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How Can I Gain Global Visibility Into User Experience and Help Provide 24/7 App Performance?

CA App Synthetic Monitor uses synthetic transaction monitoring to provide true outside-in visibility into application performance and customer experience across cloud, mobile and Web applications. This SaaS-based solution offers a proactive way to identify issues and resolve them before they affect your users, so you can be more confident that you consistently deliver high service levels and an exceptional end-user experience around the clock and around the globe.

Executive Summary

Challenge

In today's application-driven economy, IT organizations are under tremendous pressure to deliver more services at a faster rate, all while providing a flawless end-user experience. Complex composite applications that span physical, virtual, hybrid-cloud and legacy environments make it difficult for IT organizations to understand and deliver the flawless experience end users demand. And in today's world of social media, news of any missteps can go viral in minutes, jeopardizing revenue and tarnishing your brand image.

Opportunity

CA App Synthetic Monitor is a **synthetic monitoring** solution that helps organizations understand the end-user transaction experience and application performance from the outside in. It can serve as your primary performance solution for customer-facing applications or supplement a more comprehensive solution as a first line of warning of a potential problem. It can help you monitor and manage service level agreements (SLAs) with service providers to give you a comprehensive picture of overall service delivery, as well as provide deeper insight into the performance of SaaS applications, all to make sure issues are identified and resolved quickly, allowing you to provide an exceptional user experience.

Benefits

Always-on synthetic transaction monitoring helps provide application availability 24/7, alerting you to potential problems before they impact your customer. With a SaaS-based solution, you can be up and monitoring in no time, gaining end-to-end transaction response-time visibility into cloud, mobile and Web applications. CA App Synthetic Monitor is a flexible, cost-effective, easy-to-use and fast-to-implement solution that helps you understand the health and availability of key applications and track global and local end-user experience. CA App Synthetic Monitor is also easy to integrate with a full-featured CA Application Performance Management (CA APM) solution, providing a comprehensive and flexible option to manage cloud, mobile and Web applications within a single solution set.

SECTION 1: APP COMPLEXITY, SAAS ADOPTION AND END-USER EXPERIENCE

The Challenges of Complex Applications, the Shift to SaaS and High User Expectations

Growing demand to deliver new business services faster and provide a flawless end-user experience, combined with increasingly complex private, public and hybrid-cloud environments, is driving the need for application monitoring solutions. At the same time, pressure to lower costs is compelling IT organizations to employ flexible, SaaS-based proactive monitoring solutions that are easy to buy and use, are up and running quickly, and provide a simple and cost-effective way to understand application performance in any environment.

End-user expectations

Users expect instant response and do not accept transaction delays or failures. If application performance falls below what users view as acceptable, they will move on to an alternative solution, translating into lost customers and revenue. For every business, protecting optimal end-user experience means protecting and building the brand and reputation—regardless of the criticality of the application. The growing demand to provide flawless end-user experience, along with the combined pressure to optimize costs, makes the flexibility of SaaS-based monitoring solutions compelling.

Application complexity

Both cloud and traditional applications are rapidly becoming more complex. As applications become increasingly critical to achieving business objectives, organizations are relying more on Web 2.0 applications, cloud services and third-party delivery of functionality and content to enhance user experience, accelerate time to market and manage costs. This trend has resulted in applications that are "assembled" rather than "coded," and it introduces new complexities and visibility challenges for managing browser-integrated applications and cloud applications that are often not even under the organization's control.

Proof of SaaS and MSP SLAs

As more organizations take advantage of the efficiencies that SaaS-based solutions provide, they still need independent visibility into end-user experience and service delivery to ensure that vendors are meeting service delivery commitments and business objectives. Large corporate enterprises, government agencies and service providers rely on a wide variety of Web and non-Web applications to deliver business services. The performance of these applications can have a direct impact on revenue, customer satisfaction and retention, reputation and internal employee productivity. The dynamics and complexity of these applications makes management, problem identification and resolution costly and time consuming.

A research study has shown that 90 percent of all organizations today either have apps running in the cloud or are planning to use cloud apps.

IDG Enterprise, 2016 Cloud Computing Survey

SECTION 2: MAXIMIZE APP PERFORMANCE AND UPTIME

Proactively Monitor App Performance with Always-on Synthetic Transaction Monitoring

Understanding Web and mobile app performance starts with the end user, regardless of how and when they are accessing the application. CA App Synthetic Monitor allows you to proactively monitor your customer's app experience with synthetic transaction monitoring to give you up-to-the minute insight into performance, even when there are no users on the system. Transaction monitoring lets you see how your customers experience your site when they interact with it from different locations around the world. Transaction monitoring scripts can be used to identify a wide variety of possible issues, from slow page response times to monitoring the behavior of forms such as login pages and shopping carts.

