



CUBRO
NETWORK VISIBILITY

How Cubro Reduces Total Cost of Ownership (TCO) for Network Visibility Solutions

White Paper

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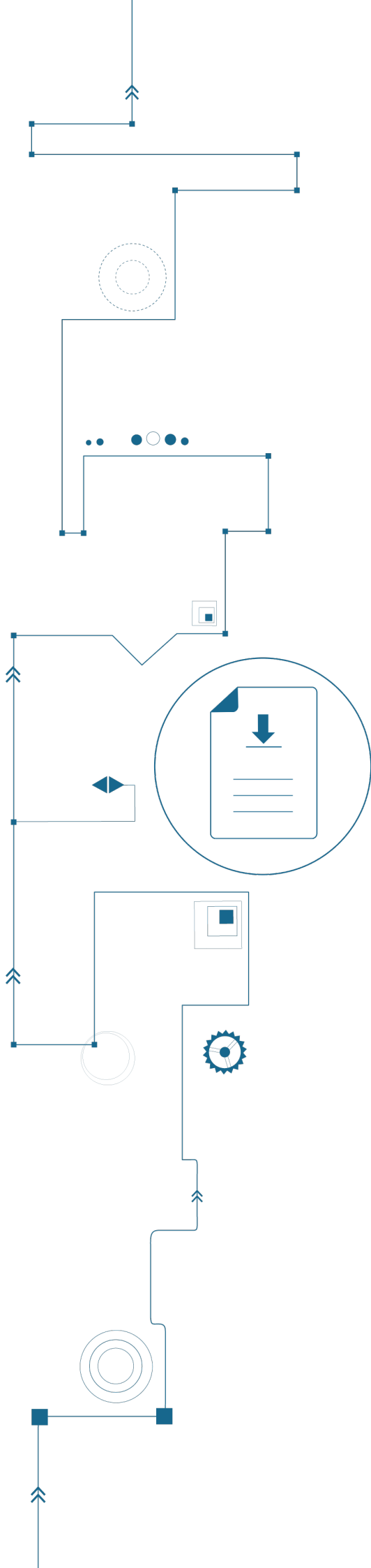
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How Cubro Reduces Total Cost of Ownership (TCO) for Network Visibility Solutions

In today's hyper-connected world, enterprises rely on robust network visibility solutions to ensure performance, security, and compliance. However, achieving these goals shouldn't come at an excessive cost. Cubro, a global leader in network visibility, combines high-performance solutions with industry-leading technical support to deliver unmatched value. By choosing Cubro, organisations can significantly reduce their Total Cost of Ownership (TCO) while improving operational efficiency.

Understanding Total Cost of Ownership (TCO)

TCO in network visibility encompasses the following key components:

- 1. Initial Investment:** Hardware and software procurement costs (CAPEX). Training costs for IT teams to ensure efficient deployment and operation. All new products require training and time for familiarisation.
- 2. Operational Costs:** Ongoing expenses for maintenance, updates, and management (OPEX).
- 3. Support Costs:** Expenses related to technical assistance and issue resolution (OPEX).
- 4. Downtime Costs:** Financial impact of network outages or degraded performance.

Cubro's solutions address these elements, helping organisations achieve superior outcomes at a lower cost.

1. Superior Price-Performance Ratio

Cubro's network visibility solutions incorporate the latest technologies to deliver advanced functionality and high performance at a significantly reduced cost compared to competitive solutions. Here's how Cubro ensures cost efficiency:

High-Performance Hardware and Software

- **Scalability:** Cubro's solutions grow with your network to eliminate the need for frequent upgrades.
- **Reliability:** Durable hardware reduces maintenance and replacement costs.
- **Feature-Richness:** Besides standard functionality such as packet filtering and aggregation, Cubro provides packet slicing, masking, pattern search and PTP-based time stamping as standard to eliminate the need for additional licenses.

Comparison with Competitors

While upfront hardware costs often attract the most attention, the Total Cost of Ownership (TCO) over time is what truly matters. The key cost components that organisations should consider when evaluating network visibility solutions:

Upfront Hardware Cost

- Typically Cubro's initial investment is lower than competitors' cost.
- However, this is just one part of the overall cost equation.

Annual Maintenance & Extended Hardware Warranty

- Cubro offers predictable, cost-effective support and extended warranty plans.
- Many competitors charge significantly higher fees for support - Additional licensing Costs.
- Cubro solutions have zero hidden licensing fees, and all essential features are included.
- Some competitors require costly add-ons for main functionalities, increasing long-term expenses.

5-Year TCO (Total Cost of Ownership)

- Over a five-year period, Cubro provides a dramatically lower TCO.
- What may appear as a lower initial cost from competitors often leads to much higher expenses due to additional feature costs not included in the price and due to recurring fees and licensing costs.

By choosing Cubro, organisations gain **cost transparency, long-term savings, and a simplified pricing model**, ensuring an optimised network visibility investment.

