

Cross-Enterprise Application Performance Management Helps Reduce Costs & MTTR, Simplify Management, Improve Service Quality



Average cost of
down-time is
rising¹

Help improve
MTTI* and MTTR**
up to **95%²**

* mean time to isolate

** mean time to repair

Cross-Enterprise Application Performance Management (APM) can be **simply** and **rapidly** deployed, so you can more quickly begin to achieve better performance across all platforms through improved triage capabilities, **24x7 monitoring** and **360-degree visibility** that lets you drill down and isolate the cause of problems.

Business Trends



- Today’s applications are complex, running across your network and a variety of hardware and software technologies. This complexity makes it more difficult to pinpoint the root cause of problems and increases mean time to repair (MTTR), affecting your bottom line.
- Enterprise Management Associates research found that, of the world’s largest companies that have more than 20,000 employees, 70 percent are running mainframe applications and 64 percent have deployed a Service-Oriented Architecture (SOA), Web applications and/or Web Services. In terms of “distributed applications,” more span both distributed and mainframe platforms (73 percent) than traditional “distributed” platforms alone (54 percent).³
- Customers struggle with having a complete end-to-end view of application performance and a real view of end-user experience, especially when the application traverses multiple platforms.
- Overall, a poor performing application leads to loss of staff productivity, customer dissatisfaction, brand damage and lost revenue.

Sample Average Cost of Downtime by Industry

| Business Type | Cost Per Hour of Downtime* |
|----------------------------|----------------------------|
| Brokerage Operation | \$6,450,000 |
| Credit Card Authorizations | \$2,600,000 |
| ATM Fees | \$14,500 |
| Home Catalog Sales | \$90,000 |
| Airline Reservations | \$89,500 |
| Media Event Ticket Sales | \$69,000 |

*Based on study published by Dataquest, Inc. and reported by the Disaster Recovery Institute International (DRII)

Source: <https://www.saic.com/infosec/pdf/contingencyplanning.pdf>



What Will It Cost Your Customer?

A simplified equation for lost revenue due to a system outage can be calculated as follows:

$$\text{Lost Revenue} = \text{Annual Revenue} \times \text{Outage Minutes} \times \text{Impact Percent} \\ (52 \times 60 \times \text{Hours Open/week})$$

³ CA Technologies Bridges Development, Distributed, and Mainframe Silos with Cross-Enterprise Application Performance Management (APM), Enterprise Management Associates, EMA™; Julie Craig; August 2012

Customer Challenges

| | Executive IT CIO, CTO, IT Director | Mid-level Management Enterprise Architecture / Data Center Manager | Power Users Application Teams |
|------------------|---|---|---|
| Challenge | <ul style="list-style-type: none"> Optimize performance of revenue generating applications Reduce IT cost | <ul style="list-style-type: none"> Proactively identify performance issues before business/financial impact Deliver on SLAs | <ul style="list-style-type: none"> Exceptional end-user experience Reduced downtime due to poor performing web applications |
| Value | <ul style="list-style-type: none"> Faster MTTR Improved service quality High ROI | <ul style="list-style-type: none"> Improved collaboration via single view of IT Improved staff productivity Reduced downtime | <ul style="list-style-type: none"> Improved service quality Faster MTTR |

Our Solution

| | | |
|--|---|--|
| <p>For Executives:</p> <ul style="list-style-type: none"> Faster time to value with a simple and rapidly deployed solution. Automatic transaction identification, easy-to-understand triage maps and dynamic instrumentation help simplify administration for non-expert users. A unified view of application and transaction health along with distributed, network and mainframe metrics all provided on a single dashboard in real time. | <p>For Mid-Level Management:</p> <ul style="list-style-type: none"> Automatic transaction identification, easy-to-understand triage maps and dynamic instrumentation help simplify administration for non-expert users. 24x7 by monitoring to identify and isolate performance problems, across all platforms, and delivering deep visibility into the performance of key mainframe resources including z/OS, CICS, TCP/IP, WebSphere MQ, CA Datacom®/DB, IMS and DB2 for z/OS in a single view—empowering customers both in IT and the business units with the data they need to make informed decisions. | <p>For Application Teams:</p> <ul style="list-style-type: none"> End-to-end visibility into the application lifecycle with drill-down capabilities to pinpoint the root cause of a poor performing application. Single pane of glass provides 24x7 monitoring of business transactions for complex application environments by monitoring the real-time performance of mainframe subsystems and provides CA Application Performance Management (CA APM) with this data on a single pane of glass. Drill down into a performance problem, even to the line of code or system query language (SQL), to determine where the problem is and how to resolve it without costly and time consuming triage calls. |
|--|---|--|

