

CA Opscenter: Delivering Exceptional Customer Experience in the Application Economy

Carl Lloyd, Business Lead, Service Assurance

17th June 2014



THIS IS THE AGE OF THE
APPLICATION ECONOMY

AND IT'S ALL ABOUT THE
USERS

Application Market Landscape



\$151 Billion

App Economy by 2018
(Ads, DLs, & Purchases) ¹



268 Billion
Mobile apps download
by 2017 ²



60% OF DEVELOPERS
Plan to publish 5 or more apps
in 2014 (up 36% from 2013) ³



\$77 Billion
Mobile app stores
revenue in 2017 ²

¹ AppNation, "State of the App Economy Report", 7/2013; ² Gartner, "Predicts 2014: Apps and Personal Cloud...", 11/2013;
³ Digital Strategy Consulting, "Global App Trends", 2/2014

THE WALL STREET JOURNAL. | MARKETS

MARKETS

Online Brokerage Firm E*Trade Finan

Disruption Hit Website and Mobile Trading Platforms

MILLIONS FLOCK TO TELEGRAM MESSAGING APP AFTER WHATSAPP OUTAGE

Tweets

1 new Tweet



Oh boy what a shot @ohboywhatashot - Feb 22

As Facebook's \$19,000,000,000 **Whatsapp** purchase crashes (and may be hacked), its competitor **Telegram** is exploding → bit.ly/1bXkK1b



Jos T. @jost - Feb 22

Hey let's switch from **WhatsApp** to **Telegram**
telegram.org/



Renai LeMay @renailamay - Oct 31

I'm also dumping **e*TRADE** today, they haven't updated their web platform in more than half a decade. Seeya. Too **slow**, so long.



problem with that @problemwthat - Feb 22

Healthcare.gov is the **only slow website** we care about... RT @EmoNegro1: DMV, why is your **website so slow**??



Mohamed Shehah Fidin @shehahnow - Feb 22

enrollment counselors, who rely on the state's online system

And Users Are
Happy to Expose
Any Flaws to the
World!

Business, rewritten by software

An example of the application economy



What Does the Application Economy Mean for IT Operations & Application Support Teams?

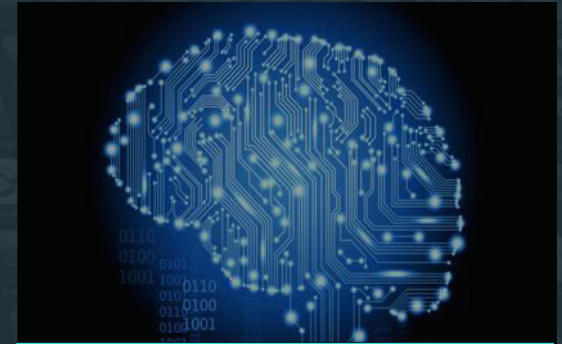
Proactively Manage the Applications
That Drive Your Business and Reputation



DEEP VISIBILITY



ENTERPRISE SCALE



INTELLIGENT ANALYTICS

Understand Your User Experience

Mobile-to-Mainframe View of Customer Interaction with CEM



Real user transactions across physical, virtual, cloud and mainframe

- **Customer-centric visibility** into application, network and infrastructure to ensure SLAs
- **Actionable Insights** into how customers are failing or succeeding with web applications
- **Proactive Problem Resolution** before users of business services are impacted

Business Transaction SLA Report
SLA Legend: ● Normal Status ● Moderate Status ● Critical Status

Business Transaction	Success Rate Status	Success Rate Observed	Success Rate SLA	Average Time Status	Average Time Observed	Average Time SLA
Transaction Summary	●	0.644%	85.000%	●	0.760s	8.000s
Place Order	●	3.943%	85.000%	●	2.600s	8.000s
Balances	●	16.425%	85.000%	●	0.044s	8.000s
Login	●	33.263%	85.000%	●	0.074s	8.000s
View Orders	●	47.665%	85.000%	●	0.045s	8.000s
Options Trading	●	47.826%	85.000%	●	0.085s	8.000s

For Enterprise customers running business-critical applications, CEM offers end-to-end view of business transaction and actionable insights in real-time to ensure optimal end-user experience.

