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ACHIEVE HIGHER EFFICIENCY,
PRODUCTIVITY, AND
SECURITY THROUGH
NETWORK MONITORING

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About the Company:

Affinity strives to build ongoing relationships with you and your business, so together we can use today's technology to meet tomorrow's business challenges. We want to understand your needs before we customize a solution that fits your business – without putting you out of business.



ACHIEVE HIGHER EFFICIENCY, PRODUCTIVITY AND SECURITY THROUGH NETWORK MONITORING

The IT world is constantly embracing new and innovative technologies, ideas and advancements, but one thing that has stayed constant throughout the years is the need for network monitoring.

Network monitoring keeps a vigilant eye on your network 24/7 to identify and inform on any possible issues before they have the chance of seriously harming business.

Not only does network monitoring help businesses stay ahead of security threats, but having the ability to oversee everything happening within and around your network helps analyze your current workflow to identify any weakness, where resources would be better allocated, and how to strategize your next move more effectively.

You can't just have any type of monitoring though. As [Shamus McGillicuddy from EMA](#) explains, it's about collecting the right data. At [Affinity IT Group](#), we have exactly the right software and hardware tools to collect all the data that your business could need to plan its next, most effective strategy and reach the most productive state it has ever been in. With our continuous monitoring and proactive approach, you gain the highest performing IT infrastructure for your organization. ■





THE IMPORTANCE OF NETWORK MONITORING

Your network is the heart of your business. It's not just circuits and switches. As with a human heart, if your network stops beating and fails, everything else will follow shortly and die with it.

If it's strong and healthy, your business operations will run as smoothly and confidently as ever. Because of how vital a network's performance is for business success, it's extremely important that network monitoring be implemented.

Think of network monitoring like a parent watching over their child. A child is precious and parents just want to make sure that their child is safe and always looked after, monitoring their every move so that nothing ever has a chance to harm their child. That's the same kind of care that a network also needs. There are so many dangers out there that could take hold of your vulnerable network, including anything from genius hackers, malicious malware code, vicious trojan horses, worms and/or viruses. Let's not forget about the physical issues that could cause danger such as overheating, drive failure, power outages.

The first step in protecting and defending your network against these threats is to establish network monitoring. With [51%](#) of businesses annually falling victim to cyber attacks, it's too risky not to have this protection in place. With real-time network monitoring from Affinity IT Group, our software and hardware solutions will provide tools that monitor anything and everything that happens with every aspect of your network in real-time, alerting you immediately if anything suspicious comes up. Our expert care will make sure that all those threats floating around your network waiting to infiltrate and attack never get the chance. ■



Your network
is the heart of your business. It's not just circuits and switches.

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WHAT NETWORK MONITORING ACTUALLY DOES

So, what exactly does network monitoring do when it monitors your network? The software, along with our IT specialists, will work to collect data from all of the network's elements,

then it compiles everything found into a comprehensive and easy-to-understand format. These reports can be used to check up on the current state and health of your network and its performance level, giving you valuable and valid information to make decisions, if needed, on steps to take regarding network maintenance, troubleshooting, network security, and more.

Not only will you constantly be provided with detailed reports, but you will also be alerted whenever something suspicious comes across your network's platform. Network monitoring will operate off of a set of pre-established rules and settings, so whenever any of them are violated, these alerts will be triggered and you will be contacted immediately. This is highly beneficial for quick intrusion detection and prevention activity, letting you act quickly before your network is harmed and taken down. These alerts paired with detailed reports help administrators and our IT specialists track the problem down to its root to solve it in the most effective manner. It goes without saying that these services bring about many benefits, one of the biggest ones being the reduction of costly downtime.



Network monitoring
eliminates these issues, allowing you to have eyes and ears everywhere at all times so you're always ahead of the game.

To illustrate a clear picture of this in action, let's look at how our security information and event management (SIEM) software services work. This solution works by providing real-time analysis of security alerts while building a picture displaying all of this data. This makes it very clear to identify whenever something fishy happens. For example, if one of your employees logs into your network at 12:00 PM from your hometown, then logs in again 10 minutes later from a city that's 5 states away, that suspicious behavior will be detected immediately.

At Affinity IT Group, our services are not only virtual - we can provide tools to monitor your physical infrastructure as well. If your router overheats or you have a faulty switch, you could experience a network outage, so monitoring the health and performance of hardware devices is equally important. We'll be able to monitor aspects such as temperature, fan speed and status, how many tasks your devices are handling, and your power supply state.

