

# CA Advisor

IT MANAGEMENT NEWSLETTER

CA Wily Application Performance Management Edition

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## Sony Pictures Entertainment Proactively Manages Online Customer Experiences with the CA Wily APM Solution

Sony Pictures Entertainment's (SPE) global operations encompasses motion picture production and distribution, television programming and syndication, home video acquisition and distribution, operation of studio facilities, development of new entertainment technologies and distribution of filmed entertainment in 67 countries worldwide.



Today, SPE has approximately 350 enterprise applications deployed to support their internal business-to-business initiatives and online business-to-consumer needs. Of these applications, about 50 percent are web-based. In 2003, SPE began to realize that they were operating in a reactive mode instead of a proactive mode with regards to application issues. Problem diagnosis consisted of long hours of combing through log files, and they had no idea that there were issues until the user notified them. Erika Pecciotto, Executive Director of Enterprise Technology and Quality at SPE, explained, "At that point, we were behind the eight ball because customers knew that we were having issues."

SPE also realized in order to support their continued revenue and infrastructure growth, they needed to be more proactive in insuring high service levels to both internal users and external services. As Erika noted, "We needed to get a jump on finding and resolving issues before our users' experienced poor performance." SPE also realized that performance and availability issues were having a large effect on their business — particularly revenue. This was the justification that they needed to

begin an initiative of deploying an effective solution for Application Performance Management (APM).

After evaluating multiple solutions from multiple vendors through the proof of concept (POC) process, SPE chose CA Wily Introscope®, a key component of the CA Wily APM solution. As Paul Saivetz, Performance Architect at SPE, explained, "We found that CA Wily Introscope was the tool that provided us with the most detailed information, it was also the easiest to get up and running in a quick manner, and was the most comprehensive solution. We had reservations about the other solutions because of the way they operated and how they were installed. CA Wily Introscope was the best fit at the time, and it still is five years later."

CA Wily Introscope was installed within a few days in the SPE test environment. The SPE Web Deployment and Enterprise QA groups were involved, took notes, followed the process, and quickly took over from there. When asked if CA added value, Erika explained "Absolutely — not only with the deployment, but just in general. Their technical support people are fabulous and still are. We have had a great experience with them over the past five years."

SPE now finds that the data that CA Wily Introscope provides is invaluable. SPE's enterprise infrastructure groups uses it to monitor web application health in production, and their Enterprise QA department uses it for performance tuning and troubleshooting in staging. Application teams use it to better understand their own applications in order to make performance improvements. SPE also sees the value of customizable dashboards because of the ability to create several dashboards that display the same data but presented in different formats

depending on the end-user. Erika explains that a CIO isn't interested in the same level of detail as an application developer, but the same data can be displayed in a relevant format. A CIO may have a traffic signal with green, yellow, and red indicating the status of various transactions or application, whereas a developer would want to understand the specific components behind an alert.

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— Paul Saivetz, Performance Architect,  
Sony Pictures Entertainment

SPE is also realizing the benefits of tuning their applications with CA Wily Introscope. One example is focused on database queries and how they are written. If those queries were written in a loop, they would execute hundreds of times instead of a single query to access the same data. CA Wily Introscope is helping them find these kinds of programming errors and optimize their applications before production. As Paul explains, "So we have optimized applications and improved performance 500 to 1,000 percent by eliminating database query loops. Instead of making 700 calls, we will now make a single large call to access the same data."

In 2007, SPE decided to implement a solution to help improve the online customer experience and manage SLAs involved with their IT infrastructure. After an evaluation, SPE deployed CA Wily Customer Experience Manager (CEM), the other key component of the CA Wily APM solution. Initially, SPE deployed CA Wily CEM with a limited number of pilot applications. Now two years later, SPE has a process for determining which applications will benefit from CA Wily CEM transaction level monitoring. CA Wily CEM is deeply integrated with CA Wily Introscope and provides a comprehensive view into online customer transactions. It also provides the business level metrics to measure SLAs as well as the business impact of poorly performing transactions.

Finally, Erika was asked to summarize SPE's relationship with CA. Her response was extremely positive. Erika explained, "CA is a true partner in working with us to improve the enterprise monitoring and application performance management processes that we have implemented at Sony Pictures Entertainment."