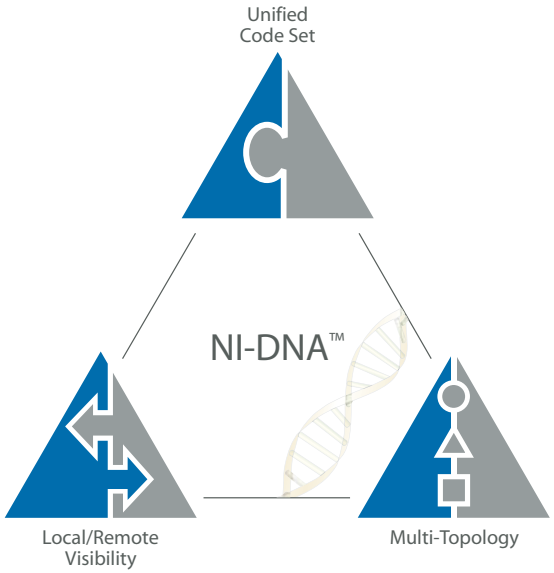
Stop Sniffing and Start Seeing With Observer®

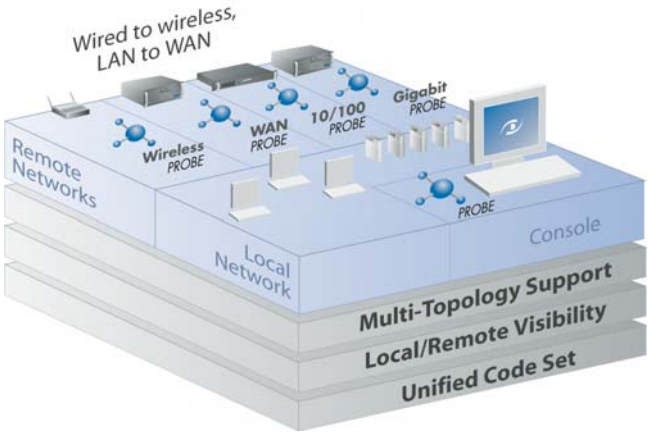
Every day, IT departments around the world are making the switch to Observer and standardizing on Network Instruments® for their network management needs. But there are still organizations that continue to use a substandard, rudimentary analysis tool, mainly Network General's™ Sniffer®. However, after reviewing Network Instruments' architecture, technology, features, capabilities and price–you'll quickly observe Sniffer offers little value. It's time to stop sniffing and start seeing with Observer. See why over 35,000 Observer licenses have already been sold.

Designed From the Ground Up

Observer is the only network analyzer designed to deliver investment flexibility, prompt problem resolution, proactive network management, complete application analysis, and integrated visibility. Built on a unique Distributed Network Analysis architecture, Observer ensures scalability, affordability and reliability across the entire network.

Wired to wireless. Local and remote. Data and applications. Network Instruments covers it all with proven solutions that fit any network.





NI-DNA *includes* a Unified Code Set

When you compare Sniffer's Portable and Distributed products to Observer's Local and Remote solutions you will discover that unlike Sniffer, Observer's local and remote products are identical in features and functionality. Sniffer's portable and distributed products do not work with each other. Features included with Sniffer Portable are not included with Distributed and vice versa. In comparison, Observer is built from a unique unified architecture that offers uniform functionality and advantages across the entire spectrum.

NI-DNA *provides* Local/Remote Visibility

Observer's unique architecture delivers both local and remote visibility. The Observer console includes a local probe for local analysis and connects to remote probes. Sniffer users cannot purchase one solution for local and remote visibility. Sniffer Distributed does not provide analysis on the local network, only distributed views, while Sniffer Portable does not offer a distributed option.

NI-DNA *delivers* Multi-Topology Support

Observer offers a single user interface for portable and distributed environments across all supported topologies. Regardless if you are viewing a local or remote probe, gigabit links, a wireless network, a wide area network or Ethernet connections, Observer offers one user interface. For the user, this means complete integration of local and remote network data in one easy-to-read display. Sniffer does not have a single user interface for their distributed product. Instead they have two interfaces with competing functionality levels–Sniff View and a web interface based upon Java.

Lower Your Total Cost of Ownership with Observer

Observer owners have realized a total cost of ownership that is substantially lower than Sniffer.

Reduce Your Initial Investment Costs with Observer

When comparing the price of Observer Suite to Sniffer Pro LAN–you save up to 72 percent with Observer Suite.

