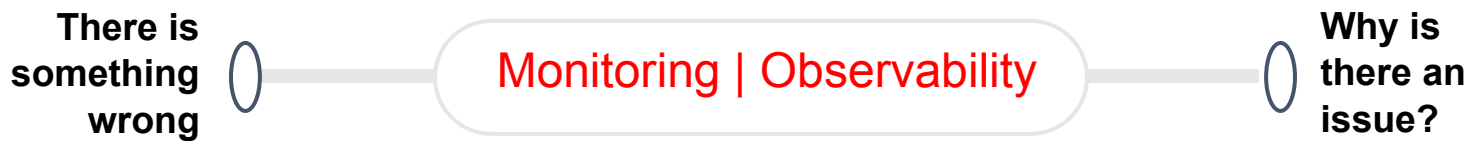


What is Observability?



Observability [ob·serv·a·bil·i·ty]

noun

1. Improves how well you can understand the behavior of your complex digital system.
2. Proactively collects, visualizes, and applies intelligence to all your metrics, events, logs and traces.
3. While monitoring tells you when something is wrong, observability helps you understand why.

Why AppDynamics?

With full-stack observability AppDynamics can:

- Correlate performance metrics with business outcomes.
- Provide a flawless user experience, every time.
- Improve application performance management (APM) and ensure quality software delivery.
- Monitor and manage on-premises and cloud native environments.
- Isolate performance issues across third-party networks and SaaS.
- Automate and continuously adapt application security.



What are your challenges with application monitoring?

How we solve these challenges:

CUSTOMER CHALLENGES

without RACKSPACE TECHNOLOGY

with RACKSPACE TECHNOLOGY

Cloud Native Applications

- Unknown, unplanned, and unseen application issues
- Unseen application performance impacts

- Extensive logging of application performance data
- Observability of key application operational data

DevOps

- Lack of visibility into frequent application releases
- Inability to take informed proactive actions from release cycles

- Measure key application performance indicators
- Expert assistance for setting up real time visibility into test and prod

Siloed Monitoring Tools

- Multiple tools for log management make it hard to correlate and resolve issues

- Monitor environment from a single pane of glass, delivering valuable information that helps quickly resolve issues

Strained IT Resources

- Risk of business-as-usual operations failing to setup observability

- Re-assign skilled in-house resources without any impact on day-to-day operations
- Reduce the cost of implementation



Business impact – Customer Example

VALUE SOURCE	VALUE OF APPDYNAMICS	IMPACT OF STATUS QUO
Customer Satisfaction	65% Reduction in outage hours for TPS’s public website, RCS and reduced customer attrition	\$192k in annual revenue recapture (conservative)
Operational Savings	65% Reduction in MTTR & RCA and 25% reduction in Incidents Reduce manual efforts Quickly identify issues before they impact customers with proper yellow light alerting	Regain 12,641 hours of IT productive hours and 7375 hours of employee productivity Saving \$800k/yr. and \$515k/yr., respectively.
Software Quality	30% increase in defect resolution for TPS’s 8 Sprint releases <ul style="list-style-type: none"> • Pinpoint development defects and fix 30% faster • More features in a release provides competitive advantage • Validate release performance improved 50% faster 	Regain 1,560 hours of developer & QA hours Saving \$550k/yr.

Want to learn more?

We would like to discuss your business objectives, understand your technical challenges, and develop solutions proposals for you. Call 330-655-8448 or email info@ctgusa.net to speak to a member of our sales team or to schedule a demo of the Observability Platform.