Preemptively Manage Transaction Performance

Mobile-to-Mainframe View of Synthetic Transactions With Cloud Monitor



On-premise Monitoring Stations

- 48 countries / 94 locations / 15 time zones
- Outside in view - same capability when set behind the firewall
- Unmatched browser monitoring ability

Know the performance of customer-facing mobile, web, and cloud applications

- **Early detection** to find problems BEFORE they impact users
- **Simple easy-to-use SaaS** - no software to deploy or maintain; configure and start monitoring in less than 5minutes
- **Rapid time-to-value - Proactive** - running tests and monitoring even with no real users on the system

Rapidly Identify Issues Before They ARE Issues

Diagnostics/Root-Cause Analysis/Transaction Tracing/Triage With Introscope

Comprehensive Root-cause Analysis



Mobile to Mainframe

For Enterprises with critical applications, Introscope is the ONLY APM solution with proven depth & unlimited scaling

Deep-dive inspection; See inside the application

- Complete APM coverage from BROWSER through MAINFRAME
- Scalable across the largest enterprises for effortless expansion
- Inform business execs FAST with custom dashboards & reports
- Early detection to find problems BEFORE they impact users

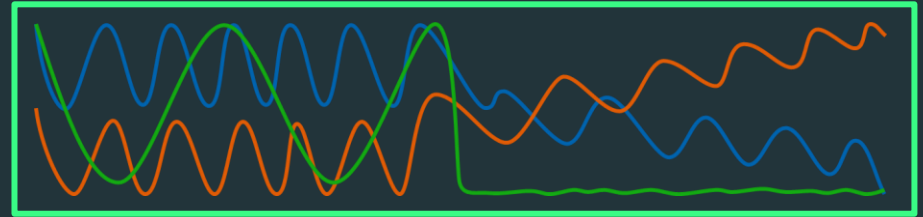
Redefine Triage With Operational Intelligence

Multi-Metric Behavior Correlation Turns Knowledge Into Action With ABA



ABA: A Different Type of Analysis

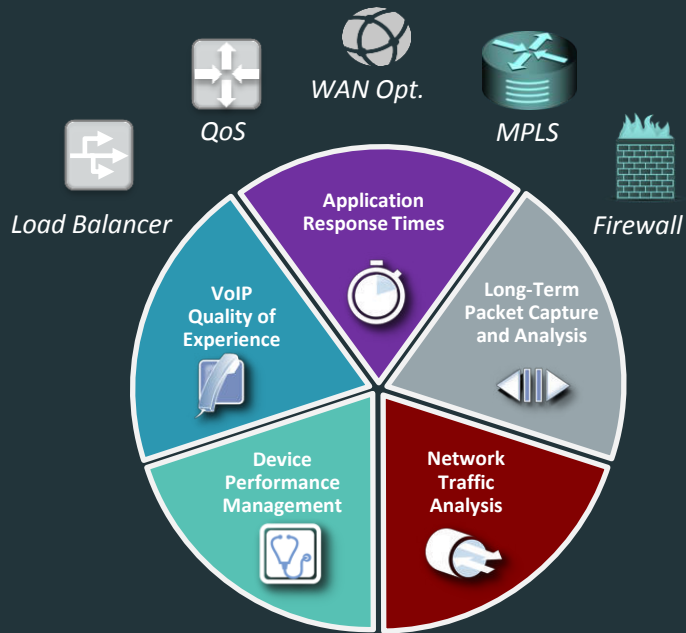
- Takes multiple data sources
- Analyzes in aggregate
- Fully integrated into APM user experience



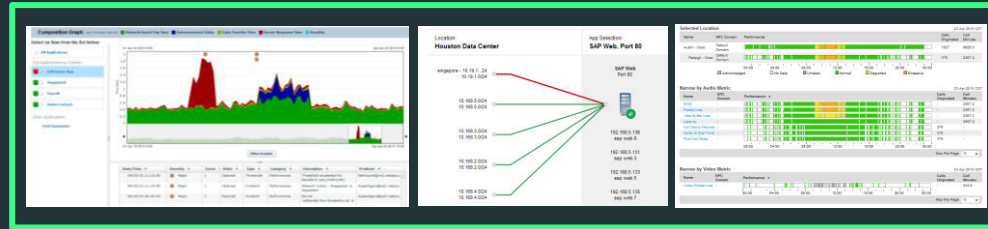
- **Automatically configures** to easily install and eliminate chance of errors
- **Instantly starts learning** what's "normal" in your app environment and **alerts** on abnormal behavior
- **Anomaly Detection process 100,000 multi-variant metrics per 15-second interval in real-time**

