

Selling Progress WhatsUp Gold

SALES SHEET

BUZZWORDS

- IT Infrastructure Monitoring (ITIM)
- Network Discovery
- Network Visibility
- Observability / End-to-End Visibility
- Alerting
- Configuration Management
- Log Management
- Network Traffic Analysis
- Application Performance Monitoring
- Proactive Monitoring

Avoid Using “Network Monitoring”

This overlaps with Flowmon, causes confusion, ITIM aligns with analyst language

WHATSUP GOLD MONITORS

- Servers
- Network Devices (e.g., routers, switches, firewalls)
- VMs and Hypervisors (VMware, Hyper V)
- Public Cloud Services (AWS, Azure only)
- Wi-Fi
- Applications
- Databases

CUSTOMER PROFILE

- **Finance** – American Savings Bank
- **Media** – Condé Nast
- **Government** – City of Pleasanton (CA), Lindesberg Municipality
- **Travel & Transportation** – Emovis
- **IT** – Bechtle, Desca
- **Education** – Danville Area School District (PA)

What is Progress WhatsUp Gold?

A solution that monitors everything connected to the network and displays it in an interactive interface.

- Automatically discover, map and visualize dependencies
- Use actionable, unified and customizable dashboards
- Quickly and proactively find and fix problems
- Optimize network traffic and bandwidth utilization

Value Proposition

- Enhances productivity and reduces costs with automation, easy install, and out-of-the-box functionality
- Hybrid cloud coverage, which reduces monitoring tool sprawl
- Drives communication through data accessibility for all levels of users
- Very affordable through device-based pricing, scalability & integrated add-ons

Solution Areas

- **Map & monitor your IT infrastructure** – discover and fix issues quickly
- **Monitor everything** – VM, clouds, Wifi, essentially anything with an IP address
- **Monitor network traffic** – detect bandwidth issues and suspicious behavior
- **Monitor application performance** – for business-critical applications and SLAs
- **Backup and manage configurations** – essential for compliance and security
- **Automated reporting** – includes detailed asset information, historical or current reporting

OBJECTION HANDLING

Your product seems expensive

- Device-based pricing vs. for sensors or agents makes it very affordable;
- Add-ons make this highly scalable, can upgrade tiers at any time

We have a highly distributed network

- We can monitor it all: on-premises, public and private clouds, VMs, Wi-Fi, logs, applications, databases, and more

I need a high level of automation

- Includes expansive out-of-the-box features for easy setup and quick time to results
- With the REST API, you can build integrations to other apps
- Comes with integrations for ServiceNow, OpsGenie, MS Teams, Flowmon

I need feature 'XYZ' that WhatsUp Gold does not have

- Let's arrange a technical call with our engineers to explore a solution to your requirement

Customer Pain Points

Network / System Administrators

- Not enough people on my team to meet requests
- Difficult and time-consuming to explain the network status to managers
- Too reactive on network issues vs. proactive
- Difficult to handle the increasing volume of data from monitoring
- Too much noise from network alert 'firestorms'

IT Managers / Directors

- Tough to meet aggressive SLA commitments like 99.999/9% uptime (4 nines, or 3 nines)
- Employees on my team(s) spend too much of their time on low-value (or low-return) tasks
- Staffing challenges and skill shortages
- Balancing day-to-day with strategic projects
- Difficult to demonstrate our value to executives

Competitive Positioning / Objection Handling






- We always improve our releases with an emphasis on security
- We provide more out-of-the-box, automation and ease of use features, so startup time is quick and learning curve is short
- We are built for all levels of technical experience, from advanced to non-IT
- We are highly affordable, with device-based pricing, options for add-on tools, simple licensing and highly regarded support

Competition

- SolarWinds – Orion NPM Suite (expensive to buy and renew)
- ManageEngine
- Paessler – PRTG Network Monitor
- LogicMonitor
- Auvik

About Progress

[Progress Software](#) (Nasdaq: PRGS) empowers organizations to achieve transformational success in the face of disruptive change. Our software enables our customers to develop, deploy and manage responsible AI-powered applications and digital experiences with agility and ease. Customers get a trusted provider in Progress, with the products, expertise and vision they need to succeed. Over 4 million developers and technologists at hundreds of thousands of enterprises depend on Progress. Learn more at www.progress.com

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