Save on Yearly Maintenance with Observer

Sniffer Maintenance Customers–For the cost of maintaining your current Sniffer licenses for two years you can typically purchase Observer with maintenance and expand your functionality.

Gain Additional Features and Capabilities with Observer

With Observer, core technologies such as network trending, VoIP, and multi-topology support are included. Sniffer charges extra for these capabilities.

Strengthen Your Return On Investment with Observer

With Observer's superior price/performance ratio, it's no wonder more and more Sniffer users are turning to Observer for a stronger return on investment.

Observer Delivers a Comprehensive Feature Set, Not Expensive Add-Ons

Capabilities like VoIP Expert, Application Analysis and web-based Reporting are included with Observer Suite. With the complex Sniffer pricing model, VoIP, Appera, Long-Term Reporting, and other features are costly add-ons.

For example:

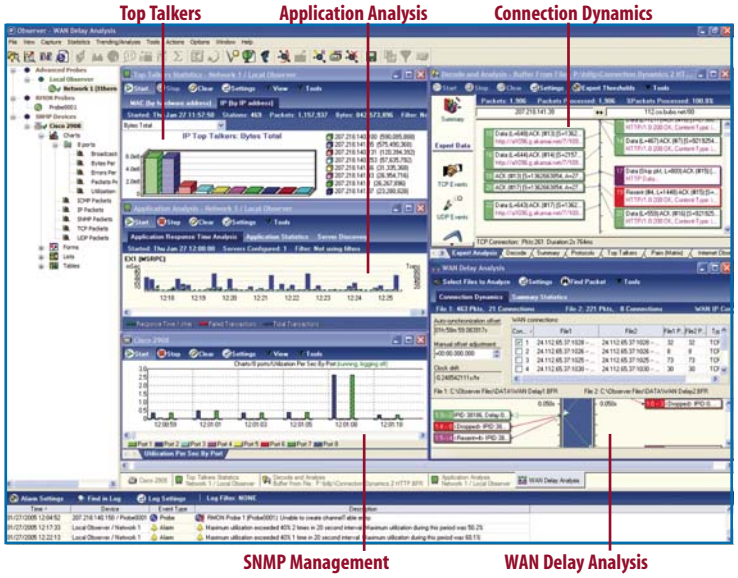
Observer Suite	$3,995	Sniffer Portable LAN	$8,995
VoIP Expert	included	VoIP Module	$5,250
Application Analysis	included	Application Analysis	not available
OBSERVER TOTAL	**$3,995**	**SNIFFER TOTAL**	**$14,245**

Choose one solution for complete network coverage

In selecting a network management solution, you have a choice between one console that supports numerous functionality or multiple products with limited functionality.

To monitor...	You can purchase one technology…	Or many...
Portable and Local	Observer Suite	Sniffer Portable LAN
Distributed and Remote	Observer Suite	Distributed Sniffer System (DSS)
Full-Duplex Gigabit	Observer Suite	InfiniStream™ or Sniffer s6040
Wide Area Network	Observer Suite	Sniffer Portable WAN or DSS
Application Analysis	Observer Suite	Appera (10/100 Distributed Only)
VoIP Connections	Observer Suite	Add on component for Pro LAN and DSS
SNMP	Observer Suite	N/A

Best of all, Observer's unified code set enables users to monitor all critical activity in one concise yet comprehensive display that is fully customizable based on your network needs. With Sniffer, users launch different products for different tasks. With Observer, all modes can talk to each other, offering a more efficient display.



Competitive Analysis

Features	Observer	Sniffer
Packet Capture/Decode	Yes	Yes
Real-Time Statistics	Yes	Yes
Expert Analysis	Yes	Yes
Application Response Time	Yes	No
Filter for Virus and Attack Signatures	Yes	Yes
Long-Term Trending Analysis	Yes	Costs Extra
Support for LAN, 802.11a/b/g, Gigabit, WAN	Yes	Yes
VoIP Support	Yes	Costs Extra
Real-Time Decode	Yes	Yes
Single User Interface for Portable and Distributed Environments	Yes	No
Distributed Wireless Solution	Yes	No
Graphically Display Conversation Response Times	Yes	No
WAN Delay Analysis	Yes	Costs Extra
Internet Usage Tracking	Yes	No
Identify Users By Switch Port	Yes	No
VLAN Analysis	Yes	No
SNMP Device Management	Yes	No
Statistical Drill Down	Yes	No
Multiple Independent Session Support	Yes	No
4 GB Packet Capture Buffer	Yes	No
Automated Scheduling and Delivery of Reports	Yes	No

What does Observer do better than Sniffer?

