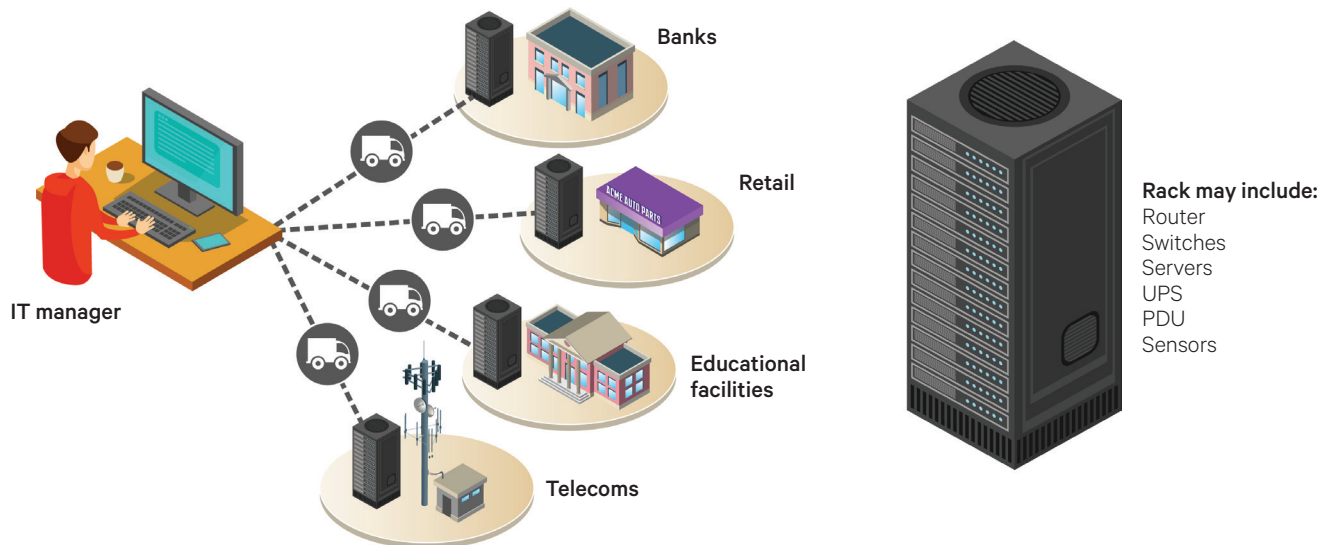


Manage distributed IT remotely and maintain that IT equipment secure in the remote location.

The Avocent range of KVM and Serial products give access for IT Administrators to IT equipment at remote sites without the need for travel to those sites or the provision of local IT staff or contractors.



## Existing Customer Scenario

The digitization of businesses and emergence of new business models, like on demand content delivery, has driven a need to place IT equipment in locations that are close to the user like retail stores, branch offices, POP sites, clinics, schools and other small edge locations.

While being vital to the success of the business, the IT equipment is now located in a place where there are less IT skills available, sub-optimal conditions for the equipment and often security and access vulnerabilities.

## Persona and Problems

### Vertical markets

- Banking
- Retail
- Education
- Telecoms
- Government

### Job titles

- Network Admin
- IT Admin
- System Admin

### Jobs to be done

- Configure devices
- Update software, firmware, drivers and apply patches
- Assign user access rights
- Upgrades hardware to a corporate refresh cycle

### Pain points

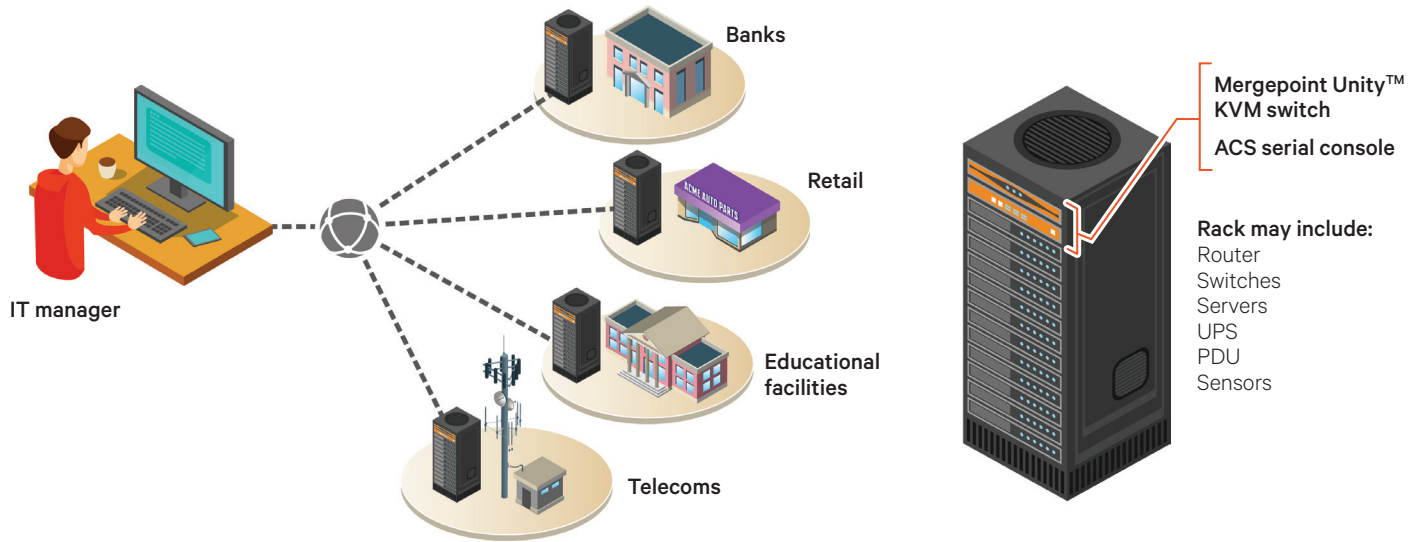
- IT staff not present in all locations
- Time and expense of travel to remote sites
- Routine configuration and upkeep of devices is difficult

### Discovery questions

- Do you manage remote sites?
- Where are they located and how many?
- Do you ever need to dispatch staff to maintain those devices?
- Do you have restrictions on dispatch e.g. cost or frequency of travel?
- Is securing IT at your remote locations an issue?

## Avocent® Remote Access

Avocent serial and KVM solutions provide a single point of access to critical system data.



What do remote access do?	What is the value to the customer?
Remotely manage and administer devices/ applications	Efficient provisioning and operation of devices
Remote mount drives to target IT devices	Faster recovery time Reduced unexpected operating costs (OPEX)
Reduces physical access to devices	Prevents unauthorized user access to devices Prevents inadvertent shutdowns Prevents power overload/unbalanced loads
Easier configuration of new devices on site	Save time on new device setup

## Avocent® Local Rack Access

Avocent LCD tray keyboard, monitor and mouse (KVM) provides local rack access to IT devices..



What does local rack access do?	What is the value to the customer?
Provides KVM and serial access to devices without 'crash cart'	Reduce the risk of disturbing power or network when hooking up
Easier configuration of new devices on site	Save time on new device setup
Reduces physical access to devices	Prevents unauthorized user access to devices Prevents inadvertent shutdowns Prevents power overload/unbalanced loads