

# Optimize Your Network Regardless of IT Budget Cuts: Invest in IT Professional Skills

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[www.chappellsummit.com](http://www.chappellsummit.com)

Yesterday, Forrester Research painted a 'doom and gloom' picture for IT spending stating that "43 percent of large US and European businesses it surveyed have cut their overall spending on technology products and services in 2008."

Does this mean we can't improve network performance because we don't have the cash to throw at our corporate communication issue?

**NO!** You can still fix current issues and implement improvements on a shoestring budget!

1. Tap into your wireless network – look for signal issues that cause retransmissions – identify weak signal strength and consider how changing an antenna might boost performance – rule out interference on your wireless channels.
2. Identify open source products that offer monitoring, troubleshooting and optimization capabilities. Wireshark (formerly Ethereal) is one example of a must-have open source tool that the IT team needs to use FIRST when network problems occur or network optimization is the goal.
3. Evaluate traffic flowing to/from the Internet to identify bandwidth-wasters and trim down network misuse. Did you know that a single YouTube video feed can take approximately 1Mb/s? What if your branch office only has a T1 link offering 1.544Mb/s available? Imagine what a single viral video does to your Internet access point?
4. Baseline your network communications today – when things are working correctly. Apply comparative analysis techniques to speed up problem resolution when communication faults arise.
5. Optimize client settings for TCP behavior – consider the TCP options that enhance communication speeds (window size and scaling, selective ACKs and delayed ACKs).

Register for the  
Troubleshooting and  
Security Summit 08

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**Invest in yourself** – attend the Troubleshooting/Security Summit for hands-on training!  
November 4-5, 2008 – Dallas, Texas – for more information visit [www.chappellsummit.com](http://www.chappellsummit.com)

6. Finally, and most importantly – invest in the most important asset on the network – your IT team! Train your IT team to analyze network traffic so they can spot the cause of network problems quickly and identify bandwidth waste. Give them the network analysis skill set that will pay off immediately!

The Troubleshooting and Security Summit 08 that I am hosting in November will focus on all the above tasks and more. The Summit materials are geared to ensure every attendee can spot the cause of network problems faster, identify optimization techniques to improve performance and locate suspicious traffic that may signal that the network has been breached.

*Can you afford not to invest in your IT team?*

### **About the Troubleshooting and Security 08 Summit**

Learn additional optimization, troubleshooting and security techniques at Laura Chappell's Troubleshooting and Security Summit '08 taking place November 4-5<sup>th</sup> at the Mandalay Bay in Las Colinas, Texas (near DFW Airport). This hands-on course requires you to bring your laptop pre-loaded with Wireshark. Registration and Summit '08 information are available online at [www.chappellsummit.com](http://www.chappellsummit.com).

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