1. Combining Local and Distributed Analysis

Observer offers an identical user experience and identical functionality for local and distributed analysis. Although Sniffer claims to be a fully distributed solution, the product offers a different level of functionality at the distributed level compared to the portable version. For example, Sniffer's distributed product and its WAN product are different code bases and offer different screens, menus and user experiences from its Portable LAN products. With Observer's Distributed Network Analysis (NI-DNA™) architecture, you can be assured to receive the same robust levels of functionality, data capture and features for all areas of your network.

2. Supports Multiple Topologies

Networks are heterogeneous and so is Observer. Observer includes support for multiple topologies where Sniffer is sold on a per topology basis. For example, Network General's InfiniStream product does not support Wireless or WAN. Because Observer is built from a unified code set and supports Ethernet, wireless, WAN and gigabit all in one package, you need only one solution to cover your network.

3. Application Analysis

Observer's application analysis monitors application response times, total transactions, failed transactions and also tracks application-specific statistics. Unlike Sniffer, Observer's application analysis can be performed in real-time or post-capture.

Sniffer's Appera focuses only on the TCP level of conversation. It does not monitor the application traffic. Appera simply looks at the TCP/UDP port number and tracks items like SYN-SYN/ACK-ACK communication times and other layer 4 (OSI) transactions to gather response time information. These tools are not actually tracking application information; they are only tracking the protocols that transport the application data across the network.

Observer offers true application response time statistics for deeper analysis, showing how long it takes for users to receive their data. By looking specifically at the application data in the packet, Observer can identify communication failures (i.e. DNS Name Does not Exist).

Expert Observer and Observer Suite include Application Analysis for no additional cost. Sniffer's Appera begins at $5,000.

4. Real-Time Statistics

Observer offers over 30 Real-Time Statistics. To make statistical analysis easier, Observer has created many one-click solutions to quickly bring together commonly requested network information. For example Router Observer tracks a router interface and offers insight into load and capacity utilization all in one comprehensive display. Observer's Wireless Access Point Statistics instantly show utilization levels. With Observer, administrators can immediately get the whole picture without having to conduct complex calculations or data mining. Best of all, all real-time statistics are calculated at the data collection point. Sniffer offers the data but not the calculations behind the data to provide in-depth analysis. With Sniffer, determining what the data means is a more complex and cumbersome procedure.

5. Filtering

Observer's filtering was designed from the ground up to be complete, but not complicated. The visual "flow chart" design allows complex filters to be easily created and executed. Observer's Fast Post Filtering allows filters to be easily configured, activated and discarded with just a few mouse clicks. Set up filters before capture files are loaded for quicker breakdowns of data. Improved data-mining capabilities allow users to search through multiple files for any user-defined pattern quickly and easily for faster troubleshooting. Sniffer does not offer a graphical flow design to manufacture and monitor filters.

6. Reporting

Observer takes the idea of reporting from a simple .csv file, to an advanced database with custom reporting options, web-based report generation, and third party tool support. Administrators can choose from a variety of common, ready-made reports and can also create user-definable reports. Select a time and day to have Observer automatically generate and send reports by e-mail, or post to the web. E-mail recipients do not have to be Observer users. The Report Scheduler offers a quick and easy way to update key individuals on network health, bandwidth utilization, top talkers, traffic statistics and more to Observer and non-Observer users alike.

Observer offers more than 20 templates of the most commonly requested reports plus the ability to create your own custom reports providing consistent reporting of network health. Also, because Observer collects and saves the data, you can specify time intervals—choose to review network data for just today, yesterday, last week, last quarter and more. Sniffer does not offer these options.

7. Statistical Drill Down

With Observer's unique Statistical Drill Down, it's easy to understand the root cause of an issue. Observer has been intuitively designed to predict what the next step in troubleshooting will be for the network administrator. For example, if an administrator is reviewing the Top Talkers screen and sees a device generating well above the norms of network traffic, they can drill down on that device to see what protocols and types of traffic are being generated. Sniffer does not offer a method of gathering deeper level data intuitively–with Sniffer there is no ability to drill down within data for a detailed analysis.

