

# CA Application Performance Management MSO



## At a Glance

For your customers, virtually every facet of business success is now in some way contingent upon high-performing applications. Ensuring that users and customers always enjoy an optimized experience is only getting more critical, but today's complex, hybrid IT environments are making it increasingly difficult to track and manage service levels. Now, with the CA Application Performance Management Managed Service Offering, your organization can quickly and efficiently deliver the sophisticated application performance management services that customers urgently need today.

### The Market

For companies competing in today's application economy, application performance has a direct and significant impact on business performance. Application performance management (APM) is therefore emerging as a strategic imperative—and a booming market.

### The Need

Managing APM efforts is challenging for internal IT teams, and continues to get more so as the use of hybrid IT, composite applications and microservices-based platforms continues to grow.

### The Opportunity

By delivering high-value APM services, service providers can address an urgent demand, and position their businesses to capitalize on a rapidly growing market opportunity.

## Why Application Performance Monitoring Matters

### The Performance Imperative in the Application Economy

In today's application economy, enterprises will increasingly be evaluated and valued based on their applications. Virtually every area of business is now powered by applications. Applications support customers across their lifecycle, from marketing to sales to post-sales support. Applications power virtually every critical internal business service.

With this increasing reliance comes increasing exposure. Over the years, application performance issues have been costly. However, the margin for error continues to shrink, and the stakes only grow. In the application economy, poor application performance can erode a business' brand, customer satisfaction, employee productivity, revenues and profits.

In just about every market, the competition continues to intensify, and consumers have an increasingly broad array of options. With millions of mobile applications available, we're in an era of rapid access and adoption, and rapid rejection. Businesses have seconds to deliver a positive experience that's differentiated from the other options available.

Further, expectations for responsiveness continue to get more demanding. Users are accustomed to fast application response, and unwilling to wait when those expectations aren't meant. Even slight delays or sub-par experiences can immediately get a customer to move to the next alternative. For example, 25 percent of users will abandon a Web application after just a three-second delay.<sup>1</sup> Quite simply, in the application economy, the user experience is the new currency. To succeed, businesses need to deliver a winning experience immediately, and every time.

Given all this, it's no surprise that application performance management (APM) is emerging as such a significant area of focus, investment and growth. In fact, in the coming years, the APM market is expected to see a compound annual growth rate of almost 13 percent and reach US\$ 4.98 billion by 2019.<sup>2</sup>

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**“The APM Market is expected to reach US\$ 4.98 billion by 2019”**

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## The APM Opportunity

APM represents an approach for monitoring, diagnosing and optimizing application performance. With effective APM capabilities, enterprises can realize the following objectives:

- **Optimize performance.** With APM, organizations can begin to accurately understand application performance and the end-user experience. Further, they can leverage these insights to spot anomalies sooner, preempt issues before users are affected and ultimately optimize the user experience.
- **Enable DevOps.** In the application economy, businesses have to accelerate the delivery of innovative applications. For example, one study found 94 percent of respondents felt pressure to launch new applications.<sup>3</sup> To address this demand, organizations are increasingly turning to DevOps approaches. Through strong APM capabilities, development and operations teams can gain the vital visibility they need to effectively leverage DevOps. Through APM, businesses can establish a common performance language for production and preproduction application environments. In addition, APM enables organizations to start performance testing earlier in the application lifecycle, so they can fix problems sooner, improve quality and reduce issues in production.
- **Fuel innovation.** Through strong APM capabilities, business leadership can gain improved intelligence on customer interactions, and leverage these insights to fuel improved services and customer loyalty. With APM, businesses can ultimately accelerate their delivery of new, innovative applications, which is essential to providing enhanced services and value in the application economy.

## The APM Challenges

For enterprises, the stakes for application performance are high. However, getting an accurate understanding of service levels—let alone optimizing the user experience—is a significant challenge in many organizations. Following is just a sampling of the issues that make APM difficult:

- **Complex IT ecosystems.** Today's applications rely on an IT environment that is complex and dynamic, with hybrid services, composite applications, distributed systems and more all increasingly common. If an end user experiences an issue or lagging performance, the cause could be due to a failure in an on-premises server or system, a virtualized service or a cloud-based service, which makes pinpointing issues and addressing them difficult.

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### “94 percent of respondents felt pressure to launch new applications”

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- **Massive event volumes.** Across today's hybrid IT environments, a massive volume of event data may be generated, making it difficult to sift through disparate reports, spot and track trends and prioritize efforts. Further, these challenges only grow more difficult as the number of users, applications and devices continue to come online in an enterprise.
- **Complex, micro-services application development.** In spite of their many advantages, new development platforms based on microservices architectures, such as Docker containers, Node.js and Cloud Foundry, add a significant layer of complexity in tracking and tuning application performance.
- **Myriad toolsets.** Different APM tools may need to be procured, deployed and maintained in order to support different application types.

