

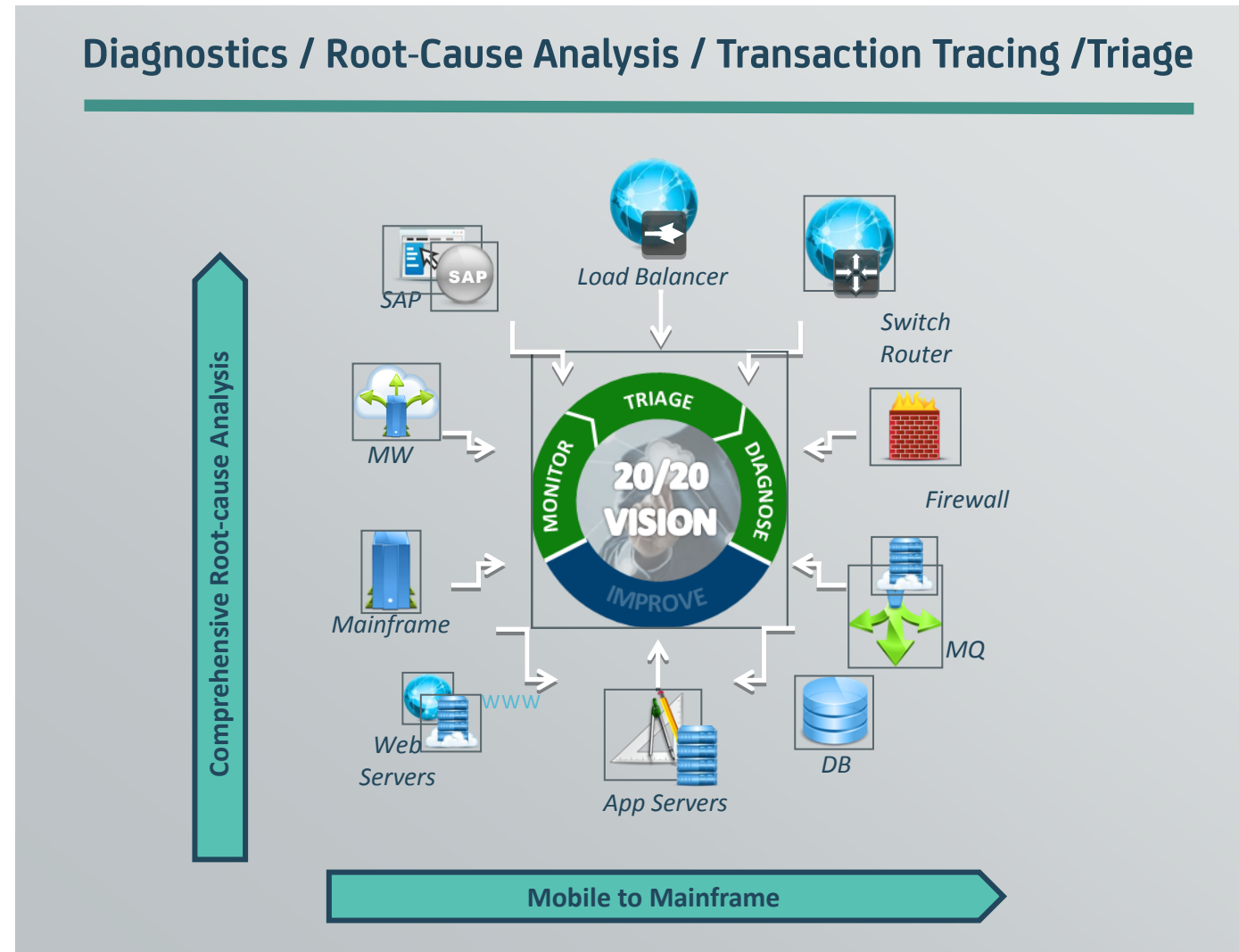
CA Application Performance Solutions Improve Service Quality and Customer Experience



business imperatives

Improve end-user experience

IT must ensure the performance and end-user experience of critical, revenue-generating applications while minimizing downtime as well as finding time to create innovative new services to support business growth. The CA Application Performance Management portfolio helps drive customer satisfaction by limiting the frequency and duration of outages while help IT ensure that its customers are getting the experience they expect and demand. The solution provides end-to-end, real-time visibility into all end-user transactions across the application infrastructure, including physical, virtual, cloud and Mainframe.