8. Network Trending

Whether an administrator is using Observer to passively collect utilization metrics or actively perform packet captures, any network data that is generated is automatically saved and stored in the Observer database. Trending offers the advantage of being able to go back in time for a further review of network statistics. You can answer questions such as: What was my network doing a month ago? This bandwidth-heavy user that I'm seeing today, was this always the case? With Observer, you're confident in knowing the data is there, and can be sliced and diced in any format at any time. Sniffer Distributed and Sniffer Portable do not include trending, forcing you to purchase a separate added application called nPO™. Observer's robust Network Trending helps lets you produce specific time period (i.e. last month) and comparison (i.e. 1st quarter vs. 2nd quarter) reports so that your network health can be analyzed, understood and optimized over time.

9. Gigabit Analysis

Network Instruments designs and manufactures its own high performance gigabit capture card. This second generation PCI-X adapter is built from the ground up to be optimized for Observer capture performance and user flexibility. Sniffer uses a generic, off-the-shelf adapter manufactured by Xyrotec, and has no control over architecture, quality or functionality.

10. WAN Delay Analysis

Observer's WAN Delay Analysis analyzes captures from both ends of a conversation across a WAN link to measure response times. This feature allows you to focus on the WAN segment, and determine delay and packet loss attributed to the WAN. Unlike Sniffer, Observer shows information in an easy-to-interpret graphical display. Additionally, WAN Delay Analysis is not included with Sniffer, it's only available as an additional cost via nPO Manager.

11. VoIP Expert

Expert Observer includes a VoIP Expert, which displays all H.323/SIP conversational data, allowing users to continually monitor VoIP connections to improve VoIP performance across the organization. Observer's VoIP Expert can save or play voice conversations or video streams. Observer displays a percentage of jitter and lost packets for each direction of VoIP traffic as well as total utilization. Sniffer charges extra for VoIP analysis capabilities.

What does Observer offer that Sniffer does not?

1. Single User Interface

Observer offers a single user interface for portable and distributed environments across all supported topologies. Regardless if you are reviewing the local console or a remote probe, gigabit links, a wireless network, a wide area network, or Ethernet connections, Observer offers one user interface. For the customer, this means complete integration of local and remote network data in one easy-to-read display. Sniffer does not have a single user interface for their distributed product, instead they have two interfaces with competing functionality levels–Sniff View and a web interface based upon Java.

2. Multi-Session and Multi-Interface Support

Observer's multi-probe capability provides enormous flexibility in remote monitoring. First, the multi-probe offers multi-interface support. Users can monitor multiple NICs at the same time. Second, the multi-probe supports multi-sessions, where multiple users can monitor the same NIC simultaneously. Multi-interface allows an efficient use of resources to combat multiple problems. Multi-session offers greater problem solving capabilities.

In Sniffer's distributed environment they permit one active user and four passive viewers. Only the active viewer has the ability to run packet captures, perform Expert analysis or run statistics. In contrast, Observer offers up to 64 active users, where each user can access every feature. The Advanced Multi-Probe functionality is also included within the Advanced Expert Probe. The Expert Probe offers real-time Expert analysis at remote locations as well as complete support for multi-session and problem-solving collaboration.

3. SNMP Management Console

The front line for network monitoring, SNMP is integrated into most network infrastructure devices today. Complete SNMP device management comes standard with Observer Suite. Gathering this valuable information on switches and routers essential to any troubleshooting activity.

4. Connection Dynamics

Observer's unique Connection Dynamics provides a graphical view of conversations up to the application layer. It shows packet-to-packet delay times, allowing instant identification of response times. Connection Dynamics also flags retransmissions, lost packets, and errors for quick identification of possible problems.

5. Industry-Leading 4 GB Packet Capture Buffer

Observer's industry-leading 4 GB packet capture buffer was designed to keep up with enterprise level traffic. A 4 GB buffer allows for increased packet capture size and substantial time frames for Expert Analysis. A user-defined memory model lets each administrator fine tune Observer's individual memory mode usage.

6. VLAN Analysis

Observer's VLAN analysis offers key metrics and information on traffic passing through individual VLANs. By understanding which stations comprise a VLAN and the ability to dive deeper into VLAN statistics, it is easy to troubleshoot VLAN issues. For example, you can take an aggregate view of bandwidth consumption by VLAN and then drill down to view which device on that VLAN is creating the most amount of traffic. Sniffer does not offer VLAN statistics.

7. Wired and Wireless

In today's networks, the boundary between wired and wireless is blurred. What wireless network is not connected to a wired network? To ease the management of wired and wireless networks, Observer includes WLAN monitoring capabilities. Sniffer Distributed does not offer an integrated method to monitoring wireless. Observer offers one solution that covers both.