- **Isolated visibility.** Too often, administrators have to manually sift through disparate tools and reports and engage in lengthy “war-room” meetings with different teams to determine where the cause of an issue is originating. These realities ultimately mean that staff is inefficient, outages take too long to fix, the end user experience is compromised and business performance suffers.
- **Lack of internal expertise.** For most organizations, acquiring the internal expertise required to establish and maintain sophisticated APM capabilities is a challenge. Further, technological advances and innovations continue to come at a faster pace, which makes it difficult for internal staff to keep up, especially given the breadth of responsibilities they have to contend with.

## Monetizing APM Services: The Requirements and Value

Today, there's a massive and urgent demand for specialized APM services within your markets, which presents a compelling opportunity for your business. By delivering high-value APM services, your organization can meet a significant market demand, and realize substantive business growth.

To deliver advanced APM services that fuel real value and real profits, service providers need to offer the following compelling capabilities to clients:

- **Monitor the applications that matter most.** Within your markets, your customers' most critical applications may now be mobile, Web or modern microservices-based and they may be running on physical, virtual, mainframe, cloud or mobile environments, or any combination thereof. To set the stage for maximum service adoption, it is important to deliver APM capabilities that can address all these environments and application types.
- **Accommodate massive scale.** To realize long-term success with their APM offerings,

service providers must be able to monitor massive event volumes associated with complex, hybrid IT environments and large user bases.

- **Proactively manage service levels.** It is vital for service providers to leverage in-depth user-response monitoring, so they can objectively track service levels, optimize performance and do fast, intelligent analysis and issue remediation. Service providers must deliver the timely insights and trending information needed to preempt issues before end users are affected.
- **Deliver intelligent visibility.** Service providers should deliver on-demand, automated views and analytics that can easily be tailored to specific user roles, locations, business units, operating systems and more. Provide intuitive dashboards that make it faster and easier to monitor, triage and diagnose application performance issues. This is vital to ensuring that both internal staff and customer personnel can gain maximum insights from APM.
- **Maximize efficiency.** To realize optimal customer service and maximum margins, service providers need to establish central consoles and automated workflows. For example, they should harness automated topology creation to establish current, trusted views of dynamic environments. With these capabilities, service providers can speed and streamline monitoring implementation and ongoing operation. Through advanced automation and intelligent notifications, service providers can help identify complex emerging performance issues and reduce guesswork.
- **Facilitate DevOps collaboration.** In the application economy, it is vital to provide the unified visibility and common performance metrics that fuel enhanced collaboration among development and operations staff. This standardized visibility is critical to enabling faster application development, delivery and innovation. By

enabling testing earlier in the application lifecycle, service providers can help customers address issues sooner and optimize performance.

With these capabilities, service providers can deliver the following benefits to customers:

- **Realize fast time to value.** Help your customers start leveraging sophisticated APM capabilities fast, so they can quickly harness the benefits of APM in their applications and business. By relying on your services, customers can avoid the laborious, multi-month effort of setting up APM capabilities internally. They can get started more quickly and leverage an optimized implementation on day one.
- **Improve service levels.** Customers gain the insights they need to reduce downtime, enhance performance and optimize their users' and customers' experience. Your customers gain the peace of mind that comes with predictable, reliable service levels and dedicated, 24x7x365 support.
- **Enhance products and services.** Equip customers with the intelligence they need to deliver applications faster, and to respond more quickly and effectively to changing business requirements.
- **Strengthen staff's strategic focus.** Help your customers' internal teams to offload all the effort associated with managing monitoring implementation, maintenance and reporting—so they can focus on innovating applications and other strategic efforts. By leveraging advanced APM services, the customer's internal staff doesn't have to manage tool or vendor selection, procure or host APM software or handle ongoing tool maintenance.
- **Boost cost efficiency and predictability.** By employing your APM services, your customers can leverage monitoring services as an ongoing operational expense versus capital investments, and so gain increased budgetary predictability. Customers eliminate the up-front and ongoing cost of

procuring, implementing, supporting and hosting an APM platform internally.

## How CA Application Performance Management MSO Benefits Your Business

Now you can harness the tools and resources your organization needs to deliver high-value, differentiated and profitable APM services—with the CA Application Performance Management (CA APM) Managed Service Offering (MSO). The CA APM MSO is a complete, packaged bundle that provides the products, sales playbook and presentation, marketing guide, white label collateral and business enablement resources you need. Put these resources to work, and your organization can:

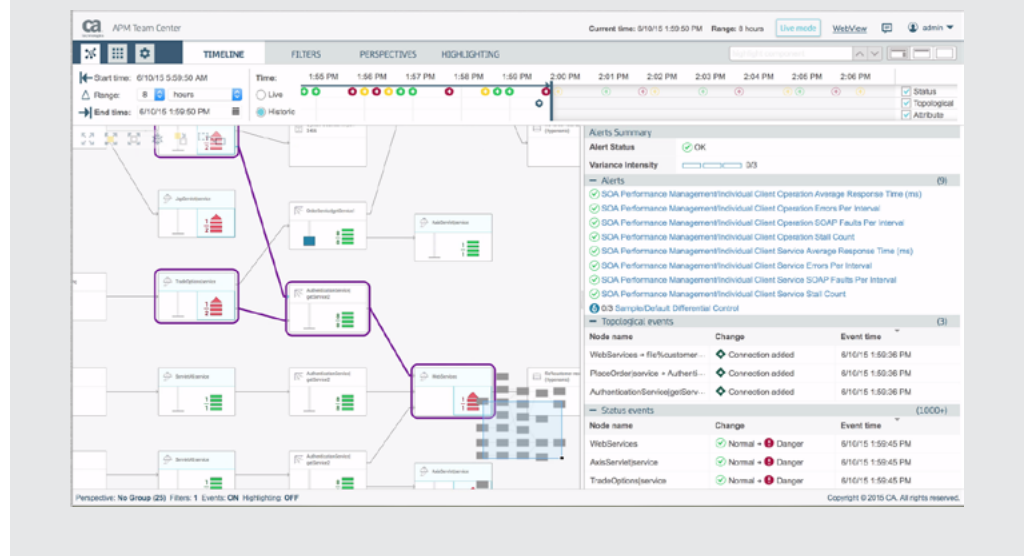
- **Increase revenues.** By delivering APM services, you'll address an urgent and growing demand in your markets. Capitalize on the capabilities and resources of CA APM MSO to quickly and efficiently bring new APM services online. Take advantage of more cross-sell and up-sell opportunities within your existing accounts, and win bigger, more complex and more profitable deals with new clients.
- **Evolve more rapidly.** CA APM provides the capabilities required to help you more rapidly adapt to new challenges and opportunities, and evolve your offerings so you can continue to deliver maximum customer value—and stay ahead of the commoditization curve.
- **Strengthen account control.** Through this offering, you'll gain the ability to deliver more strategic, comprehensive services that offer more business-level benefits. Consequently, your customers will grow more loyal to your business.
- **Enhance margins.** CA APM offers the centralization, automation and sophistication that will help your operations team boost efficiency, scalability and profits.

## Powered by CA Application Performance Management

This MSO is powered by CA APM, an advanced, comprehensive solution for tracking, managing and optimizing application performance. CA APM offers a number of differentiated features that can help set the stage for high-value APM services and long-term offering success:

- Establish fast, efficient operations.** CA APM offers a range of capabilities that help streamline APM implementations and ongoing operation. The solution features automated topology creation and visualization and automated transaction traces. It also provides intelligent diagnostics that can automatically trigger notifications when events arise that may point to an emerging issue. The solution offers simple, unified management of thousands of agents via an intuitive console.
- Leverage broad coverage of customer environments.** With CA APM, your organization can serve a wide range of customer applications and environments. The solution offers support for applications running in physical, virtual, cloud, mainframe and mobile environments. CA APM can monitor applications based on Java, .Net, PHP, Node.js, MongoDB, Docker, Cloud Foundry and many other languages and platforms. Through its integration with CA Mobile App Analytics, CA APM offers full visibility across the end-to-end mobile application infrastructure. In addition, the solution offers the event collection scalability that enables you to support the demands of large enterprise environments.

APM Team Center speeds the triage process through its customizable relationship view and timeline of changes that preceded a performance issue.



- Deliver sophisticated visibility.** The reports and dashboards your business provides can be the most tangible representation of your business to your customers. With CA APM you can offer intuitive, powerful visibility that helps you deliver maximum APM value—and most effectively demonstrate that value to customers. The solution features smart instrumentation that automatically collects deep diagnostic data when a problem occurs, so users don't have to recreate the issue.
- Provide in-depth user-response monitoring.** CA APM can monitor end-user response through the automated execution of synthetic transactions. The solution offers support for complex, multi-step transactions—even across heterogeneous transaction tiers. So, for example, you can define trace profiles that follow a transaction from Java to .Net, or vice versa. With CA APM, you can leverage the

capabilities you need to support your customers' complex, modern application environments.

- Facilitate DevOps collaboration.** With CA APM, your organization can facilitate the collaboration and continuous feedback that are essential to your customers' DevOps success. You can use CA APM to gain in-depth visibility into compiled application code in both development and production environments. CA APM helps you provide your customers' development and operations teams with consistent performance data, so they can better ensure optimal availability and service levels when new code is put into production.

## For More Information

Visit the service providers page at [ca.com/sp](http://ca.com/sp) to learn more about how CA is helping its service provider partners boost business results.

CA Technologies (NASDAQ: CA) creates software that fuels transformation for companies and enables them to seize the opportunities of the application economy. Software is at the heart of every business, in every industry. From planning to development to management and security, CA is working with companies worldwide to change the way we live, transact and communicate—across mobile, private and public cloud, distributed and mainframe environments. Learn more at [ca.com](http://ca.com).

1 Aberdeen, "Reaching the Top of the Web Performance Mountain," May 20, 2013, URL <http://aberdeen.com/research/8491/ai-web-performance-management/content.aspx>

2 Markets and Markets, "Application Performance Management Market by Platform (Software and Services), by Deployment Mode, by Access type, & by User Type - Global Forecast to 2019," ID: 3066589, December 2014

3 CA, with Vanson Bourne, "How to Survive and Thrive in the Application Economy," URL: <http://www.ca.com/us/~media/Files/whitepapers/how-to-survive-and-thrive-in-the-application-economy.pdf>