

The next generation platform to drive application intelligence

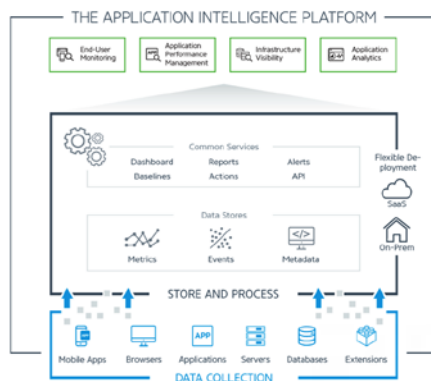
To succeed in today’s hyper-competitive and fast-changing marketplace, enterprises must pursue digital transformation leveraging software to deliver and support their products and services,—with the goal of creating an ideal user experience and maximizing business agility and efficiency. The interactions customers have with the business are highly dynamic—environments are larger and more hybrid than before and organizations are demanding IT transform the business faster than ever. A disruptive, smarter approach is required to manage these new levels of complexity. In order to deliver exceptional end user experience, enterprises need the ability to see everything faster in their application environment, act sooner with certainty, and know more to correlate application performance to business impact. See, Act, & Know, the three core pillars of Application Intelligence.

Making sense of all the data that is available today is challenging. There is often too much data, coming from too many data sources, arriving too fast to make sense of. Traditional approaches to solving this problem are typically silo’d in their view providing limited business correlation and only present static data. In order to keep up with today’s complexity, what’s needed is a platform that can collect, understand, and act on the data and translate that into actionable information about your business.

The AppDynamics Application Intelligence Platform helps today’s customer-focused enterprises successfully execute digital transformation by enabling them to proactively monitor, manage, analyze and optimize the most complex software environments. A unified solution that integrates monitoring, troubleshooting, and analytics capabilities, the AppDynamics Application Intelligence Platform provides real-time, actionable IT operational and business insights into application performance, user experience, and business outcomes—all in real time, and all in production. Deployed on-premises, as SaaS, or a hybrid, the platform is a low-overhead solution that delivers exceptionally fast time-to-value and low total cost of ownership.

KEY BENEFITS

- **Faster with Unified Monitoring:**
Identify customer-impacting issues quickly with end-to-end business transaction monitoring
- **ACT Sooner with Unified Troubleshooting:** Minimize business impact with rapid problem resolution
- **KNOW More with Unified Analytics:**
Correlate application performance to business impact



The Application Intelligence Platform delivers this functionality by collecting data from across the application environment, processing & correlating it, and converting that data into knowledge for customers.

How does the platform collect data?

At the core of our platform is our proprietary data collection technology which provides robust, agent-based instrumentation capabilities. These capabilities include:

- monitor a wide range of user, application and infrastructure platforms and technologies, such as Java, .NET, SQL and NOSQL databases, Android and iOS applications, web browsers, PHP, Node.js, C/C++, Python, AWS and Azure public cloud infrastructures and servers
- collect user and business data to support analytics use cases; and
- are self-configuring, automatically monitor applications as they change, and require limited overhead, making them ideal for in-production deployment.

In addition, we also offer a software development kit which enables us to extend our monitoring capabilities to over 100 additional applications and IT infrastructures.

How does the Platform process data?

Data Model. The AppDynamics data model represents the structure of the data that is gathered by our platform and the manner and rules by which it is stored and retained. This model leverages our linearly scalable big data architecture to support the needs of Fortune 100 enterprises. Our platform includes three key data model types:

- Metric data, which consists of time series data, such as end-user response time;
- Event data, which consists of time-stamped messages created or captured by our platform, such as crash and error events; and
- Meta-data, which consists of all the relationships that are automatically discovered by our platform, such as applications and their associated business transactions.

Common Services. The AppDynamics platform supports a rich set of services that can be used across our product modules to process collected and stored data. These services include:

- Dashboard and reporting services, which enable users to visualize their key metrics in a customizable dashboard and create custom reports;
- Alerting services, which process data based on pre-set policy rules and notify a customer or execute on pre-determined actions when the policy rules are triggered;
- Actions, which provide automated, policy-based responses to specified events;
- Services that track multiple normal ranges, or baselines, for any tracked metric, which allows all metrics to be tracked without user intervention; and API services, which offer published interfaces providing bi-directional access to our platform and can be used for third-party systems.

Can the platform be extended?

With the Application Intelligence Platform you can create a custom solution to meet the unique needs of your environment. Opportunities to extend the platform include:

- Monitoring extensions – include metrics collected from other monitoring systems and from services including databases, LDAP servers, web servers, and more
- Alerting extensions – create custom notifications to integrate AppDynamics health rule violations and events with your alerting or ticketing system
- Cloud auto-scaling extensions – extend the AppDynamics UI to integrate cloud orchestration functionality such as creating, destroying, restarting, configuring, and validating machine and image instances
- REST API extensions – retrieve data from your AppDynamics system including application and infrastructure metadata, metrics, events, and transaction snapshots

What deployment options are available?

AppDynamics offer a variety of deployment options, including in public and private clouds and within customers' own datacenters, as well as hybrid approaches. The solution offer the same capabilities irrespective of the deployment option chosen, which is unique and allows customers to easily migrate between deployment options.

THE CORE ELEMENTS OF APPLICATION INTELLIGENCE PLATFORM INCLUDE:

End-user Monitoring

- Browser Real User Monitoring
- Mobile Real User Monitoring
- Browser Synthetic Monitoring

Application Performance Management (APM)

- Java APM
- .NET APM
- Python APM
- PHP APM
- Node.js APM
- C/C++ APM
- Web Server APM

Infrastructure Visibility

- Database Visibility
- Server Visibility

Application Analytics

- Transaction Analytics
- Log Analytics
- User Analytics