

APM: The Key to EITM Success

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Executive Summary

Challenge

In today's economy, aligning IT with the business is the first step in maintaining a competitive advantage. However, IT must also be a strategic partner by generating value, driving innovation and improving bottom-line revenue. While web-based services have become an integral part of revenue generation in the majority of companies, most corporations do not have the deep, end-to-end visibility into their business-critical, revenue-generating application infrastructure. In addition, more and more IT organizations are required to meet service-level agreements (SLAs), achieve business goals and improve customer experience.

Opportunity

To become a strategic partner in the business, IT must shift from a support function to a source of innovation. Businesses today depend on IT for competitive advantage. To this end, many organizations are turning to EITM (Enterprise IT Management) to enable this strategic shift. To ensure the success of EITM implementations, companies should deploy a comprehensive Application Performance Management (APM) solution, giving them a complete, end-to-end transactional view of the performance of their customer-facing, revenue-generating applications, so they can guarantee a positive customer experience and protect — and even grow — revenue.

Benefits

By implementing APM within an EITM infrastructure, organizations can improve revenue and increase customer satisfaction by delivering better, more reliable online services and by developing innovative, new services to meet emerging customer requirements. APM and EITM together can help companies align IT with the business to improve competitive advantage, improve the customer experience and application reliability to increase brand loyalty and customer confidence. They also can benefit from understanding the business impact of slow or failed transactions and ensure that transactional issues are prioritized and resolved quickly.



Aligning IT with the Business is Critical to Competitive Advantage

IT Must Generate Value, Drive Innovation and Improve Bottom-Line Revenue

In today's volatile economy, running a streamlined, efficient IT organization that is aligned with the business is just the first step in maintaining a competitive advantage. To be a true strategic partner in the business, IT must also generate value, drive innovation and improve the bottom line.

How can IT do this? By delivering automated and integrated services that meet business requirements in a high-quality manner. By measuring service quality and optimizing the IT infrastructure to continuously improve the services it provides and reduce their costs. And by quickly detecting and repairing any issues with these services before they impact users — and the customer experience.

Businesses Need End-to-End Visibility into Applications

Most companies have leveraged the web to offer a wide variety of services to their customers. In fact, web-based services — such as e-commerce, self-service support and even training and education — have become so prevalent that customers aren't merely happy to have web-based access to check bank and other account balances, make purchases or take training classes — they expect it. Simply put, web-based services have become an integral part of generating revenue, improving customer satisfaction and staying ahead of the competition.

However, most companies do not have the deep, end-to-end visibility into their critical, revenue-driving applications to meet SLAs, achieve business goals, and improve the user experience. Why? Because today's popular, web-based applications, especially those based on composite applications and emerging technology platforms, are highly complex and have multiple points of failure. It's not easy to monitor the performance of and pinpoint problems within these complicated, heterogeneous and interconnected applications and services.

Monitoring Performance and Reliability is Crucial

Applications today cross functional areas, such as operations, finance, marketing, sales and manufacturing. Adding to the complexity, they also rely on disparate legacy and back-end systems, custom and packaged applications and web services. Yet, the more complicated these composite applications become, the more companies must diligently monitor their performance and reliability to protect and improve revenue streams — and deliver a consistently positive experience that drives customer loyalty.



IT Must Shift from Support Function to Source of Innovation

For years, IT has been a necessary support function, automating manual activities to enable better business practices. But now, this is changing — and changing at lightning speed. IT is no longer simply supporting the business; rather, the business depends on IT for competitive advantage and as a source of innovation.

EITM Helps Unify and Simplify IT Management

As it becomes increasingly important to align IT with business requirements in order to remain competitive, many leading-edge organizations are turning to EITM to support this strategic shift. EITM unifies IT and simplifies IT management to maximize value to IT and the business, enabling companies to focus on innovation and generating revenue rather than maintaining applications and simply keeping the lights on.

