



Lifecycle Performance Management (dynaTrace) Description

Compuware dynaTrace is the new generation of application performance management. Its patented PurePath Technology® provides the world's most accurate and detailed view of application behavior. It traces all transactions, end-to-end, from user click, across all tiers, to the database, and back again.

Market Opportunity

In the 2011 APM Magic Quadrant report, Gartner estimated that approximately \$2 billion would be spent globally on APM licenses and first-year maintenance contracts. This represents a 15% increase, compared with the \$1.7 billion spent on this technology in 2010, which, in turn, grew by about 10% over the global spend in 2009.

These figures do not include the revenue associated with subscriptions to "APM as a service" offerings, although they do include technology purchases made by service providers that then go on to use such technologies as platforms for the provision of APM-managed service offerings.

Key Differentiators

- **Zero configuration and smart application monitoring**- fastest time to value with a number of superior smart and automated capabilities including zero-configuration, smart workflows, smart monitoring, smart detection and smart baselining.
- **Capture All transactions, 24X7**- True trace and capture across tiers, less than 2% overhead and deep visibility to code level – to proactively see issues before they impact users.
- **User Perspective**- Browser agents provide behavior for all users, devices, browsers and all clicks including mobile – to assure optimal performance for more revenue & loyalty.
- **Business aware**- Auto business transaction mapping, real-time visibility into revenue and conversion rates and trending & reporting – to align IT with business and provide real-time facts to enable smarter decisions.
- **Lifecycle By Design**- Purpose-built for production, test and development with built-in collaboration system. Integrated with IDE's (e.g., Eclipse, VStudio). One system for everyone ensures issues are stopped before production, 2x faster time to market and 10x faster transactions.

Diagnostic Questions

Line of Business

- Are you finding it difficult to determine if your applications are supporting your business goals because your APM system metrics do not map to business-relevant metrics in real-time, e.g. revenue and conversion rates?
- Do you need a better understanding of who your customers are, where they're coming from, what devices they're using and what their experience is with your application? All from the customer's perspective, from inside the browser?



- Do you want to be able to assure the best performance for your customers and are you able to classify them into business segments to accomplish this?
- Do you have all the facts you need to resolve online customer complaints quickly and cost effectively?
- Is your organization able to meet increased business and application demands without improving your current APM capabilities?

Production IT

- Do you need a better understanding of how users are interacting with your applications i.e., who, from where, are they happy, where do they go and are they converting? Is user experience impacted because you're not able to react to issues quickly?
- Are your users expecting better performance, such as faster page loads, checkout, etc.? Are you able to pinpoint the root-cause of application performance bottlenecks?
- Do you have adequate end-to-end transaction visibility into your modern applications, e.g., Web 2.0, cloud, mobile, virtualized, Big Data and distributed?
- How do you measure the impact of 3rd party services on your application performance and user experience? How do you ensure SLAs are met?
- Are you still having too many issues when you deploy new releases into production despite your best efforts? Are you able to effectively collaborate with your development and test teams to ensure application quality?
- Do you need to immediately resolve performance issues to free human resources for more strategic goals?
- Do you feel that your application monitoring should be more proactive to accelerate problem resolution and improve your user's experience?
- Do APM systems need to be easier to configure and maintain with fewer IT resources required?

Lifecycle

- Does it take you too long to reproduce and resolve application issues between production, test, and development? Do you want your production, test and development teams to work more closely together to improve efficiency and produce better results faster?
- Are you struggling to reduce application release cycle time without sacrificing code quality?
- Do you need deeper visibility across a wider range of tiers, technologies and services to support your increasingly complex environment?
- Are you spending too much time resolving problems in production that should be caught earlier in the application lifecycle, i.e. in development, testing and quality assurance?
- Do you need to improve your APM system to go beyond production monitoring to provide value across the application lifecycle in order to optimize performance of key transactions, reduce release cycle times and improve the code being delivered to production?
- Do you need a single APM system to eliminate time spent correlating between different tools?