8. "What-If" Analysis

"What-If" Analysis predicts how network changes can affect response times. Thinking of upgrading from 100 Mbps to 1000 Mbps or increasing the load on your server? How do you know when your current equipment will no longer be sufficient? Observer's "What-If" Analysis performs measurements based on actual client, server, or peer-to-peer conversations. Sniffer does not offer a method for gauging network response to capacity upgrades, network changes, and other critical planning projects.

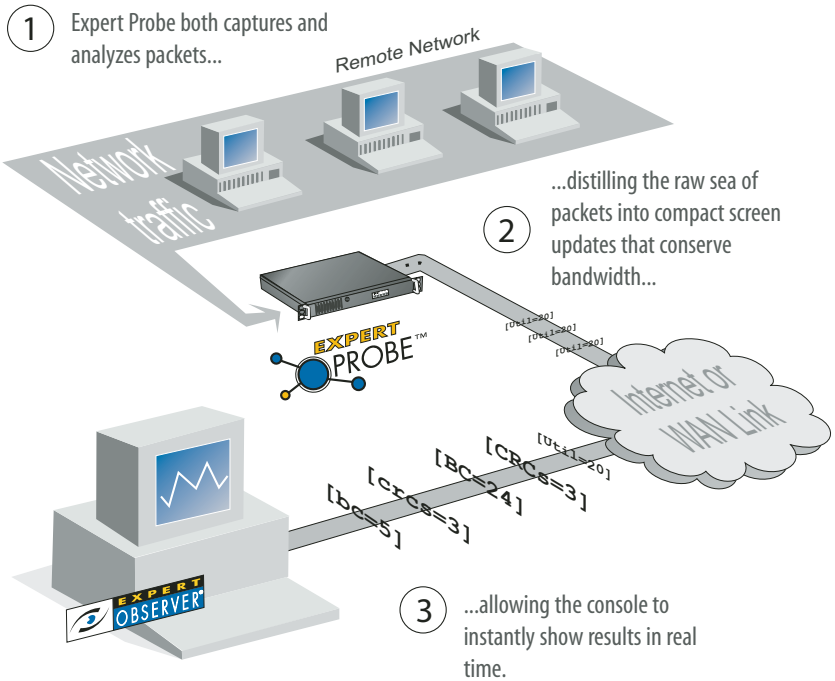
9. RMON Support

Observer fully supports all 21 RMON and HCRMON groups and is compliant with all RMON1 and RMON2 specifications. Observer Suite users can monitor and control any RMON-standard device with the included RMON console. Sniffer does not offer support for the RMON industry standard.

Fact vs. Fiction

Myth: Observer clogs your network with traffic.

Fact: Network Instruments' Advanced Expert Probes process all Expert data remotely and provide full packet capture and decode capabilities on remote networks. Only screen updates are sent over the network with miniscule impacts to the network. Here is how Network Instruments' Advanced Expert Probes work:



Myth: Observer's low cost means it offers less performance.
Fact: Observer offers the same features and functionality plus additional advantages for a better price. Period.

For 11 years, Network Instruments has focused on developing the best network monitoring solution for the market. The company's entire research, engineering, and development teams are focused on nothing else but making a superior product. Network General charges more because they have a higher cost of doing business– a situation you should not have to pay for. With Network Instruments, less price means more value.

Myth: Network General is a stable organization.
Fact: Network General has history, but it is not the most stable, well-managed organization. A few facts can help illustrate:

- 1984–Network General is established.
- 1997–McAfee purchased Sniffer from Network General for $1.1 billion.
- 2004–Sniffer division sold to outside investors for $275 million. This deal represents a decrease in Sniffer's value by 75 percent in 6 years.

"We're divesting Sniffer Technologies because it's the only remaining part of our business not related to security."
Network Associates CEO George Samenuk – as printed in *Network World Magazine* on 4/26/04 "Network Associates Ditches Sniffer"

- Since 2000, most Sniffer products have come by way of acquisition. As a result, Sniffer's products are not fully integrated.
  For example:
  - InfiniStream (from DragNet)
  - Portable LAN (from NetXRay)
  - Appera (10/100 DSS only)

". . . Sniffer Distributed is an older product, it has been renewed but if you bolted 4 TB of storage onto it, it wouldn't perform very well."
Network General's Product Management and Marketing VP Nancy Blair – as reported in *TechWorld Magazine* on 2/21/05 "New super Sniffer expands network analysis to Linux"

Since its founding in 1994, Network Instruments has experienced year-on-year growth. Network Instruments serves customers around the globe through its 11 locations and over 50 worldwide distributors. Over 35,000 Observer licenses have been sold.

