



- ▶ This service perspective allows organisations to build hierarchies of services and sub-services, reflecting real operational dependencies (e.g., branch services, cloud applications, or critical customer services). It enables service-level visibility – indicating whether business services are up, degraded, or down – which is key for modern service-oriented operations.

Further Observations

I have been interacting with Park Place Technologies for over 6 years and have always been very impressed with its commitment to ensuring a high level of customer satisfaction. I have presented to and sat in on a couple of Customer Advisory Board meetings and monitored customer support reactions on a global basis. The results are impressive. Entuity has only been part of Park Place Technologies since 2019, but it has bought into the philosophy totally. It uses customer feedback in a practical, operations-driven way: it feeds directly into product development priorities, feature refinement, and support experience improvements. Like most mature network management vendors, Entuity is growing rapidly and has won large multi-national organisations as customers, like energy supplier Vattenfall and networking company Mellanox that is now owned by Nvidia. It has grown rapidly, but its continued success will depend heavily on long-term renewals, so customer satisfaction is tightly tied to how well they listen and respond to real-world network monitoring challenges.

My one surprise was the apparent lack of any talk about AI. One of the opportunities AI brings is to move from monitoring and reacting, to a more predictive and fault prevention posture. Entuity is not ignoring AI, but they take their development lead from customer feedback, rather than chasing the latest trends and technologies. There are AI plans in the roadmap, but Entuity is firmly rooted in monitoring. However, it does recognise the need of some customers to have access to GenAI predictive analytics capabilities and provides out of the box integration with vendors like BigPanda.

Conclusion

Overall, Entuity Software™ delivers a robust set of monitoring capabilities with strong emphasis on service-centric visibility and deep path-level insights. Its SurePath Application Path Monitoring and Business Service Modelling features distinguish it from many competitors by focusing on how infrastructure issues affect services and user experience. For businesses where network performance is critical to service delivery, Entuity offers both the situational awareness and analytical depth needed to keep operations reliable and resilient.

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