2. Transparent Pricing

In a world where subscription models are becoming the norm, Cubro stands out by offering a straightforward, no-nonsense approach to pricing. We offer our customers full access to all features without the burden of feature licenses or subscription fees. Our philosophy is simple: you buy the product

and own it—no hidden costs or surprises. This approach sets us apart and provides our customers with the freedom to use our products without restrictions and with easier budgeting to ensure long-term value and satisfaction.

Why Cubro is Different

Transparent, One-Time Pricing: Cubro eliminates the uncertainty of subscription or license models by offering a clear, one-time payment structure. This approach ensures that there are no hidden fees or surprise price increases. You pay once and gain full access to all features without worrying about recurring costs. This model not only simplifies budgeting but also enhances financial predictability.

All-Inclusive Access: With Cubro, you receive complete access to all ports and functions from day one. There are no additional fees for features or functions, ensuring that you get the total value of our products without the need for extra licenses. This comprehensive approach means you can leverage all capabilities without being penalised for expanding your usage.

Cost-Effective and Flexible: Our one-time purchase model provides a more predictable total cost of ownership than subscription or licensing models. This approach allows better long-term planning and avoids the complexities of recurring payments and potential cost increases. It's particularly beneficial for network experts who need stable, scalable solutions without surprises.

Customer-Centric Approach: Cubro's commitment to a straightforward pricing model reflects our dedication to customer satisfaction. Our transparent model is designed to build trust and foster long-term relationships.

3. Industry-Leading Technical Support

Cubro's technical support is a game-changer. Unlike competitors who charge high fees for limited support, Cubro provides comprehensive assistance at a significantly lower cost.

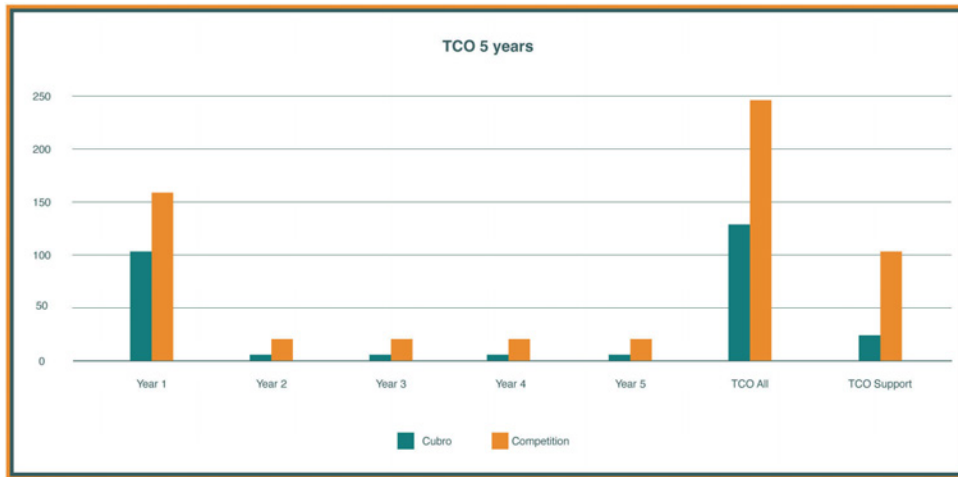
Key Benefits of Cubro Support

- **Tailored Availability of a Technical Expert:** Our team ensures quick response times during business hours, providing cost-effective and efficient assistance for critical issues. We do not have a tiered escalation approach and offer tailored guidance to our customers because they directly reach engineers without any middle layers.
- **Highly Skilled Team:** Access to experienced engineers who understand complex networks. Our engineers bring years of expertise in handling network environments.
- **Proactive Monitoring:** Advanced diagnostics identify potential issues before they escalate, saving time and resources.

Cubro's average response time for support ticket is 13 minutes and 51 seconds, while the typical first response time in the industry ranges from 1 to 4 hours. This rapid response time highlights our commitment to providing fast, reliable solutions, ensuring our customers get the support they need when they need it.

Cost Savings

As part of the TCO Cubro recommends customers to look at the annual support costs. With some vendors, it can be as much or even more than the initial product cost over 5 years' time.



Cubro's low total cost of ownership highlighted in the graph is based on one of our key use cases.

Customer Testimonial

"Switching to Cubro was one of the best decisions we made. Their support team resolves issues faster than our previous vendor and helps us proactively optimise our network. Plus, the cost savings have been remarkable!" — **Global Telecom Provider**

4. Reduced Operational Costs

With Cubro, organisations save time and resources through simplified management and automation.

Web GUI for Cubro Network Packet Brokers

Cubro's easy-to-use Web GUI is a standard feature of all our network packet brokers for easy configuration and operation.