Infrastructure Aware APM

Infrastructure and Application Performance are Tightly Coupled

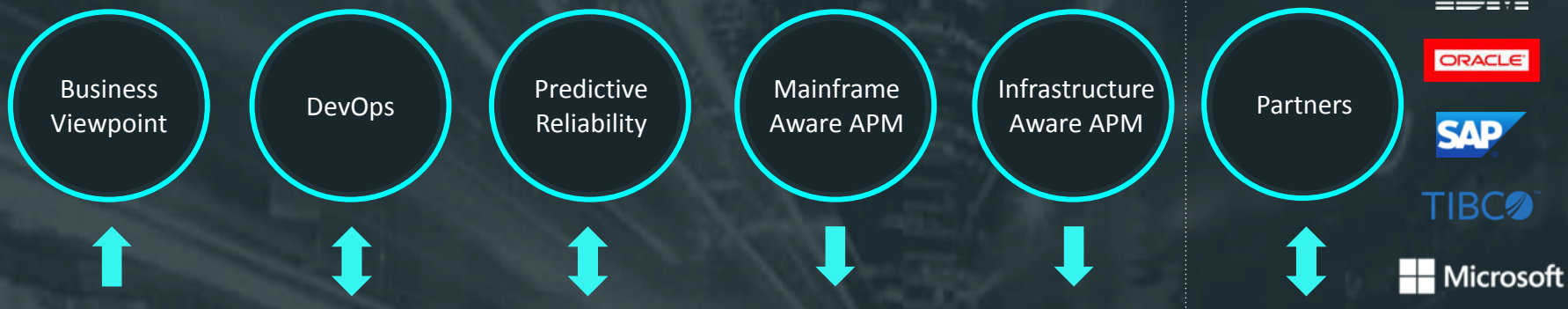


Understand the impact of infrastructure performance on application experience and the impact of application load on infrastructure performance & capacity



- **Performance baseline & threshold** - understands, adjust, and automatically alerts to anything outside of “normal”.
- **Agentless** – Measures end-to-end application response time without impacting the network.
- **Network flow** – understand bandwidth consumption by application and user

Inspire Users With Every App Interaction



CA APM

On-Premise

END-USER EXPERIENCE

App Performance Over the Network and Servers

APPLICATION ROOT CAUSE ANALYSIS

Diagnostics/Root-Cause Analysis/Transaction Tracing/Triage

APPLICATION BEHAVIOR ANALYTICS

IT Operation Analytics Multi-Metric Correlation

SaaS

CLOUD MONITOR

Synthetic Transactions

The Application Economy **Runs On** CA APM

CA DEFINED THE APM MARKET

Enterprise Customers

1,000+

Across the World

APM Market

14 years

Dominance

Patents

80+

Focused on APM Innovation

ACTUAL CUSTOMER USE CASES

A Telco captures

144 Billion

Metrics a Day

Online Tax Company

2.5 Million

Concurrent Customer Sessions

Leading Technology Vendor

25,000

Agents/JVM Deployed

Why They Trust Their **Critical Apps** to CA APM...



Uses CA APM to Safeguard

\$14 Million

transactions each day

"CA APM helps us to ensure the availability of Canada Post's e-shipping services, which is vital for its reputation and revenue generation."

Graeme Gordon
SVP Business Relationship Management



Solution for

Cloud and DevOps

Initiatives

"We use CA APM Cloud Monitor to manage and improve the performance of the cloud applications that we provide to customers."

Lance Neal
IT Ops Excellence Program Manager



Effectively Manage

Their Customer's

Applications

"CA tools give us unprecedented visibility into our customers apps... to capture issues before they become public facing."

Odus Wittenburg
SVP and GM Americas



“CA APM has become an expected part of how we do business ... we wouldn't expect to succeed without it.”

Luke Lofgren

Expert Infrastructure
Architect

acxiom

CA APM Summary – Manage the User Experience in the Application Economy



2 Enterprise Scale

15

Second

Metric Collection

Collect
millions
Metrics/day

Scale to
billions

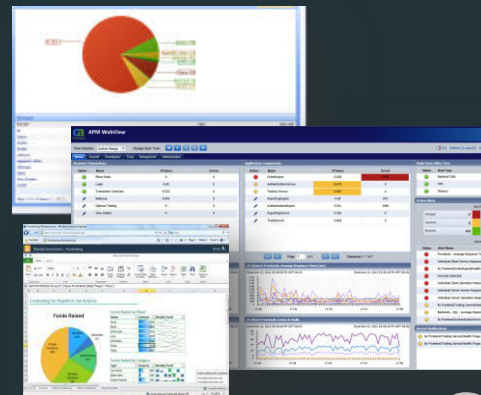
3 Intelligent Analytics

Actionable insight from
the “big data” of APM

- Industry’s **ONLY** Built-In Multi-Metric Analytics
- **Correlate** Application, Infrastructure, and 3rd party data
- Analyze up to **100,000** metrics simultaneously

4 Diverse Customization


Out-of-the-box &
Customizable Dashboards



Questions?

Carl Lloyd
carl.lloyd@ca.com

 @cainc

 slideshare.net/CAinc

 linkedin.com/company/ca-technologies