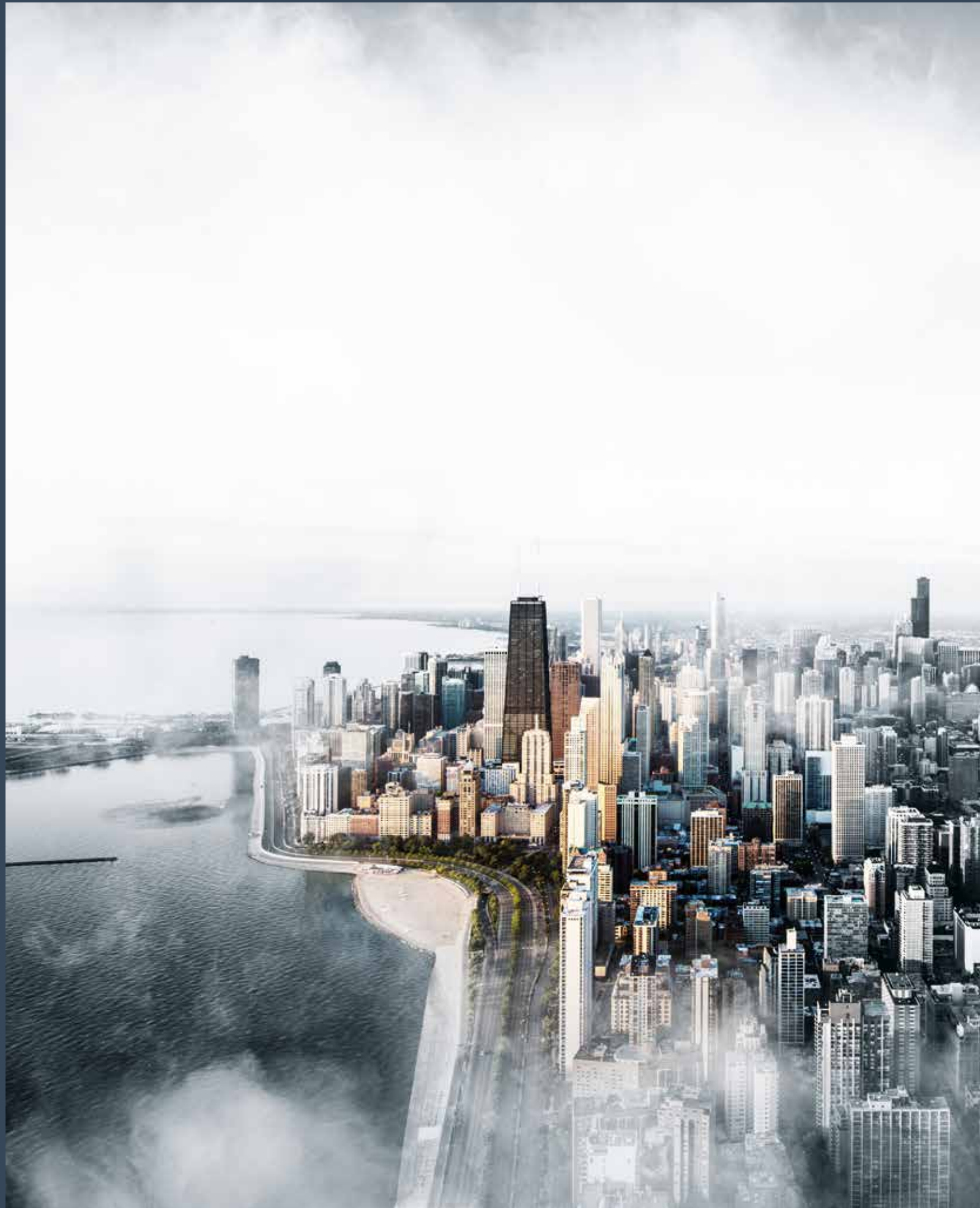
Complete visibility would let you take command of your entire network infrastructure, **from the core to the cloud**. The visibility solution would need to deliver network, metadata and application-level insights to provide critical context on exactly what's happening across your hybrid cloud infrastructure,

to better manage security and performance. Additionally, visibility would run “as-code” and could be embedded into cloud automation to easily **scale-up and scale-out** on demand.

A true hybrid cloud visibility solution would be able to access and aggregate data from any network source—managed or not, on-premises or in the cloud—transform and analyze it, and send to any destination, whether that be a tool, data store or other. A complete solution **needs to be intuitive,**

easy to implement, and provide a single interface for easy manageability and APIs for programmatic orchestration.

A true visibility solution will eliminate the visibility gap, giving you command of your network from the core to the cloud.



“US Bank chose Gigamon because it provides a single source of visibility across physical, virtual and cloud environments. We now have visibility into things we didn’t realize were happening in our architectures.”