By integrating and automating IT within and across the enterprise using EITM, businesses can gain a complete, 360-degree view into the technology, assets, people, projects and processes supporting any given service, and the relationships among these components. This approach, based on a common, integrated, automated and secure platform, gives companies the insight they need to:

- Manage IT services to ensure they are directly in line with business priorities. Prioritize the most business-critical services over less important ones so service quality is never compromised.
- Make the most efficient use of assets and resources with insight into the relationships and interdependencies between IT assets and the services they support.
- Manage the identity and entitlements of users from a services perspective. Ensure that any technology asset or IT staffer involved in supporting a given service has the appropriate, secure access they require.
- Gain insight into the demand consumption, quality, costs and risks associated with all of the services they provide to guide investment decisions.

APM Gives Companies the Insight they Need to Ensure Customer Satisfaction

While EITM includes a range of solutions that help companies govern, manage and secure the services IT delivers across the enterprise, no solution is more important to realizing the EITM vision than APM. Why? Because APM gives companies a deep, end-to-end transactional view of the performance of their customer-facing applications — whether packaged, custom-built, web-based or composite — so they can ensure a positive experience for each customer and drive revenue. APM enables companies to:



- **UNDERSTAND THE USER EXPERIENCE AND MEASURE SLAS.** As the number and complexity of online services increases, understanding and improving service delivery as well as the customer experience becomes more difficult. How can a business ensure spikes in online traffic do not cause transactions or the application infrastructure to fail? If an application relies on integration with a partner's or supplier's application, how does the company know if the partner is ensuring the reliability of their application? And if a business has signed agreements with customers at agreed-upon service levels, how does the company know if it is meeting those commitments?

APM helps companies maintain the highest performance and availability levels for all mission-critical applications, thereby guaranteeing a positive user experience. With the ability to measure how well their customers are being served by their web applications, organizations can improve customer satisfaction, enhance their company's reputation and grow revenue.

In addition, APM helps organizations set and measure SLAs on the business processes that are most critical to the company and proactively monitor them 24 hours a day, 7 days a week to evaluate transaction success and report results on a consistent basis. By ensuring effective business processes, companies can deliver consistently superior services that are aligned with business goals.

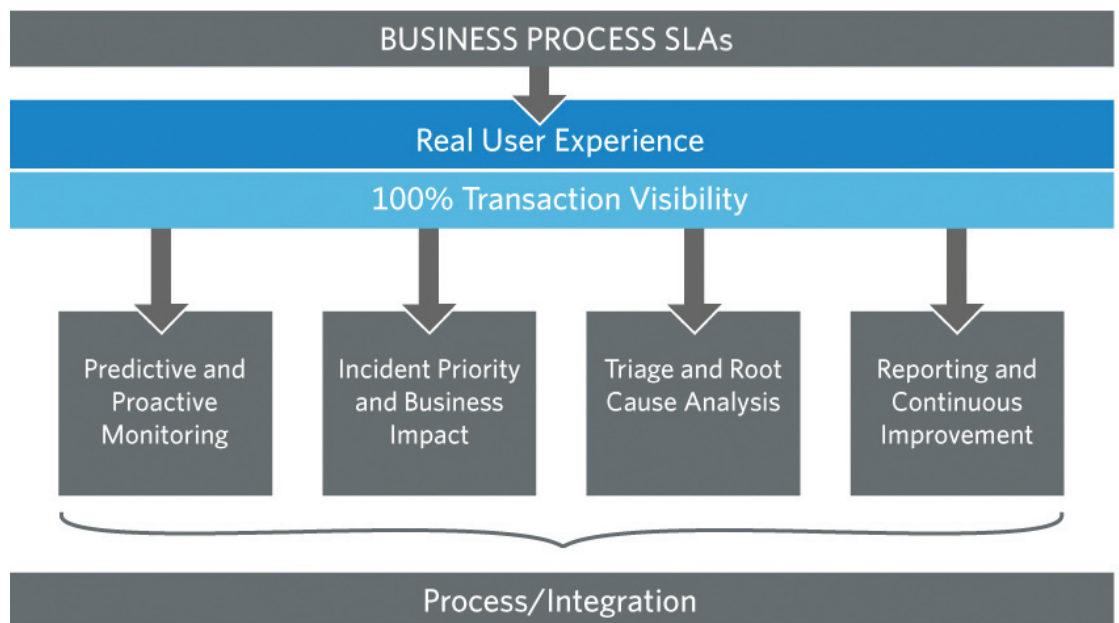
- **MAP END-USER TRANSACTIONS AND MONITOR IN REAL TIME.** While online transactions are typically seamless to the customer, thousands of different interactions occur among various application components. These, in turn, may integrate data from disparate sources inside and outside the enterprise. What happens if a web application performs slowly or, worse yet, fails? How can the IT department quickly determine where the problem lies in a complicated, heterogeneous transaction process? Which platforms, infrastructure components or applications did not perform appropriately? And how is it affecting the business' customers?