CA App Synthetic Monitor delivers comprehensive and geocentric coverage by replicating real-user transactions from 95 monitoring stations across six continents, 48 countries, over 93 cities and in 15 different time zones, providing up-to-the-minute insight into end-user experience. The ability to test application availability and performance from multiple geographic locations can help isolate problems to a specific geographic region or internet service provider (ISP). In addition, optional on-premises monitoring stations (OPMS) offer the same monitoring functionality from within the firewall. This enables monitoring within your data center to provide for the availability of business-critical applications you run on-premises or key productivity applications, like SAP, that need to be extremely reliable for your employees and partners.

95 monitoring stations across six continents and 48 countries.

FIGURE A.

Global Monitoring
Stations

"CA App Synthetic Monitor has provided insight into application performance that wasn't there before. It has cut hours off of the time it took developers to identify issues."

–Operations Manager, Medium Enterprise Professional Services Company

Source: TechValidate, TVID: F64-BDA-131

SECTION 3: PROVIDES FOR APPLICATION PERFORMANCE

Deliver an Exceptional End-User Experience

CA App Synthetic Monitor helps you gain full outside-in visibility into your sites or applications so you can deliver the outstanding experience that end-users have come to expect and demand. With synthetic transaction monitoring, you can proactively provide for the performance of cloud, mobile and Web applications around the clock and around the world. As an always-on solution, CA App Synthetic Monitor can alert you to issues even at times when there is no real-user traffic, so you can resolve the issues before customers are affected.

Along with facilitating an exceptional end-user experience, CA App Synthetic Monitor provides the ability to publish application status and reporting for more effective communication with key stakeholders and helps you to meet and report on agreed SLAs. It can also be integrated into a full APM solution, helping make application rollouts and updates fast and seamless.

> "With CA App Synthetic Monitor, we have visibility of application availability before users are affected."
>
> –Frank Fommelt, IT professional, DakoServ
>
> Source: TechValidate, TVID: 5C9-8A7-632

CA App Synthetic Monitor uniquely provides:

Synthetic transaction monitoring

Through a global infrastructure of more than 95 monitoring stations in over 48 countries, CA App Synthetic Monitor replicates real-user transactions to provide rich, up-to-the-minute insight into cloud and traditional Web application performance, enabling customers to more quickly identify and resolve performance issues and proactively manage the end-user experience around the world, even when there are no users on the system.

Cloud application monitoring

CA App Synthetic Monitor measures transaction performance to understand how end-users experience cloud applications when they interact with them from different locations. This enables organizations to isolate incidents more quickly, anticipate and avoid problems before they impact end users, pinpoint geographic issues and manage transaction performance proactively.

Cloud services and API monitoring

CA App Synthetic Monitor checks the availability and performance of key Web services (including services delivered by third parties) and APIs to proactively identify issues and provide for consistently high service delivery levels of cloud-based applications.

Public status (health) page

CA App Synthetic Monitor makes it easy to communicate application availability information to key stakeholders (users, developers, management) through a public status page that is simple to customize and use. Application status information is updated automatically, and organizations can communicate through a RSS feed, which is pushed directly to the public status page.