business outcomes

- Improve service quality and customer experience
- Reduce frequency of end-user failures and application downtime
- Reduce MTTR of service outages
- Improve performance of revenue generating and productivity applications

Marquee benefits yielding **\$4.9M** per year in savings are detailed on the reverse side of this document in order to show examples of business value achievable through this CA Service Application Performance approach



optimizing critical application performance is a strategy for

accelerating new customer acquisition by gaining end-to-end, real-time visibility of all user transactions across the application, network and infrastructure components by:

- delivering an exceptional end-user experience and improving service quality to meet and accelerate business objectives
- optimizing the performance of critical and revenue-generating services by transforming the way IT manages complexity while simultaneously reducing downtime and costs
- understanding the business impact of poorly performing applications and prioritizing problem resolution based on business context
- demonstrating that IT service levels are properly supporting business objectives



business value estimations

CA Application Performance Management benefits can be quantified per a wide range of benefit scenarios. A selection of these is listed below to show common areas measured.



Business Value Proposition	Business Value Enabler	Specific Measurement	Solution Area	Impact ¹ Range	Key Resources Affected	Average ² Resource Value	Projected ³ Savings /year
Reduced frequency and duration of triage / crisis management calls	Improved visibility into failed application and infrastructure components reducing MTTR	cost reduction in crisis response resource time	Application Performance Management	30 - 40%	crisis management FTEs	4	\$182,000
Improved business services availability for revenue producing customers	Improved management of application infrastructure	revenue loss protection	Application Performance Management	5 - 15%	annual operating revenue touched by IT	\$10,222,004	\$1,022,000
Proactive SLA compliance prediction and management	Increased management insight into SLA compliance	reduction in cost associated with SLA compliance	Application Performance Management	20 - 30%	annual SLA compliance costs	\$390,222	\$97,556
Improved service desk staff productivity	Automation of events, actions, and notifications per ITIL best practices	cost reduction in service desk management resource time	Service Desk Integrations	15 - 35%	service desk FTEs	61	\$1,189,500
Reduction in development, test and QA costs	Automation of unit testing without code writing and improved testing through removal of dependency constraints	cost reduction in development, test and QA resource time	Service Virtualization	20 - 30%	developer, testing, and QA FTEs	52	\$1,690,000
Improved Productivity of IT Capacity Management Planning Staff	Helps identify opportunities for virtualization, and other potential savings through "what-if" scenarios	cost reduction in capacity management resource time	Capacity Assurance	18 - 22%	capacity management FTEs	6	\$156,000
Optimized Hardware and Software Assets due to Improved Server Utilization	The full value of the server investment is realized resulting in cost savings by not having to buy the next physical server	hardware and software expense costs	Capacity Assurance	18 - 22%	servers	483	\$639,573 ⁴

This table focuses on some of the marquee benefits of the **CA Application Performance Management** portfolio. Your CA representative can also share additional and more detailed ROI business case examples for each solution component by engaging the CA Business Value Analytics Team. This team offers complimentary help to CA Technologies customers to develop and analyze a comprehensive set of assumptions and environment specific metrics in order to build customized projective business cases.

- 1 The **Impact Ranges** shown above are estimations derived from the analysis of benchmark data which is a composite of data derived from industry analyst published information, interviews with subject matter experts and experiential data from prior projective analyses.
- 2 The **Average Resource** column shows the calculated mid-point of resource values captured in reference business case analyses by the CA Business Value Analytics Team.
- 3 The **Projected Savings** calculations are based on the product of the midpoints of the Impact and Average Resources to show a single representative potential savings value. The labor rates for all FTEs are assumed to be \$65/hour for a 2,000 hour work year. Please note, the values expressed in this table are not a guarantee of achievable results and will vary depending upon your current infrastructure, people, and processes as well as the appropriate, effective implementation, adoption, and use of the CA solution.
- 4 Calculation uses \$10,000 average cost of server and impact is achieved through physical to virtual consolidation and managing the utilization of the physical servers from 25% to an average of 60% to defer additional server purchases.

