

# Why WhatsUp Gold?

## The Top Ten Reasons for Your Business

### #1: MARKET-LEADING, INTEGRATED LAYER 2/3 DISCOVERY AND MAPPING

There's no need to buy a separate network mapping and asset tracking tool. Rich functionality for Layer 2 discovery and mapping, port-to-port connectivity information, inventory and asset tracking is fully integrated into all editions of WhatsUp Gold. Automatically generate a complete Layer 2/3 topology map for an always up-to-date view of your infrastructure or to comply with regulations including PCI DSS. Keep a detailed audit trail of inventory/configuration across your entire infrastructure including serial number, current OS version & patches.

### #2: KNOWING EXACTLY WHATSUP ON YOUR WIRELESS INFRASTRUCTURE

With WhatsUp Gold's integrated wireless infrastructure management capabilities, you'll be able to optimize wireless performance to mitigate the impact of BYOD, track wireless traffic and secure your network from unauthorized activity. Receive alerts for excessive bandwidth consumption, signal strength degradation and access point saturation. Be alerted of rogue wireless access points. Know where your wireless users are at all times and how much bandwidth they consume on their devices with real-time alerts and scheduled reports.

### #3: INTELLIGENT AND INTEGRATED ALERT MANAGEMENT

WhatsUp Gold gives you a unified view of ALL alerts and problems happening in your infrastructure including performance problems, application or hardware issues, bandwidth usage violations, misconfiguration errors and vCenter events. With centralized alerting, you'll spend less time troubleshooting and even identify potential problems before your users are aware of them.

### #4: MEETING THE MONITORING NEEDS OF ANY-SIZED NETWORK

Whether it's new systems and services you need to monitor or a new office location, WhatsUp Gold has the flexibility to cost-effectively grow with your monitoring demands. Full monitoring and management functionality is supported for up to 20,000 devices from just one WhatsUp Gold system. So whether you're an ambitious start-up or an enterprise, WhatsUp Gold gives you the flexibility to grow with your monitoring needs every step of the way.

### #5: A TRUE SINGLE PANE OF GLASS

WhatsUp Gold and its integrated suite of plug-ins manage your network's performance, configuration and connectivity across wired, wireless, physical and virtual infrastructures, all from one tightly integrated Web console. The WhatsUp Gold product suite is actually one application. You can turn on the power of the plugins with license codes. One product, one download and one pane of glass seamlessly manages your entire IT infrastructure. No more logging into multiple consoles to get your job done.

### #6: SIMPLICITY ALL AROUND

From download to user experience to licensing, WhatsUp Gold hands down is the simplest IT management experience. WhatsUp Gold and its plug-in suite are one integrated application with access to everything across your IT infrastructure from a single, intuitive Web console. An easy drag-and-drop interface makes building and customizing dashboards simple. In addition, our device-based licensing takes the guesswork out of budgeting by allowing you to monitor as many volumes or interfaces as you want per licensed device.

## #7: THE HIGHEST LEVEL OF SECURITY IN THE MARKET

With FIPS 140-2 encryption and validation, enhanced SNMPv3 security and audit trail record and protection capabilities, WhatsUp Gold offers the highest level of security and protection available in the marketplace. Layer in log message monitors and active scripts to watch nearly every aspect of your environment for suspicious behavior, or use Flow Monitor to get complete visibility into the traffic coming in or out of your network and pinpoint the sources of viruses and Denial of Service attempts/attacks. Integrated wireless management capabilities in WhatsUp Gold also keep you aware of unauthorized activity on your wireless network including rogue devices.

## #8: DEVICE-BASED LICENSING: SIMPLE, FLEXIBLE, PREDICTABLE, AFFORDABLE

Just count the number of devices you need to monitor. You can then monitor an unlimited number of interfaces on each of these devices. You'll also not only pay less for the same functionality, but there won't be any renewal-time surprises inherent with element-based licensing models.

## #9: THE MOST FUNCTIONALITY OUT OF THE BOX FOR THE LOWEST TOTAL COST OF OWNERSHIP

WhatsUp Gold provides complete IT management coverage for your wired and wireless networks, systems and applications. Automated Layer 2/3 discovery and mapping is fully integrated. Built-in IT asset and inventory reporting manages detailed device configuration data and up-to-date audit/compliance information. And real-time monitoring and performance reporting makes it easy to keep your entire infrastructure healthy and performing optimally. You'll never have to purchase and manage several different applications to get all of this. It's all out of the box in one application.

## #10: THE IPSWITCH DIFFERENCE

Ipswitch is a privately held company that has been building powerful, easy-to-deploy and hassle-free IT management solutions for over 20 years. WhatsUp Gold has been deployed on over 100,000 networks worldwide. We have a loyal customer base and our culture continues to be built on honesty, integrity and giving back to the community in the form of charity. Without shareholders and board oversight, we're enabled to be 100% customer-centric. And that means providing world-class technical support, an active online user community and reliable, powerful, user-driven software with high customer satisfaction.

Detailed technical information is available for WhatsUp Gold at:  
[www.whatsupgold.com/products/whatsup-gold-core](http://www.whatsupgold.com/products/whatsup-gold-core)

For a free 30-day trial of WhatsUp Gold, please visit:  
[www.whatsupgold.com/products/download](http://www.whatsupgold.com/products/download)