

EXECUTIVE BRIEF

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delivering exceptional customer application experience

Quickly prioritize, triage and diagnose performance issues for better user satisfaction



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Maximizing performance and availability to maximize revenues

While the rise of web-enabled applications and the zero latency customers expect from them has driven many enterprises to adopt performance management solutions, they are finding that basic understanding of how their overall user populations are being served is simply not enough. Rather, to improve and ensure the performance and availability of their business-critical web applications, organizations need to be able to see and understand the actual user experience—and provide the appropriate context and visibility necessary to fix problems based on impact-based priority.

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After all, neither all problems nor all customers are created equal—and the most critical applications demand the highest levels of attention and support—not to mention the highest levels of availability and responsiveness. But without comprehensive, real-time tools, IT is in a constant state of catch up, giving every issue identical significance and suffering under that collective weight in a vain attempt to maintain consistent performance across the board. This, in turn, can have disastrous implications for revenues.

However, the right solution helps to protect revenue by monitoring the quality and timeliness of mission-critical applications to provide:

- Visibility into customer transactions from the user keyboard all the way to associated backend systems
- Insight into effect on the business of poorly performing applications, as well as deep-dive capabilities regarding their root cause
- Understanding about how application traffic is traversing the infrastructure for peak-performance tuning

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To deliver this specific functionality, and the customer satisfaction levels it promises to afford, the supporting solution must enable quick prioritization, triage and diagnosis of performance issues by linking application troubleshooting with the end-user experience. To that aim, it must minimally:

1. Cover the essential five dimensions of application performance monitoring as identified by Gartner
2. Include “simple triage” capabilities for easier remediation
3. Minimize overhead costs to the extent that the solution can be realistically implemented in production with 24x7 operation

The five essential dimensions of application performance monitoring

In its February, 2010 Magic Quadrant for Application Performance Monitoring report, Gartner asserts that application performance monitoring (APM) “requires coordinated decisions across five distinct dimensions of functionality: end-user experience monitoring; user-defined transaction profiling; application component discovery and modeling; application component deep-dive monitoring; and application performance management database capabilities.” The key for APM, according to Gartner, is that it address the management problems caused by modern application architectures. As such, “the first four dimensions capture specific, yet global, views of end-to-end application behavior, while the last dimension is concerned with both the real-time and historic correlation and analysis of the extremely large data sets associated with each of the first four dimensions.”

Ultimately, these areas focus on:

- Understanding what’s being experienced
- Prioritizing problems when they occur
- Quickly triaging problems
- Diagnosing those problems

And to be truly effective, APM solutions need to cover all—helping enterprises appreciate what customers are seeing and facing with regard to their applications and facilitating both criteria-based escalation and quick remediation.

Simple triage capabilities for easier remediation

Simple triage is a philosophy—and related approach—that says Level 1 application support personnel do not have to know everything about an application or its underlying infrastructure in order to identify the area where a problem

is likely to have occurred. And with the right data and informational tools, these staffers can obtain insight into a variety of areas affecting application performance, including:

- The user interface components
- Application logic running on application middleware
- The database or database connections
- Web services and SOA middleware like ESBs and business process engines
- Messaging systems, such as IBM MQ
- The network

They can then issue a ticket making a partial diagnosis and send it to the appropriate IT group, which would then further diagnose and fully repair the problem.

Minimize overhead costs for easy production implementation

While most organizations have recognized the need for 24x7 real transaction monitoring and many have abandoned the synthetic model altogether, many more struggle to deploy such a solution in production—where it counts the most. The overhead costs associated with real-time monitoring are simply too high. As such, they are still relying on sampling and simulation of their live applications.

But, synthetic monitoring alone is too much of an exposure for an enterprise’s mission-critical applications. Visibility into real user transactions is imperative. As such, organization must deploy an APM solution that achieves a delicate balance: addressing the need for real-time monitoring in production with an acceptable overhead profile.

About the solutions from CA Technologies

CA Wily Application Performance Management On Demand and CA NetQos SuperAgent® come together to forge a comprehensive application performance management solution that helps organizations deliver a consistent—and quality—end-user experience. It also provides application health information needed by network engineers and broadens coverage to such non-web application types as Citrix, Oracle Forms and SAPgui. Moreover, it helps triage application problems to the network tier more precisely. To that aim, the solution:

- Measures and analyzes application performance for all transactions
- Compares the response time against intelligent baselines and thresholds
- Identifies abnormal latencies in the infrastructure
- Isolates the problem to a specific link or application server—be it physical or virtual—or the application itself
- Delivers alerts on any performance deterioration

As such, it helps establish, track and report on SLAs and provides the insight into application performance necessary to improve processes, increase productivity and agility and help retain customers.

COMPANIES THAT HAVE FULLY IMPLEMENTED APPLICATION PERFORMANCE MANAGEMENT SOLUTIONS FROM CA TECHNOLOGIES REPORT:

- Reductions in application downtime by as much as 70%
- Decreases in mean time to repair by 50% or more
- Decreases in application performance delays by greater than 70%
- An average return on investment of 362% within eight months or less
- A total benefit of ownership of \$6,443,039 over three year

APPLICATION PERFORMANCE MANAGEMENT SOLUTIONS FROM CA TECHNOLOGIES HELPS COMPANIES GROW PROFITS, ENSURE CUSTOMER SATISFACTION AND MAINTAIN LOYALTY VIA END-TO-END VISIBILITY AND DEEP-DIVE ANALYSIS OF BUSINESS TRANSACTIONS FEATURING:

- CA Wily APM On Demand, which provides business and IT metrics to enable efficient service delivery of web applications
- CA NetQOS SuperAgent, which offers visibility into how the network is affecting the quality of service for web and non-web application

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