Root-cause analysis

CA App Synthetic Monitor automatically triggers a root-cause problem diagnosis capability when it detects a performance problem to help organizations reduce mean time to repair (MTTR) and restore service before users are affected. Root-cause diagnosis capabilities provide deep insight and detailed analyses of trace route, HTML source code and DNS host names to accelerate problem resolution.
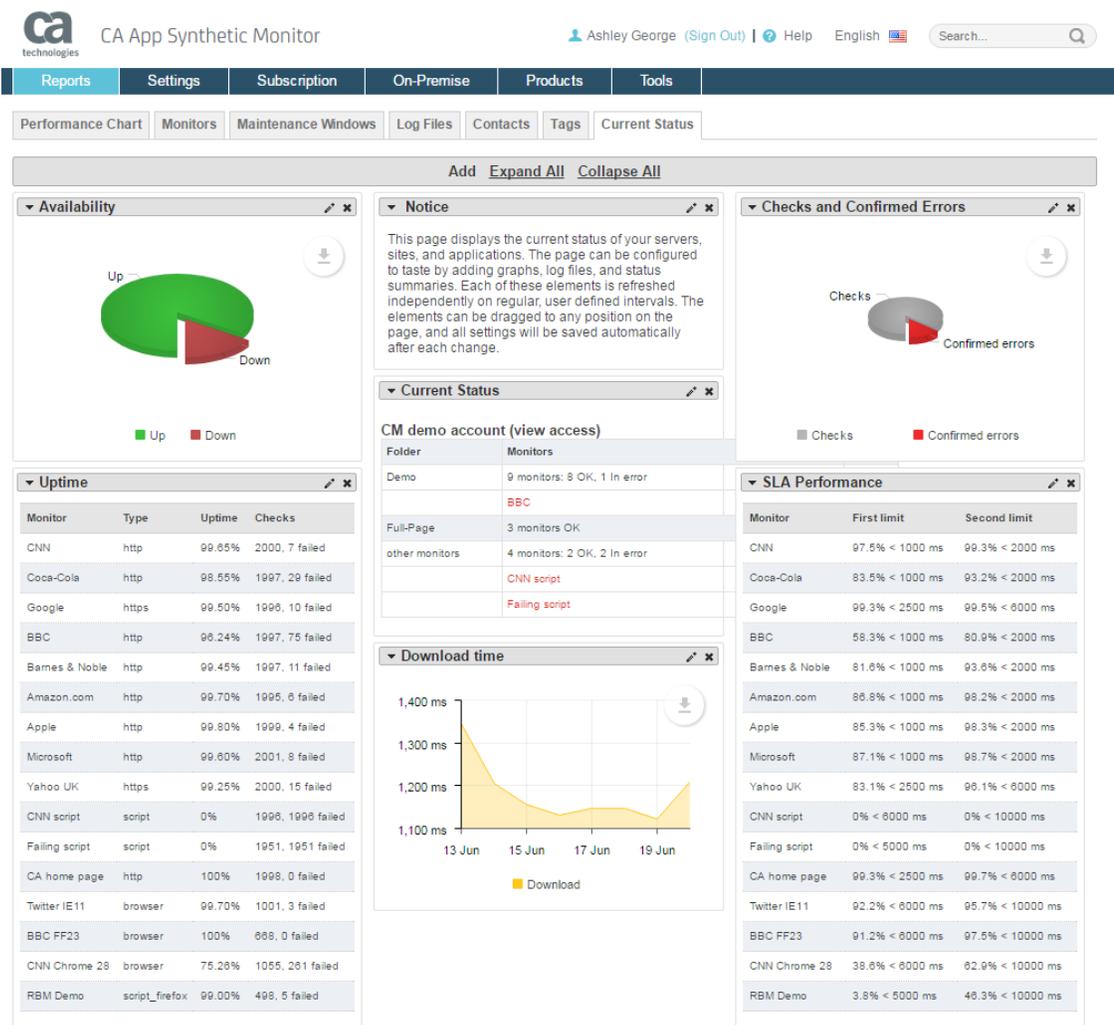
Real-time alerts

When problems and bottlenecks occur, CA App Synthetic Monitor immediately sends an alert notification for fast problem triage and diagnosis. Alert triggers and notifications can be customized through the easy-to-use management console.

Performance dashboard

CA App Synthetic Monitor makes it fast and easy to track cloud application performance through an intuitive and fully customizable performance dashboard. On a single screen, organizations gain an up-to-the-minute view of current tests and historical availability and performance data.

Gain a complete, up-to-the-minute view of performance and availability on a single screen.

FIGURE B.

Customizable Performance Dashboar

Real browser monitor

This add-on option for CA App Synthetic Monitor makes it easy for users to record real-user interactions, save them as a script, send the script to the CA App Synthetic Monitor dashboard and have it run to monitor their website. Customers download the real browser monitor recorder, navigate to their website, select a button to start recording, and then record a transaction script by simply browsing as they normally would on the website, going through the actions they want to monitor. When the browsing session is completed, the push of a button stops recording, saves the session as a transaction script and sends the script to the CA App Synthetic Monitor dashboard.

Full-page monitoring

Synthetic monitoring technology uses real browsers to accurately measure application performance and help ensure that applications are delivering the best possible end-user experience. Designed to meet the needs of today's Web 2.0 technologies, CA App Synthetic Monitor checks the multiple connections and sources that are part of today's complex applications to accurately report on real end-user site experience, pinpoint failing components and bottlenecks quickly and resolve problems before users experience delays.

On premise monitoring stations

CA App Synthetic Monitor offers add-on on premise monitoring stations (OPMS). This enables monitoring within your data center to provide for the availability of business-critical applications you run on-premises or key productivity applications, like SAP, that need to be extremely reliable for your employees and partners to access.

Integration with CA Application Performance Management

CA App Synthetic Monitor integrates with CA APM to provide even deeper visibility into end-to-end transaction performance regardless of where applications are running—in the data center, outside the firewall, in the cloud or from an MSP.

SECTION 4: GET STARTED WITH CA APP SYNTHETIC MONITOR

Next Steps

CA App Synthetic Monitor is an easy to use and quick to implement SaaS solution that provides insight into the end-user experience of applications across Web, mobile and cloud applications through synthetic transactions. You can be up and running with CA App Synthetic Monitor in just minutes. Get started today by downloading the **30-day free trial**.

To learn more about CA App Synthetic Monitor visit **ca.com/asm**

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