

CA Wily Customer Experience Manager

CA WILY CUSTOMER EXPERIENCE MANAGER (CEM) ALLOWS THE BUSINESS AND IT TO UNDERSTAND AND RESPOND TO THE ONLINE EXPERIENCE OF EACH END-USER, WHETHER THEY ARE EXTERNAL CUSTOMERS, PARTNERS, OR EMPLOYEES. CEM IDENTIFIES AND PRIORITIZES PERFORMANCE PROBLEMS BY ANALYZING INDIVIDUAL END-USER TRANSACTIONS IN REAL-TIME, WHICH ENABLES RAPID PROBLEM DISPATCH TO THE APPROPRIATE TEAM FOR RESOLUTION.

Overview

As online transactions proliferate, key business stakeholders lose visibility into the customer experience, while the responsibility for ensuring successful transactions shifts to IT. To regain visibility and ensure customer success, IT needs real-time monitoring of Web based, end-user transactions.

CEM provides comprehensive visibility that enables IT and the business to understand and respond to the online experience of each end-user, and focus resources on issues that have the greatest business impact.

Benefits

The benefits of real end-user transaction monitoring ultimately result in improved service levels through: rapid problem identification and troubleshooting, accurate SLA reporting, and visibility into variances in the end-user experience.

And since CEM creates a common language based on business transactions, IT and business stakeholders can work collaboratively to achieve the same objectives: superior service delivery, high rates of customer satisfaction, and secure revenue streams.

CA Advantage

CEM is a critical component of CA Wily's industry-leading Application Performance Management solution that enable IT teams to ensure the performance and availability of applications, portals and service-oriented architectures (SOAs).

Because CEM integrates with virtually any tool or process, it helps protect your investment in existing infrastructure management tools and practices thereby helping unify and simplify IT management across the enterprise.



CEM: Real-Time End-User Transaction Visibility and Reporting

For any organization, a key measure of success is how well customers are served. Business processes that enable customers, partners, and employees to complete business transactions successfully are the foundation for success. However, with the transition to web applications, more and more transactions are processed automatically online and business stakeholders can no longer rely on traditional sources—storefronts, customer service agents and sales representatives—to understand what the end-user is really experiencing.

To regain this visibility, leading organizations are turning to Customer Experience Manager (CEM) to provide business managers and IT with visibility into the end-user experience. CEM provides real-time end-user transaction monitoring across applications and infrastructure components. Its ability to monitor business transactions such as “Place Order” or “Pay Bill,” at the business process level with zero overhead enables IT to work collaboratively with business stakeholders and provide immediate and meaningful insight into the nature, severity and business impact.

Detect and Aggregate Transaction Errors and Performance Problems

CEM can detect when an end-user experiences a performance problem or transaction error, whether it's a slow page, partial or missing response, server error, or custom error messages like “Page Unavailable.” Alerts can be generated based on specific errors and thresholds for groups of users, business transactions, or groups of users for a particular business transaction. Once a transaction violates a threshold, CEM will capture that transaction and aggregate similar defective transactions into an incident.

Prioritize Incidents Based on Business Impact

CEM can assign a level of business impact to individual incidents enabling efficient, business-prioritized IT problem solving. The business impact is calculated based on the specific business transaction performed, type of users affected, and the type of problem experienced. Once a certain business impact level is reached, CEM will automatically trigger evidence collection from CA Wily Introscope®, the industry-leading application performance management tool, routers, switches, and other infrastructure components. This evidence snapshot aids problem resolution since it is done immediately and in the context of the user's problems.

Once a predetermined number of users has been impacted or a certain rate of defect has been crossed, CEM can alert the appropriate team member or automatically open a ticket within CA Service Desk or similar incident and problem management solutions.

Quickly Direct Problem Resolution

After receiving the alert or open ticket, CEM's SmartChart can be used to quickly troubleshoot the problem. SmartChart graphically depicts CEM's predictive analysis of the infrastructure tier most likely to have caused the problem based on the number and variability of defects in each tier for each business transaction. If necessary, users can drill-down with one click to further isolate issues based on time spent in the client, network, web server, application server, logic, and backend tiers.

CEM can then present Introscope data about the specific nature of the problem, such as a specific web server, a specific application server process ID, Java method or SQL statement in a unified view that provides the ability to easily drill down directly into Introscope for deep-dive analysis. This ensures IT avoids the "blame game" and the problem is directed to the right team for resolution the first time.

Solve the 3:00AM Problem

CEM includes CA Wily Transaction Generator, a key feature that can generate simulated transactions to check the availability of applications when no one is using them or after an upgrade, both of which usually occur outside normal business hours. With CEM's synthetic transaction generation capability, problems can be identified and fixed before they impact real users during peak hours.

