EDUCATION

The education sector has a varied approach to technology adoption: while the academic world is often among the first to embrace new technologies and new content delivery methods, the K-12 segment of this industry is often challenged by budget constraints.

Martello's solutions can be the catalyst for accelerated technology adoption in all segments of education. By making business communications networks more flexible, versatile and reliable, schools can do more with less. Ensuring that their network can deliver on the promise of online courses, recorded video and audio, Web-based student and grade management systems, document sharing and more.

Another aspect to take into consideration is the amount of student-generated traffic from Web browsing for peer to peer sharing of files. Students are notorious for consuming significant amounts of bandwidth and managing current Internet Service Providers (ISPs) becomes a priority.

"Martello specialists walked us through concepts, architecture, and they even helped us set up our new appliace. When the cutover date came, we literally had less than 10 minutes of downtime."
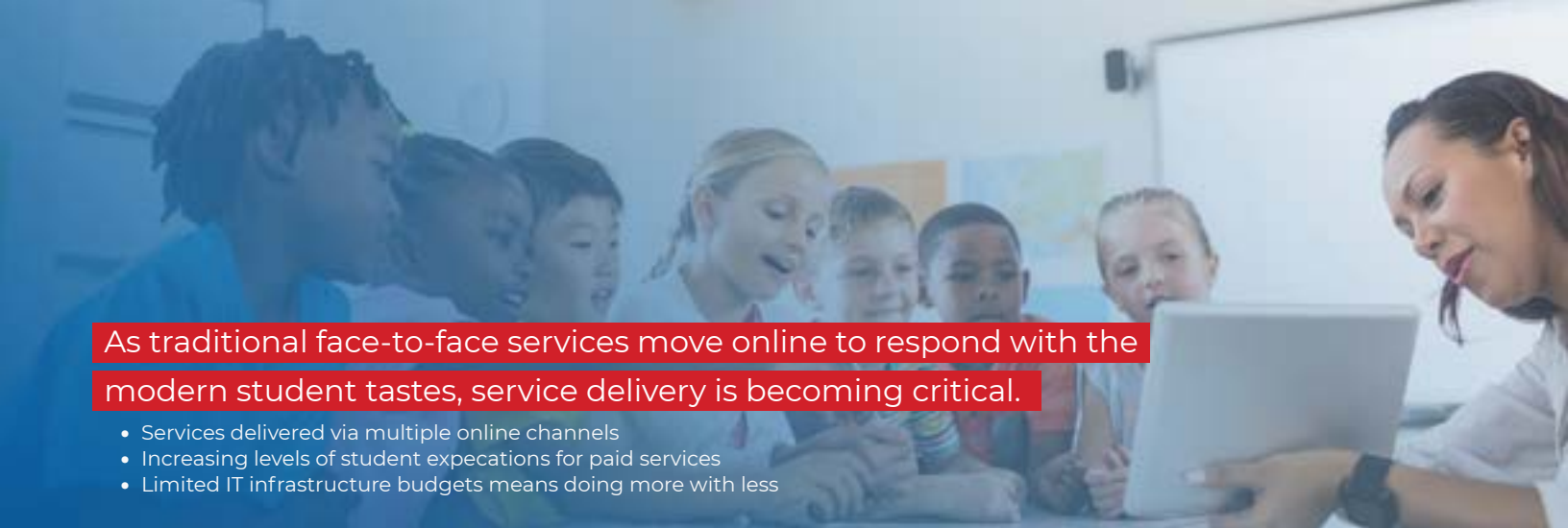*Indian Prairie School District 204*

SD-WAN:
Meet Demand and Lower Costs

With Martello's network performance solutions, schools, school districts, campuses, colleges and universities can take back control of their bandwidth and proactively add more ISP links to meet demand.

Martello's solution can be summarized as a transparent router whose responsibility it is to send traffic through the optimal path, based on user-defined policies. Routers typically use static or dynamic routing for basic fail-over. Martello's appliances take path selection to a whole new level by introducing active-active balancing which delivers increased performance, network redundancy, data traffic management and more.

Martello also helps reduce costs by using low-cost ISP links such as DSL and cable to replace and complement existing more expensive links such as DS3s, T1s, fibre and more. Many academic organizations are employing this approach, combining two or three cable modems with a 10Mbps fibre connection are saving thousands every month.

By further leveraging Martello's AppOptimizer, education sector clients can control application traffic and limit – or altogether block – undesirable applications like BitTorrent, Netflix or Steam, which can take bandwidth away from productive applications like Office 365.

MARTELLO
Powering Network Performance

UNIFIED COMMUNICATIONS (UC) PERFORMANCE MANAGEMENT:
Reliable Communications Around the Clock

It is not uncommon for the academic staff of a large university to number in the thousands. Adding administrative and support staff members can quickly see that number reach to ten to twenty thousand people, all of whom need to communicate with each other. While email and real-time messaging are taking some of the pressure, VoIP and videoconferencing are still central to campus communications.

Martello's UC performance management solutions ensure schools achieve stellar performance from their phone system from the start. Whether an on-premise or in the cloud UC deployment, our solution tests system performance on an ongoing basis – from pre-deployment through to daily operations. It detects and alerts IT staff to problems, and offers troubleshooting tools and analytics that will keep VoIP solutions running optimally.

> "A failure of the MiContact Center server, particularly during the critical registration period, can mean losses for the university – so the Martello's solution monitoring gives us confidence that we can avoid downtime."
>
> *Carleton University*

IT OPS:
Insightful, Efficient And Consolidated View of Your IT

Most education providers have a core Microsoft technology stack to deliver services such as Active Directory, Office & Office365 including Exchange for their thousands of students and are delivered by the Microsoft System Center. Student portals for content delivery such as lectures and exam preparation are delivered via public clouds such as Azure and AWS. Service desks respond to thousands of student requests to consume content, receive their exam results and provide feedback. The pressure for stellar student service delivery is now measured via centralised organisations that rank education providers against each other.

Martello helps shift IT administrators focus from monitoring multiple servers to monitoring services. While 80% of alerts are non-critical, our solution helps prioritize issues that are affecting the students and administration over those that can be fixed later.

Creating custom Service Maps can be done quickly and easily with Martello. Thanks to inclusion/exclusion rules, your services stay up-to-date even if your environment changes.

> "Martello exceeded my expectations and we are now highly proactive in how we manage incidents and problems at Northumbria. The solution gives me peace of mind that we have everything under control."
>
> *Northumbria University*

About Martello

Founded in 2009, Martello Technologies is headquartered in Ottawa, Canada with staff in Canada, the Netherlands, the United States and France. We offer solutions that deliver confidence in the performance of real-time services on cloud and enterprise networks. Our products include unified communications (UC) performance management software, IT systems visualization software and SD-WAN technology.

MARTELLO

martellotech.com