In today's complex web application services environment, identifying the source of a performance issue is of paramount concern. A thorough, detailed understanding of the events that ultimately deliver what the user sees helps companies provide the high-quality, reliable experience today's online customers expect.

APM enables companies to map business transactions to the end-to-end infrastructure and monitor them in real time, tracing each individual user transaction through various components and systems and then correlating them with other events. In this way, companies can not only quickly diagnose problems, but also prevent them from occurring in the first place, protecting the overall customer experience and revenue stream.

- CONDUCT INCIDENT TRIAGE AND PERFORM ROOT-CAUSE DIAGNOSIS.** Once a company identifies a problem, conducting triage, reporting the incident to the right stakeholder and quickly conducting root-cause analysis is crucial to protecting the company's image, customer loyalty and revenue. In a complex web services environment, many stakeholders may be involved, which only complicates the task of solving the problem. Lengthy bridge calls that burn through dozens of hours can result, wasting time and money across different parts of the organization as various stakeholders hunt for the root cause of the problem. APM helps companies immediately discover and prioritize problems based on how critical the business function is or the severity of the error, giving IT organizations the information they need to resolve the most important business-critical issues first. With a proactive and predictive approach, APM enables organizations to identify problems and alert the right stakeholders before the problems impact end users, reducing customer frustration, help-desk calls, and aborted transactions.

Figure A
A COMPLETE APPLICATION PERFORMANCE MANAGEMENT SOLUTION





APM is Key to Successful EITM Implementations

Improve Revenue and Increase Customer Satisfaction

By implementing an APM solution with a strategy and set of solutions to enable EITM, organizations can improve their revenue streams and increase customer satisfaction by delivering better, more reliable online services and developing new services to meet emerging customer requirements.

Three Benefits to Implementing a Comprehensive APM Solution

With APM and EITM, you can:

- Align IT with the business to improve competitive advantage
- Improve customer experience and application reliability to increase brand loyalty and customer confidence
- Understand the business impact of slow or failed transactions to ensure that they are prioritized and resolved quickly

Conclusions

Running a streamlined and efficient IT organization that is aligned with the goals of the business is critical for today's leading-edge companies. However, IT must not simply support the business; it must generate value and improve revenue by becoming a source of innovation. To do this, the IT organization must deliver automated and integrated services that meet business requirements. It must measure service quality and optimize the IT infrastructure to improve the services it provides and reduce their costs. And it must swiftly detect and repair issues within these services before they impact users.

To drive innovation and extend the company's competitive advantage, many organizations are implementing EITM. APM is a critical component of any EITM implementation, giving companies the insight they need to ensure a positive customer experience and drive revenue. With APM, organizations can understand the user experience and measure SLAs, map end-user transactions and monitor them in real time and conduct incident triage and perform root-cause analysis. This deep, end-to-end visibility into revenue-generating transactions gives companies the advantage they need to stay ahead of the competition.

About the Author

Mike Malzacher is a Senior Product Marketing Manager for CA Wily. Mike has been in the Application Performance Management space for the last 12 years. He joined CA in 2005 through its acquisition of Wily Technology, where Mike was a competitive marketing director. Prior to joining Wily Technology, Mike was a product marketing manager, product manager and mainframe programmer with IBM Corporation.



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