Business Impact



- **Large Financial Institution**—US\$21.8 billion financial services company with 115 locations and 4,000 employees. New customer-facing applications are developed on distributed platforms; these applications still require data from the mainframe and drive financial transactions on the mainframe. Traditional application performance solutions do not have visibility into transaction processing on the mainframe. Triage calls are ineffective without a single source of truth when dealing with cross-platform application issues. Saved \$457,380 over a three year period of time through proactive incident detection and rapid triaging. Hybrid application teams now trust each other.
- **Large Healthcare Company**—Customer-facing website was often slow and/or unavailable due to poorly written applications and lack of trust between distributed and mainframe teams when an issue was reported. Unhappy customers and users, unproductive IT staff. Reduced staff time in resolving application performance issues by almost 50 percent and saved approximately 80 percent in staff triage costs to resolve application performance issues. Team quality of life improved by not working overtime on issues.
- **Large Insurance Products and Services Company**—2,500 offices and administers 9 million contracts. Needed to provide high levels of customer service and reduce costs for policy management. Reduced batch processing time by 50 percent by using CA Mainframe Application Tuner (CA MAT) to analyze hundreds of batch programs and pinpoint anomalies affecting their run-time performance.

Customer ROI

| IT Staff Productivity Improvement | Benefit Impact Area | Benefit Impact Range |
|---|---|----------------------|
| Decreased service desk costs for resolution of application performance issues | Improvement of efficiency of response to issues | 20%–30% |
| Improved utilization of application development staff | Reduction of staff time spent addressing performance issues | 47%–52% |

| Reduced IT Spend | Benefit Impact Area | Benefit Impact Range |
|---|------------------------|----------------------|
| Increased availability of processing MIPS through better use of CPU resources | Total MIPS reclamation | 13%–15% |

| Improved Services to End Users | Benefit Impact Area | Benefit Impact Range |
|---|--|----------------------|
| Improved productivity for internal business end users through increased availability and performance of IT infrastructure | Increase in internal end-user productivity | 5%–10% |
| Reduced cost of online transactions | Increase in application availability and performance | 33%–37% |
| Reduced revenue impact through improved business services availability | Revenue protection through improved IT infrastructure availability and performance | 15%–25% |

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 with CA Technologies customers. These values 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 Technologies solution.



CA Technologies can create custom ROI Business Cases upon request to assist our customers in identifying the potential quantifiable value CA solutions can bring to their businesses.

How CA Technologies Can Help

- Comprehensive, integrated portfolio of business-centric solutions for Java, .Net, mainframe, cloud and mobile technology.
- Less resource consumption. Smaller mainframe footprint and overhead for the mainframe connector with the recent improvements to the mainframe data collector code in conjunction with zIIP enablement of the base mainframe component.
- Health metrics with drill-down capability of critical application components on the mainframe: z/OS, USS, TCP/IP, WebSphere MQ, CA Datacom®/DB, IBM CICS, IMS and DB2 for z/OS in a single view—empowering IT and the business with important data to make informed decisions without needing specific skills in other tools or environments.
- Only true end-to-end solution with comprehensive transaction visibility and drill-down capabilities for CICS and IMS transactions to get to the root-cause without needing application or sub-system knowledge.
- Integration with CA MAT samples the poor performing transaction on the mainframe to determine the line of code causing the degradation without significant system overhead in both production and pre-production environments.

What the Analysts Say



CA Technologies Receives Overall Positive Vendor Rating

Gartner,

Gartner–Vendor Rating: CA Technologies, Cameron Haight, 26 March 2014

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¹ Aberdeen Group, February 18, 2012 <http://blogs.aberdeen.com/it-infrastructure/the-cost-of-downtime-is-rising/>

² CA Technologies ROI studies

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