DEEP APPLICATION PAINPOINTS

ROLES	PAIN POINTS	KEY PERFORMANCE INDICATORS (KPIs)	RISK EXPOSURE
CEO/CFO/CMO			
VP/Director/Manager of: - Digital Interactive/Online - Mobile/Wireless - eCommerce/eBusiness - Business Unit9(s) - Marketing	<ul style="list-style-type: none"> - Unable to align IT and business objectives effectively accomplish business goals - No visibility into application end-user experiences - Poor application experiences inhibit use, reduce revenue and increase costs - Unable to effectively monitor SLA for key business transactions (login, search, bill pay, shopping cart, checkout, etc.) - Unable to determine the impact of 3rd party services (social media, maps, payments, etc.) on the business (conversions, performance, user experience, etc.) - Need to bring rich interactive applications to market faster - Need to leverage cloud to improve efficiency and save costs - Need to use Big Data for modern application and service demands 	<ul style="list-style-type: none"> - Conversion rates - Abandonment rates - User experience/customer satisfaction - Increasing/decreasing # of transactions - Average transaction sizes - ROI on promo investment - Landing page performance - Exit actions - Performance vs. competitors/industry benchmarks - Cost of alternate channels eg. Branch call centers - Repeat customer (increase/decrease) number of visits - Average lifetime customer value - Loss of fickle "big spender" users - Market share - Social media (facebook, twitter) 	<ul style="list-style-type: none"> Failed Customer Interaction - Site/app doesn't function optimally 24/7/365 across all locations - Inconsistent experience visit to visit Business Impact - Lost revenue - Abandonment increases - Conversions drop - Future purchases and referrals at risk - Increased call center/support calls - Social media/negative reviews and low app store rating - Brand growth and expansion - ROI – impact on existing marketing investments



PRODUCTION IT

ROLES	PAIN POINTS	KEY PERFORMANCE INDICATORS (KPIs)	RISK EXPOSURE
CIO/CTO			
Director/Manager of: - Operations - Engineering - Capacity - Network - Systems - Applications - Quality of Service - Experience - Performance	<ul style="list-style-type: none"> - No visibility into user experience from their perspective (who, devices, geo-location, satisfaction, conversions). Difficult and slow to identify, diagnose and resolve application - No end to end visibility into critical transactions especially in distributed, virtualized, cloud environments - Unable to effectively respond to customer complaints as the facts are not available - Unable to monitor and measure SLAs for business transactions and 3rd party services - Unable to effectively collaborate with other stakeholders to resolve production issues before they impact users - too many disparate tools 	<ul style="list-style-type: none"> - user experience - Transaction response time - 3rd party response time - Performance hotspots - Landing page performance - Mean time to identify - Mean down time - Cost of troubleshooting - Business critical transaction length - Business critical transaction availability - System and host metrics - Cost of service delivery - % of support requests - Performance versus competition and industry benchmarks - Internal and external Service Level Agreements (SLA) 	<ul style="list-style-type: none"> Unaware of failed customer transaction - Site/app doesn't function optimally 24/7/365 across all locations - Inadequate notification/troubleshooting processes – unable to respond quickly <p>Business Impact</p> <ul style="list-style-type: none"> - Unable to support business goals - Lost revenue, business opportunity - Lower conversion rate - Lost customer to the competition - SLA penalties - Costs associated with high mean time to identify and repair - Ineffective and expensive “blamestorming” and “war room” scenarios - Inefficient capacity/resource allocation - Increased operational cost



LIFECYCLE

ROLES	PAIN POINTS	KEY PERFORMANCE INDICATORS (KPIs)	RISK EXPOSURE
CIO/CTO			
Architect/Vice President/ Director/Manager of: - Development - Engineering - Test/QA - Network - Systems - Applications - Quality of Service - Experience - Performance	<ul style="list-style-type: none"> - Takes too long to reproduce and resolve application issues between production, test and development - Unable to effectively collaborate across production, test and development teams to improve efficiency and produce better results faster - application release cycle time without sacrificing code quality - Need deeper visibility across a wider range of tiers, technologies and services to support increasingly complex environment - Spending too much time resolving problems in production that should be caught earlier in the application cycle - Need to better optimize performance of key transactions and improve the code being delivered to production - Need a single APM system to eliminate time spent correlating between different tools and achieve greater efficiency 	<ul style="list-style-type: none"> - Estimated revenue loss from delayed time to market - Time taken to reproduce production issues in QA, in development - Time taken to resolve issues - Number of QA/Dev persons required to resolve an issue - Average cost of resolving issues given time taken and resources required - Release cycle duration - Number of new releases per month/year - Number of bugs that go into production - Level of visibility at each app tier - Number of APM tools required, cost of maintaining them and the hours spent on those tools 	<p>Delayed time to market, poor performance</p> <ul style="list-style-type: none"> - Longer release cycles due to inability to pinpoint/resolve issues - Issues detected late in the lifecycle - User experience impacted - Magnified negative impact when issues are found late in the lifecycle - Production firefighting - Unable to scale in production <p>Business Impact</p> <ul style="list-style-type: none"> - Lost revenue, business opportunity - Lower conversion rate - Lost customer to the competition - Higher expenses from application development - Poor productivity - Business goals not met