

## CIO BRIEF

## Every business must transform to a software-defined business

Due to digital disruption, every company today has made digital transformation a primary objective, necessary for survival. Never since the industrial revolution has a monumental societal change been so apparent. Not only do today's market leading companies run on software, but those who do not capture new business moments via digital channels in addition to their current business models will be beaten by competitors who do. Every aspect of a **software-defined businesses** is driven by software interactions, many driven by customers but also increasingly augmented with other software or things (IoT). These businesses demand that their most complex, business-critical applications are available and performing to the highest level. This performance does not only encompass technical metrics, but also an understanding of user engagement, user experience, and user interaction with the business. Business advantages and outcomes are created by harnessing and analyzing the data and information generated by these software applications, which define today's innovators.

Customer experiences and moments differentiate innovative digital innovators driven by software from those which are laggards, or those failing to adapt. Businesses face many challenges as they try to effectively manage the end-to-end customer experience, many of these are driven by historical IT investments which were made in less digital times, or built on legacy solutions. Many of these decisions were built around organizations and processes which must also evolve:

- **Tool fragmentation:** IT typically uses many fragmented and infrastructure-focused tools focused on legacy infrastructure silos, which must change with digital transformation. These are far removed from the application, hence IT cannot answer the reason why something is slow or having problems.
- **Collaboration silos:** While most businesses are increasingly trying to become agile, which includes the removal of silos to enable faster iteration, inclusive of the deconstruction of silos within development, operations, and the business allowing for better collaborating, and faster time to market. These cross-functional teams (often termed DevOps teams) must share context and data.
- **Data latency and inconsistency:** Enterprises have similar silos of data coming from many sources of information which are too far removed, or require non-real-time processing (nightly processing for example) which provide major gaps in real-time operational and business insights into digital businesses. Digital businesses must adapt in real-time, hence the right data in real-time is essential when supporting automated and people driven decision-making. Often times decisions lack accurate data, or have bias due to the way measurements are taken, or where data is stored.

## AppDynamics solution

AppDynamics Application Intelligence provides thousands of enterprises with business and operational insights into the performance, user experience and business outcomes of software applications necessary for digital business execution.

AppDynamics delivers a comprehensive solution — the Application Intelligence Platform — to help companies maximize the software defined business execution. The platform embraces three key principles:

### SEE everything with Unified Monitoring

- Enabling an integrated view of real-time application performance, user experience, and infrastructure, facilitating a single source of data.

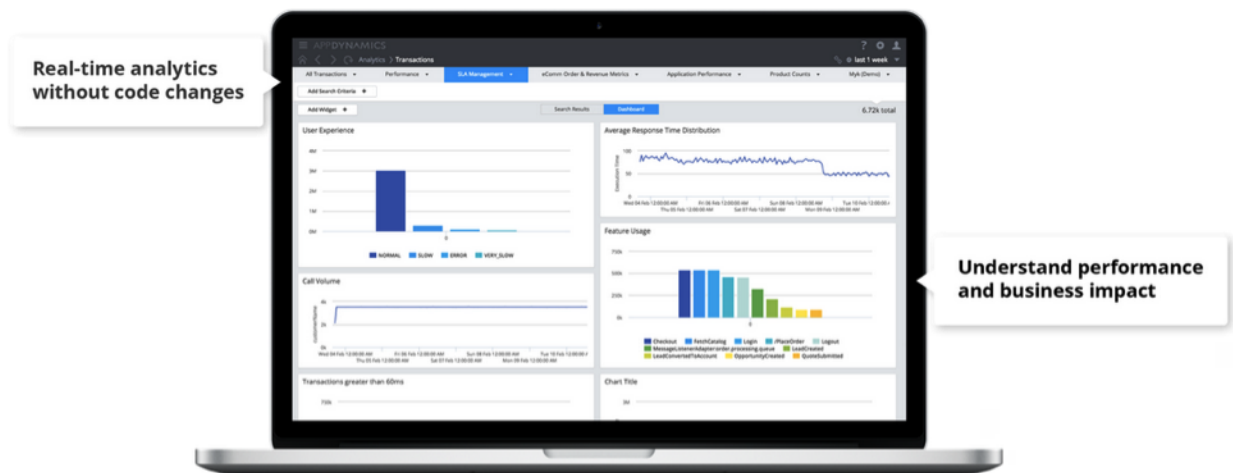
### ACT fast with DevOps Collaboration

- Uniting teams through a shared, unified view of data for faster, more effective decision-making, rapid problem resolution and automated workflows.

### KNOW the business impact with Application Analytics

- Empowering deep, real-time analytics to help businesses make better data driven decisions from within all aspects of software, user, and infrastructure providing confidence and vision which was previously hidden in disparate data stores.

All of this is possible in real time, at scale, in production, giving you more visibility, understanding, and control of your digital business regardless of the application, infrastructure, inclusive of critical visibility to your users experiences. What's more, the platform offers the added flexibility of a SaaS or on-premises deployment, in order to match and flex with business and data ownership requirements.



## Proven success with AppDynamics

AppDynamics customers include Cisco, Citrix, Edmunds, Expedia, Fox News, HBO, John Deere, OpenTable, Salesforce.com, Sephora, StubHub, and Union Pacific Railroad and many other Fortune 500 companies.

## Real customer examples

CUSTOMER	CHALLENGE	BEFORE APPDYNAMICS	AFTER APPDYNAMICS	ROI
<b>Edmunds.com</b>	MTTR in Prod/PreProd Environment	5 days for prod & 2.5 days for preprod issues	45% Reduction in MTTR	\$800K Savings per year
<b>Cisco</b>	Eliminating false positives, reducing MTTR in Production Environment	80K+ alerts; 96% false positives; (avg) 48 hours to isolate and fix issues	5 mins to troubleshoot and fix issues	Thousands of man-hour saved; moved from gut-feel to data-driven management
<b>Family Search</b>	MTTR in Prod / Pre-Prod Environment	Avg. 41 hours per incident for 527 incidents / year	45% Reduction in MTTR, 10x throughput without new Infrastructure	\$1.3M in productivity savings per year & \$3.5M Infrastructure saving
<b>Fox News</b>	Extremely high Support tickets	35 support tickets per week	1-2 tickets per week	\$235K savings per year

## AppDynamics differentiators

The AppDynamics Application Intelligence Platform uniquely delivers:

- Complete visibility into all user interactions and transactions across highly heterogeneous, distributed, complex, and dynamic application environments. The core unit of measure begins with the user experience, and is underpinned by business transactions, the key digital user actions that have business outcomes.
- An easy to deploy integrated platform which uses automated self-learning, and low-overhead system to simplify data capture, monitoring, and improve decision making, all in real-time.
- A set of flexible and interchangeable deployment choices that allow you to deploy on-premises or SaaS.
- A strong focus on customer success, reflected by an industry's leading Net Promoter Score (NPS) of 85.
- AppDynamics has been named a "LEADER" in Gartner's Magic Quadrant for Application Performance Monitoring for a Third Consecutive Year; in addition to being positioned furthest to the right on 'completeness of vision' axis.

Lead your digital transformation with application intelligence to provide a competitive advantage for your software defined business.

Try it FREE at [appdynamics.com](http://appdynamics.com)