- James Scollard, Enterprise Solutions Architect, US Bank



INTRODUCING HAWK BY GIGAMON

Four Business Benefits of Closing the
Cloud Visibility Gap

1
DELIVER
BETTER CX

2
ENSURE SECURITY
AND COMPLIANCE

3
ACCELERATE
CLOUD MIGRATION

4
REDUCE COST
AND COMPLEXITY



1 DELIVER BETTER CX

Deliver the best possible customer experience on a high-performing, agile and efficient hybrid infrastructure with rapid root cause analysis of performance issues to resolve them faster.



2 ENSURE SECURITY AND COMPLIANCE

Eliminate blind spots on your hybrid network with visibility into all data-in-motion, encrypted or not, including east-west traffic from containers and unmanaged devices, providing a complete and consistent security posture.

Better CX. No Blind Spots.

“Telefonica is always looking for ways to increase customer satisfaction, and by teaming with Gigamon we were able to spot usage patterns and adjust our services as needed. Gigamon’s solutions are well suited for our customer experience management needs.”

- Duncan Campbell, IP Backbone and Infrastructure Manager,
Telefonica Argentina

Telefonica

TechFact: The Smithsonian selected Gigamon as the single source of visibility across the hybrid cloud, providing protection from blind spots including within encrypted traffic.

- TechValidate


Smithsonian



3 ACCELERATE CLOUD MIGRATION

Accelerate cloud migration and adoption, and improve success rates with the visibility now provided into every step of your migration process, while also reducing the cost and complexity of hybrid infrastructure management.



4 REDUCE COST AND COMPLEXITY

Optimize costs by simplifying your hybrid infrastructure. Your network is tapped once and is able to better optimize traffic and metadata for your tools, reducing agents, bandwidth, and CPU utilization, through a single pane of glass to better manage hybrid traffic.

Cloud Visibility. Reduced Costs.

“Land Bank of the Philippines invested in Gigamon solutions as a single source of visibility across physical, virtual and cloud environments.”

- Archie Tolentino, CSO, Land Bank of the Phillipines



“As the biggest utility company in Malaysia, Tenaga Nasional Berhad saved over \$1M using Gigamon solutions while achieving an ROI in less than six months.”

- Azril Rahim, Senior Manager, Tenaga Nasional Berhad



Gigamon Hawk - A Single, Complete Solution

Thanks to its unparalleled elastic visibility, **Gigamon Hawk simplifies the management of hybrid infrastructure**, eliminates security and compliance blind spots, and provides IT operators full visibility of their cloud environments at scale. Gigamon Hawk is integrated with AWS and other leading cloud platforms and tools, **providing a unified view** across hybrid infrastructure.

Gigamon Hawk for AWS includes features such as elastic visibility that automatically scales out to capture traffic from new EC2 instances, efficient distribution of mirrored traffic to multiple tool destinations, and the ability to extract and store network and application metadata.

Gigamon Hawk products are available in a subscription, scale-as-you-grow business model including embedded support and are comprised of:

- ▶ A suite of **visibility nodes** that can scale up and scale out as needed across any cloud
- ▶ A **cloud data warehouse** for security and operational analytic applications
- ▶ A **single, simple interface** for either drag-and-drop manageability or programmatic orchestration



“Having a visibility strategy is going to be key to customers having a successful hybrid implementation.”

– Scott Ward, Principle Solutions Architect, AWS

Why Gigamon?

A recent study by Forrester Research of over a thousand CISOs worldwide found that IT complexity was their number one challenge.³ Additionally, a CIO survey found that this complexity had made it practically impossible for them to adequately manage the expected digital experience.⁴

Customer deployments and technology spend are **moving aggressively to the cloud** in support of digital transformation initiatives. If customers are to be successful in this journey,

a perilous and complex one, they absolutely need help that only Gigamon uniquely provides.

We've helped hundreds of customers around the world **gain control and visibility of their hybrid cloud networks**. With our solutions, organizations are able to better detect and respond to threats and to support critical performance and security requirements in their pursuit of radical digital transformation.

#1

Market Share

83

out of the Fortune 100

4,000+

customers

7 of 10

Global Banks

8 of 10

Top Tech Companies

10 of 10

Top Government Agencies

³ Forrester, "Build Your Security Organization", by Jeff Pollard and Paul McKay, January 31, 2019.

⁴ Dynatrace, "2020 Global CIO Report", October 2020

Final Thoughts

You can't capitalize on opportunities you can't see.
And you can't eliminate vulnerabilities you can't detect.

And you can't do either with no additional budget on
the horizon. Or can you? [Get ROI in months.](#)

Ready to learn more about closing the cloud visibility
gap? [See it for yourself.](#)





HAWK

Cloud Visibility **x** Gigamon®

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