Establish, Track and Report on Service Level Agreements

CEM has the ability to monitor user activities such as login, account summary and buy transactions at the business process level, which enables you to report SLA compliance to executive leadership in a business context. The ability to monitor and capture performance metrics down to the transaction component level makes it possible to accurately measure real end-user experience against Service Level Agreements (SLAs).

Furthermore, CEM can group users based on URL strings or HTTP header attributes such as promotion code, customer type, location, simulated users, etc. This enables CEM to produce SLA reports for each of these groups.

FIGURE A

Built-in scorecards and reports show business process success against Service Level Agreements (SLA).

SLA REPORT BY BUSINESS PROCESS

Business Transaction	Success Rate Status	Success Rate Observed	Success Rate SLA	Average Time Status	Average Time Observed	Average Time SLA
Login Prompt	■	93.260%	95.000%	■	0.213s	8.000s
Patient Info	■	94.327%	95.000%	■	0.120s	8.000s
Visit Summary	■	95.358%	95.000%	■	0.106s	8.000s

In addition to the built-in reports, CEM includes a Web Services API for extracting data in a convenient format that can be consumed by specialized analytical and reporting tools. CEM includes out-of-the-box integration with CA Service Metric Analysis to support tracking and reporting of operational level agreements (OLA) and higher-level business services.

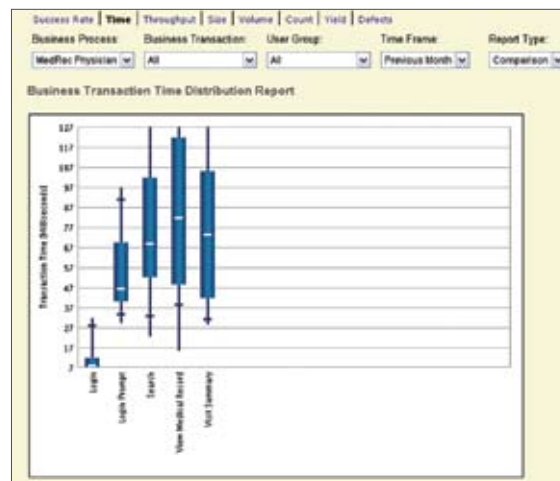
Optimize the Customer Experience

Any analysis of “average performance” metrics ignore outliers and does not give an accurate representation of overall online end-user experience. To solve this problem, CEM graphically shows customer experience data through a percentile distribution graph, or “box whisker,” that provides detailed analysis of transactions within a business process using statistics such as min, max, median and Six Sigma quality metrics such as yield and defects per million transactions. These metrics provide true a representation of the end-user experience and enable you to focus your resources on reducing variance and delivering a consistent online customer experience to customer, partners, and employees.

FIGURE B

CEM displays business transaction time distribution in a “box whisker” format, enabling detailed variance analysis at a glance.

BOX WHISKER GRAPH



How CEM Works

CEM comprises two components:

TRANSACTION IMPACT MONITOR (TIM) The TIM resides in the data center, where it listens to all network traffic and applies business rules to detect defects and anomalies that will impact the customer. The TIM reports real-time and historical information about customers and transactions to the TESS.

TRANSACTION EVENT AND STATISTICS SERVER (TESS) The TESS communicates with one or more TIMS, collecting and centralizing real-time alerts and performance and quality statistics from multiple applications. You can analyze and aggregate this data to create views, reports and scorecards for incident resolution, continuous improvement and executive reporting.

CEM arrives as an appliance that can be quickly deployed in large global enterprises. The following diagram illustrates the solution.

FIGURE C

CEM is implemented in a distributed architecture to support the largest global environments.