Centralised Management with Vitrum NG (one-time cost)

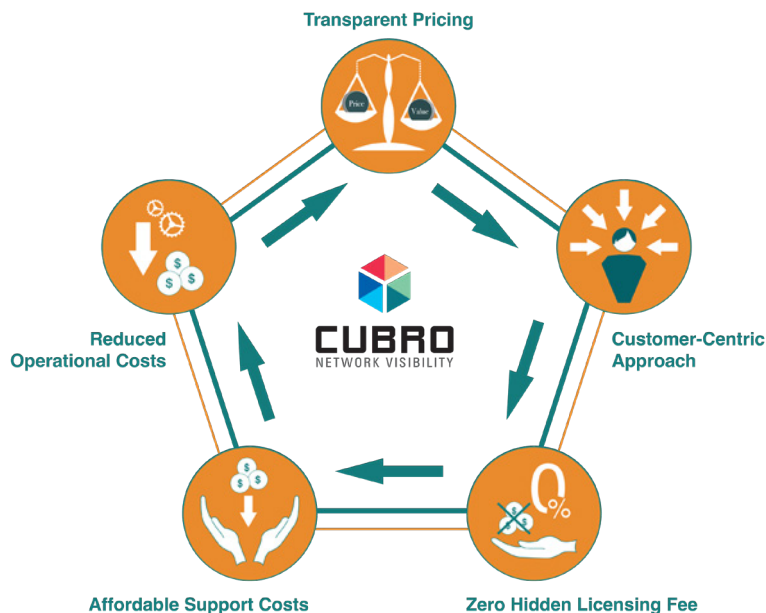
Cubro's centralised management platform, Vitrum NG, streamlines network monitoring and control:

- Ease of Use: Simplifies configuration and reduces the learning curve for IT teams.

- Efficiency: Automates routine tasks, freeing up IT resources.
- Integration: Seamlessly integrates with existing Cubro infrastructure, eliminating compatibility costs.

Key Cost Differences: Cubro vs. Competitors

Cost Component	Cubro	Competitors
Upfront Hardware Cost	Typically lower than competitors	Often higher than Cubro's initial investment
Annual Maintenance & Extended Hardware Warranty	Offers predictable and cost-effective plans	Significantly higher fees
Additional Licensing Costs	Zero hidden licensing fees; all essential features included	Costly add-ons for main functionalities
5-Year TCO (Total Cost of Ownership)	Dramatically lower due to no hidden costs, all-inclusive features, and cost-effective support	Much higher due to additional feature costs, recurring fees, and licensing costs
Technical Support Costs	Significantly lower cost; fast response times; proactive monitoring	High fees for support
Pricing Model	Transparent, one-time pricing; all-inclusive access to features	Subscription or license models with potential for hidden fees and surprise price increases; additional fees for features or functions; less predictable total cost of ownership



Case Study: Global Blue Chip Company

A global blue-chip company deployed a comprehensive network monitoring solution across their operations in the US, EMEA, and APAC regions.

Comparison: Cubro vs. Competitor TCO

- **Capital Expenditure (CAPEX):**
 - **Cubro:** 35% lower than the competitor, offering substantial savings on initial investment costs.
- **Operational Expenditure (OPEX):**
 - **Cubro:** 35% reduction in ongoing operational costs, including maintenance and support.
- **Licensing and Administration:**
 - **Cubro:** No additional licensing fees or administrative overhead, reducing management complexity and saving time.

By choosing Cubro, the company achieved significant TCO savings while simplifying network management across regions.

Cubro solution vs competition TCO benefits:

CAPEX: 35%
OPEX: 35%

Zero licence administration time and costs overhead.

5. Minimised Downtime Costs

Network outages can cost enterprises thousands of dollars per minute. Cubro's proactive approach to visibility and support minimises these risks.

Real-World Impact

- **Issue Prevention:** Intelligent monitoring detects anomalies before they cause disruptions.
- **Fast Resolution:** With an average resolution time of 2 hours, Cubro outpaces competitors, reducing downtime significantly.

6. Sustainable Savings with Cubro

In addition to cost efficiency, Cubro's solutions support long-term sustainability goals:

- **Energy Efficiency - Lower footprint:** Cubro's network packet brokers have a rich feature set, making it possible to manage with one appliance instead of several.
- **Longevity:** Durable equipment has a longer lifecycle which defers the replacement expenses.
- **Sustainability Initiatives:** Participation in programs like DHL's GoGreen Plus helps reduce environmental impact.

Conclusion: Why Choose Cubro?

Cubro combines innovative technology, cost efficiency, and expert support to redefine network visibility solutions. Organisations partnering with Cubro can:

- Reduce upfront and ongoing costs. Cubro's combined equipment and support costs can often be lower than the annual renewal costs of competitors' support services. Our low TCO makes Cubro a compelling alternative for organisations that are evaluating their current vendor contracts as well as those considering new deployments.
- Cubro's efficient and tailored support is a more cost-effective alternative, especially for organisations dissatisfied with high support fees from competitors.
- Achieve operational efficiency through advanced, centralised management tools.

Your Next Move

Transform your network visibility strategy with Cubro's proven solutions. Contact us today for a personalised consultation and discover the Cubro difference.