Myth: Network Instruments has a limited product line.
Fact: Network Instruments offers a thorough, integrated line of consoles and remote probes designed for visibility across the entire network.

Local Visibility:
- Observer
- Expert Observer
- Observer Suite

Remote Visibility Software Options:
- Advanced Single Probes
- Advanced Multi-Probes
- Advanced Expert Probes

Remote Visibility Hardware Options:
- 10/100 Probe Appliance
- 10/100/1000 Probe Appliance
- Full-Duplex 10/100 Probe Appliance
- Gigabit Probe Appliance
- GigaTrunk™ Probe Appliance
- GigaStor™ Probe Appliance
- WAN Probe Appliance
- Wireless Probe Appliance

Probe Management:
- Network Instruments Authentication Server (NIAS™)

Portable Solutions:
- Gigabit Observer Suite System
- WAN Observer Suite System

Mapping Solutions:
- Link Analyst®

Network TAPs:
- 10/100 Copper *n*TAP™
- 10/100/1000 Copper *n*TAP
- 10/100/1000 Conversion Copper-to-Optical *n*TAP
- Single-Channel Optical Fiber *n*TAP
- Single-Channel 10 Gb Optical Fiber *n*TAP
- Four-Channel Optical Fiber *n*TAP
- Six-Channel Optical Fiber *n*TAP

Dedicated, Devoted Customer Support

Network Instruments is a privately held, profitable company that is devoted to creating superior network analysis and troubleshooting solutions.

For 11 years, the customer support team at Network Instruments has been 100 percent dedicated to answering questions with regards to network troubleshooting and network analysis. There are no competing products or competing lines of business to support. The result? A fully devoted staff to answering your questions and helping you solve your network problems in a quick and efficient manner.

Network Instruments focuses all research, development and engineering efforts to build a better network monitoring and analysis solution. For customers and partners, this offers many key advantages:

- Superior customer support
- Dialogue and discussions with our developers and engineers for product feedback and enhancements
- Greater depth of knowledge in network troubleshooting
- Eleven years of continued company growth

Customer Testimonials

NETWORK ADMINISTRATORS THAT HAVE EVALUATED BOTH OBSERVER AND SNIFFER AGREE –
OBSERVER IS THE STRONGER RETURN ON INVESTMENT

"I had used the Sniffer product for three years and became frustrated with the non-competitive, enormously high price they have for the product. After reading reviews on Observer, I decided to learn more. I've been a solid Observer user for the past two years. Observer not only competes head-to-head with Sniffer it also beats Sniffer in many categories. Many features you would normally pay extra for with Sniffer are included with Observer. For example, we needed a network analyzer to help deploy our WLAN; Wireless support is included with Observer where as with Sniffer it was an additional cost. The filtering options available in Observer are better than Sniffer–Observer's filters are more graphical and more intuitive. Probes are simple to add and with NI-DNA architecture our staff could install Observer on PCs remotely. With Sniffer, I had to physically move hardware when I needed to switch segments. When you throw in the price difference, Observer wins hands down."

Christian Wilson, Network Administrator, *Select Comfort*

"Sniffer was immediately out-of-budget and the sales process was very complicated–I needed something fast. Observer offered the most value which made it easy to convince the VP of Finance that Observer was the best deal."

Nellie Shelton, Systems and Network Administrator, *Presbyterian College*

"Our network problems were becoming more and more complex. We were trying to get rid of viruses, eliminate network chatter, free up bandwidth–it was all becoming too time consuming. But I wasn't sure if the department could invest in any more software. Sniffer was way outside my price range; I could not justify that cost internally. Observer has the perfect price. Network Instruments also offered me a two week evaluation copy to make sure I was getting what I needed."

Mesmak "Mark" Giorgis, Network Administrator, *Long Beach Transit*

"Observer is the most feature-rich product on the market. The price is on target. And every subsequent release gets better while a lot of the other products are stagnating. Network Instruments is devoted to developing products that will continue to perform for tomorrow's network configurations."

Chris Berry, President, *PC Fix, Inc.*

"The ability to monitor wired and wireless in one product has made me a more effective network manager. Relative to other products, Observer is a small investment for the capabilities it provides."

Bob Babb, Network Manager, *Union College*

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