To conclude, network monitoring does a lot. The feeling of responding to an issue when it's too late is awful, especially when you could have prevented it if you had known about it beforehand. Network monitoring eliminates these issues, allowing you to have eyes and ears everywhere at all times so you're always ahead of the game. ■

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SECURITY, IT COST SAVINGS, AND CONVENIENCE

Security, costs savings, convenience, and effectiveness are some of the biggest reasons why businesses turn to the network monitoring tools of MSPs rather than trying to take care of things themselves. Here's why:

SECURITY

Not only does network monitoring alert you when something potentially harmful happens, but it also allows you to implement security devices such as firewalls and intrusion detection and prevention elements. Most businesses find out that their information has been compromised after it's encrypted. With these security measures though, we'll be able to alert you before hackers even have a chance to get that far. As mentioned before, every network has a base set of rules and requirements to follow, so anything that happens outside of that approved list of actions will raise a red flag.

This is an extremely valuable feature because there are a lot of threats out there in the IT sphere, especially against small and medium-sized businesses (SMBs). These attacks are so frequent, in fact, that Forbes predicts the cost of cyber attacks will rise to [\\$2.9 trillion in 2019](#). Digital Enterprise Journal found that [51%](#) of organizations don't have effective tools monitoring their network. With [60%](#) of companies failing within 6 months of a cyber attack and phishing scams costing almost [\\$4 million](#) annually, this is extremely risky. Affinity IT Group will make sure your business never falls into any of these statistics.



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You may have also heard about something called “bring your own device” or mobile device management. The business-world is becoming increasingly mobile, and with that mobility and additional connected devices comes increased risks and opportunities for threats to enter your network. Don’t worry though, network monitoring also addresses your remote devices to make sure your safety is being tracked and reported on from every angle possible.

COST SAVINGS, CONVENIENCE, AND EFFICIENCY

One of the best parts of networking monitoring technology is how it actually lowers your costs and gives your wallet a bit of a break. How? Well, because this monitoring works remotely, this eliminates the need for manual checks. This increased safety also allows you more freedom to employ remote workers and devices, allowing for costs savings in various aspects that remote work contributes to such as needing less physical equipment to accommodate employees.

And, of course, network monitoring is cost effective because it greatly reduces the risk of costly threats taking hostage of your network. You can use this money you’ve saved to better strategize your next IT move. ■

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USE NETWORK MONITORING TO STRATEGIZE MORE EFFECTIVELY

Imagine that your business has just received a huge client - your biggest ever - that wants to work with you.

What does this mean? This means that a lot of changes need to happen within your business so that you can adapt and have a successful collaboration. How do you begin with the change though? This is how network monitoring technology comes in to help your business do something very important - intelligently and insightfully strategize your next business plan.

Think of what exactly businesses get out of network monitoring technology. They get all the information they could possibly want to know about their IT laid out in front of them. This is every strategist's dream right here. This information allows you to identify patterns and trends in your system's performance. This also saves costs and helps leaders strategize more efficiently by illuminating which of your areas need upgrades or replacements, which of your resources are best utilized, and which you can cut and stop spending money on. Now, you can make better use of your resources by making fuller use of existing hardware, software, and personnel, improving productivity.

At Affinity IT Group, we also offer software and hardware tools that monitor the connections to and from a business and alert and/or log those for historical purposes, so you always have

track of what you have and haven't done, allowing you to constantly move forward and try new things with your business. And, this solution is very scalable, which is always something good to have.

With network monitoring, get all the information laid out in front of you in order to intelligently and insightfully strategize

**— your next —
business plan**

We understand how competitive and cutthroat the business-world can get. That's why we're determined to lay out all the tools in front of you to cleverly utilize in your unique way. As mentioned before, in addition to providing your business with a valuable weapon to catapult you ahead of your competition, network monitoring will collect all your information to help you better manage and control your account in order to reach an efficient, productive, high-performing, profit-churning system that will be the envy of your competition. ■

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WORK SMARTER, NOT HARDER

Network monitoring isn't asking you to do any more work or work any harder - it does the opposite, actually. What could be more efficient than a system that collects all of your network's data and presents it to you in an easy to view format for your convenience and knowledge? And let's not forget it's valuable cost-saving and security features. No matter how complex or advanced your network may be, without network monitoring, it could succumb to the smallest of issues. With network monitoring, work smarter, not harder.

At Affinity IT Group, our dedicated experts are ready to take care of your network and give it the attention it needs and deserves. We know how valuable IT is. Ready to get started? Have any more questions? We'd love to chat. [Get in touch](#) - we'd love to meet you.



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