

## Siama helps NVT Phybridge dramatically improve product testing

NVT Phybridge | [www.nvtphybridge.com](http://www.nvtphybridge.com), a global leader in Power over Ethernet (PoE) solutions, chose Siama to test all its products before they go to market. Siama's PROVA appliance running the GENEM application allowed NVT Phybridge to cut its testing cycle time by about half, do significantly more testing cycles, produce reports for customers in a fraction of the time, lower the risk of errors and improve customer satisfaction.

### CHALLENGE

NVT Phybridge is a pioneer in long reach Power over Ethernet (PoE) solutions. Hundreds of thousands of organizations use NVT Phybridge technology to support Internet of Things (IoT) applications, including IP Business Communication, IP Security & Surveillance and IP Building Control solutions. However, some PoE solutions on the market make technical claims that are not justifiable, according to Susan Martha, product manager at NVT Phybridge.

Keeping with NVT Phybridge's commitment to help their customers establish a "simple, secure and cost-effective Power over Ethernet backbone," Martha's team works hard to thoroughly test the robustness of transmission at various distances.

However, while NVT Phybridge's existing test equipment was providing reliable results, it was becoming increasingly slow and cumbersome. Getting it into a functional, operational state was difficult and time-consuming.

"We needed to be up to date with not only our advanced technology, but also the fast pace of our developing products," Martha says. "With the existing equipment, we were simply not able to work at the pace that the industry and our engineering team required."

To carry out effective, in-depth and industry-recognized testing on all NVT Phybridge solutions, Martha needed to make sure the company invested wisely in the right tools.

### SOLUTION

For help finding a solution, Martha turned to Gap Wireless, a leading distributor that works with recognized vendors to stock and distribute wireless infrastructure, as well as test & measurement products.

When Martha's team evaluated various Level 4 solutions, they found that none had the depth and breadth of functionality that Siama offers. "Most high-end test and measurement options in the market are overkill and are cost-prohibitive," says Derek Gordon, product line manager at Gap Wireless. "The next best alternative to Siama would have cost NVT Phybridge at least \$150,000 more."

"On the other hand, Siama's PROVA appliance running the GENEM application is the industry's only converged traffic-generation, packet capture and network emulator appliance, providing NVT Phybridge with the toolset to verify, diagnose and troubleshoot issues during QA cycles," Gordon says.

Siama's 40G capacity solution provides four independently

### KEY FACTS

#### INDUSTRY

Global leader in Power over Ethernet (PoE) solutions

#### CLIENTS

Spans many vertical markets, including education, government agencies, healthcare, hospitality, manufacturing, retail and more.

#### CHALLENGE

NVT Phybridge needed to replace its slow, older testing equipment with an efficient, affordable and industry-recognized tool that let the company keep pace with its rapid product development.

#### SOLUTION

- Siama's PROVA-X™/GENEM-X™
- Gap Wireless

#### RESULTS

- Cut testing cycle time by half;
- Reduced report generation time by one-third;
- Automated reports eliminated time-consuming manual reporting and reduced error risk;
- Boosted customer confidence and gained competitive edge.

“We looked at a wide range of testing solutions, and Siana offered more testing options, and at a more attractive price-point.”

Susan Martha  
Product Manager | NVT Phybridge

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configurable test ports in a single 1U form factor appliance. It supports up to 64 simultaneous streams, 32 flows, 16 filters per port and an 8 GB capture buffer for wire-rate storage of packets in PCAPNG format (for export to Wireshark). NVT Phybridge is now able to test port-to-port flow delay and jitter with nanosecond precision, wire-rate throughput and packet loss, all configurable via a user-friendly GUI.

“Everything NVT Phybridge puts out to market gets tested through Siana first,” Martha says.

## RESULTS

**Faster and more thorough testing**—Siana’s solution helped NVT Phybridge cut its testing cycle time by approximately half. “QA cycles take a lot of time,” Martha says. “Any tools we have to accelerate this process help us achieve greater ROI on testing products and a competitive advantage. The predefined testing allows you to just set it and come back when it’s done.”

“The more comprehensive and thorough the testing tool, the less chance something slips from our QA and reaches customers. Using Siana, we have faster testing cycles, and we have more testing cycles as a result. This versatility lets us ensure that our products are meeting the highest standard of quality in the industry before they are sent to customers.”

**Fast automated reports**—Martha says one of Siana’s most helpful features is fast, automated creation of industry-recognized reports. It now takes NVT Phybridge only two-thirds of the time to summarize the results of a testing cycle.

“Many hardware manufacturers in our industry make product performance claims that may not be entirely accurate. Our new Siana solution provides our teams with industry-recognized reports to confidently support our technical claims,” says Martha.

It used to take about the same amount of time to do the report as the actual testing,” Martha says. “Our team used to create reports manually, which was an extremely time-consuming process.”

“Some of our large enterprise and government customers ask for test reports, and our customers in general appreciate that we have invested in this technology to serve them better.”

**Streamlined hardware**—The streamlined, ergonomic hardware design of the Siana equipment allows the NVT Phybridge team to quickly rack-mount it and have more lab space for the equipment being tested.

“The sleek casing also allows us to test multiple pieces of equipment at the same time, further reducing testing and reporting times,” Martha says.

“Siana is the perfect solution for us. The well-designed, efficient and affordable equipment helps our testing team keep up with product development, save a lot of time and inspire customer confidence. It is a key tool for our business growth.”



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