CEM DISTRIBUTED ARCHITECTURE

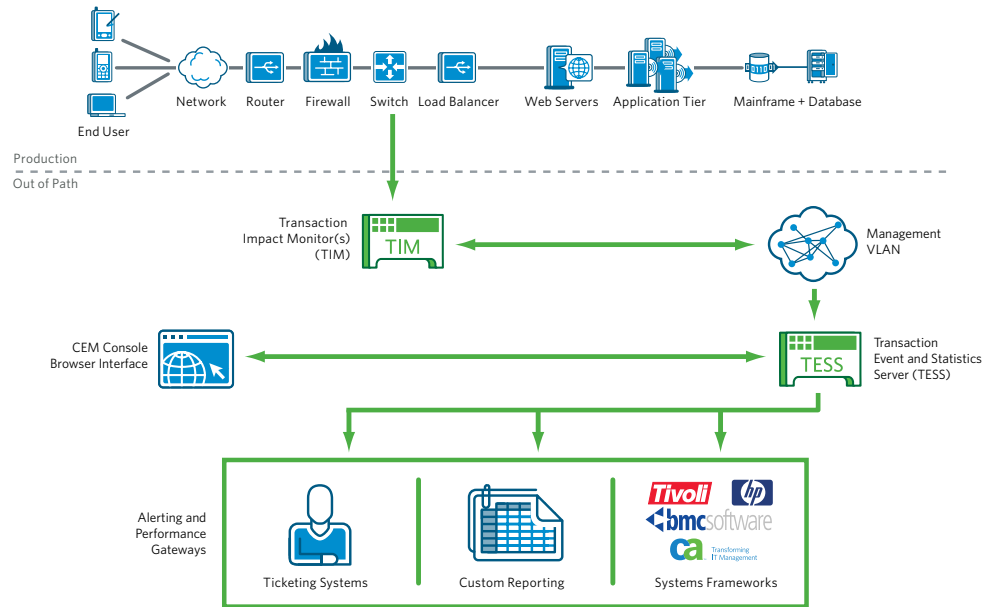


FIGURE D

CEM is implemented in a distributed architecture to support the largest global environments.

CAPABILITY	FUNCTION
Support for Off the-Shelf Web Applications	Works with Web-based applications from leading vendors, including Siebel®, Oracle®, Microsoft® and others.
Support for Custom Web-Based Applications	Works with any Web-based application using HTTP(s), Web Services, or XML, whether built on Java, .NET, mainframe or other technology.
Monitor Transactions at the End-User Level	Understand exactly which end-users were impacted by login Id, user name, and user group affiliation.
Business Impact Analysis	Calculates the business impact of poorly performing transactions, enabling efficient, business-prioritized IT problem solving.
Evidence Collection	Automatically collects evidence from hardware, software, network components and deep diagnostics tools like CA Wily Introscope at the time of an end-user impacting event to facilitate problem analysis.
Capture Page Content	Captures all end-user inputs when a transaction performance or quality problem occurs, supplying critical information for resolving non-infrastructure-related problems.
SLA Management	Generates SLA compliance reports by business process, business transaction, or end-user groups.
IPv6 Support	Support for next generation internet and co-existence of both IPv6 and IPv4. Operates in and monitors IPv6 environments.
FIPS Compliant Data Store	Meets FIPS internal data encryption and data storage requirements
Zero Risk Installation	Installs as a passive network listener and does not introduce latency or overhead into the infrastructure.

CA Advantage

Customer Experience Manager (CEM) provides real-time visibility into customer transactions, enabling you to quickly identify, prioritize and resolve defective transactions or infrastructure problems. This capability ensures that critical web applications align with business goals and deliver consistent value. CEM is one of the tools that can help your organization achieve the CA vision to unify and simplify your management of IT.

The Enterprise IT Management Vision

Maximizing the performance, reliability and efficiency of your overall IT environment means tightly integrating the control and management of additional functions, including operations, storage, life-cycle and services management, and security. CA has a vision for this higher level of management control called Enterprise IT Management. EITM is a dynamic, secure approach that integrates and automates your ability to manage information technology applications, databases, networks, security, storage and systems across the enterprise, maximizing the full potential of each. CA's comprehensive portfolio of modular IT management solutions helps the enterprise unify and simplify IT to better manage risk, costs and service, and ensure that IT meets the business needs of the enterprise.

Add Value with CA Wily Professional Services

CA customers gain a wealth of Application Performance Management (APM) knowledge and experience through the CA Wily Professional Services collaborative, phased APM life cycle approach. Our Professional Services team will help you build an effective, proactive performance management system. We help you assess your requirements, create the design, implement and integrate the solution, and optimize complex processes to deliver quality, value and success. CA Wily Professional Services offers its application performance management expertise to enterprise IT teams in three essential areas: Best Practices, Deployment and Performance.

For more information, visit www.wilytech.com/services/professional.html

Realize Value with CA Wily Education Services

Courses from CA Wily Technology Education Services are specifically designed to transfer our application management expertise directly to your staff, enabling your organization to achieve best-in-class performance and availability management. With a well-trained staff, your organization can minimize application downtime and maximize IT resources. CA Wily Technology Education Services is committed to providing IT professionals with the knowledge and skills necessary to become world-class managers of enterprise web applications.

Next Steps

Customer Experience Manager (CEM) gives your IT organization the ability to identify, prioritize and resolve defective customer transactions or problems. It monitors business transactions in real-time across applications, systems and infrastructure components. The result is applications that are optimized to achieve business goals.

To find out more about how CEM can help you, take advantage of the CEM Proof of Value program, which includes a performance baseline, identification of defects and variance, the cost of incidents to your business and an ROI analysis report.

To find out more about Introscope or other products from CA Wily Technology, email wily-info@ca.com, visit www.wilytech.com, or contact one of our worldwide offices.

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Learn more about how CA Wily Technology can help you transform your business at ca.com/apm

