

APM: Bridging The Gap

Between User Expectations And IT's Ability To Deliver

A series of four annual surveys* clearly shows a significant, ongoing disconnect between the need and importance of meeting end-user expectations and the ability of IT to do so. Meanwhile, year after year, improving both end user and customer satisfaction prevails as a top IT priority.

Application performance management (APM) has rapidly evolved as a bridge builder to help IT in resolving application performance problems a priori.

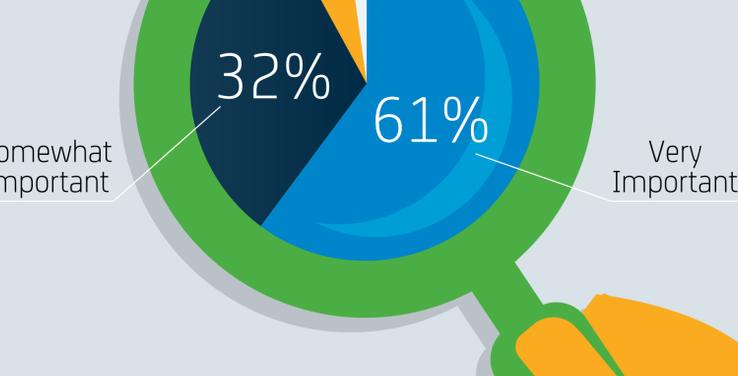
Application Performance Management give businesses:

- Increased visibility into processes
- Lowered down time
- The ability to resolve tough IT problems faster
- Higher employee productivity
- Faster launch of new revenue-producing services

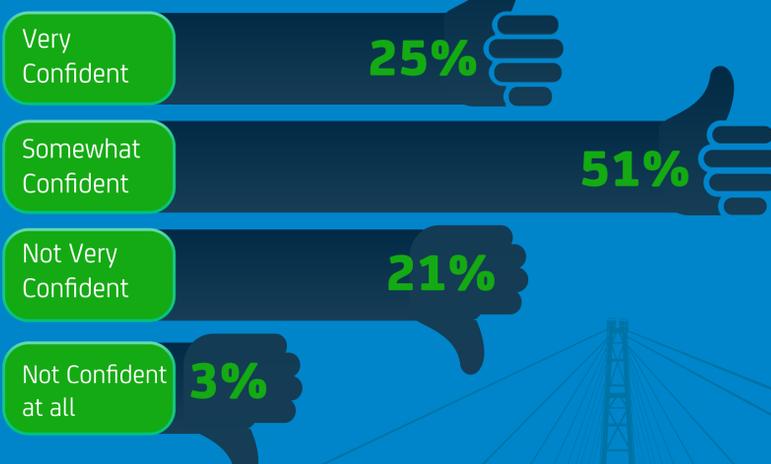
Perils of Poor App Performance Include:

- 55% Employee productivity losses
- 46% Inability to launch new services in a timely way
- 42% Reductions in corporate's faith and trust in IT
- 34% Escalating software costs
- 30% Insufficient decision making data
- 26% Lack of business objective alignment
- 15% Slow or no revenue growth
- 11% Loss of customer loyalty and of actual customers

Overall Perceived Importance of Monitoring and Measuring App Performance



Confidence Levels Regarding IT's Ability To Meet End User Expectations



What's Driving APM Investments?

- 56% Improving end-user/customer satisfaction
- 55% Performance problems with critical application
- 53% Demand for IT accountability
- 45% Increased infrastructure complexity
- 45% Economic pressure/cost savings & ROI
- 41% Need for more comprehensive info about end-user
- 29% Business demand for more services

Application Behavioral Analytics (ABA)

is the 'bridgework' between expectations and the ability to satisfy them.



To learn more, go to

www.ca.com/apm

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*Data source: IDG Research, "Application Performance Management", September 2013. Study compares results from 2010-2013.

