

SOLUTION BRIEF

CA Wily Application Performance Management | May 2010

how can I  
deliver better  
services to my  
customers and  
grow revenue?

we can





**With the right solution, you can be certain that you are providing customers with the highest possible service levels. That translates to higher customer satisfaction, retention, and the ability to serve new customers to drive increased revenue and high growth.**



# executive summary

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## Challenge

Today, more than ever, organizations need to find ways to stay competitive, increase productivity, and grow revenue. To be successful, IT services and infrastructures need to be optimized so that customer satisfaction does not suffer. Many times, this is the lifeblood of your business. By deploying a comprehensive solution to manage application environments, organizations can be much more flexible and react faster to business needs instead of always lagging behind.

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## Solution

The CA Wily APM solution manages the performance and availability of business-critical applications, transactions, and services as well as the end-user experience of customers that access your online services. CA Wily APM enables organizations to measure the business value of each user's online experience, proactively identify and prioritize problems based on business impact, and help resolve problems across highly complex application environments such as SOA, Cloud, and Virtualized environments before they affect users.

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## Benefits

By deploying an integrated set of solutions for managing applications and services, IT organizations are empowered to achieve their goals of optimizing the performance of applications and services and providing end users with the best service available. The CA Wily APM solution delivers organizations the data they need to repair issues quickly when unexpected issues occur, which helps them concentrate on delivering the business initiatives that drive revenue.

## The challenge—managing the complexity

A majority of organizations today offer electronic services to customers, partners, and employees via networked or web-based applications that execute in very complex infrastructures. As these infrastructures grow and evolve, combining new and existing technologies becomes a challenge. Operating environments may include a combination of mainframe and distributed systems delivering legacy applications and emerging technologies like SOA, Virtualization, SaaS, and cloud computing. While these emerging technologies can add significant value, they also add complexity to the way services are managed.

Billions of business transactions travel over diverse and interconnected infrastructures, through networks and associated hardware, application servers, and virtualized systems every day. As demand for services increases, new technologies and new iterations of existing technologies need to be integrated to coexist within your environment, making your infrastructure increasingly vulnerable to failure and difficult to manage. Constant change in these environments makes management even more difficult from one day to the next. Without the proper visibility into the complexity, IT and business organizations have no information about the end-user experience and no visibility into the transaction.

Lack of proper visibility also means that there is limited knowledge into the overall service delivery levels and how the application itself affects the environment and subsystems. In many cases, issues are occurring and the support organizations are unaware of these disruptions.

These environmental or application disruptions highlight the challenging need to measure the business impact when end-user transactions are slow or failing completely. Many times, the business does not have any idea if their customer or constituents are happy or if they are leaving to seek better service from a competitor. This lack of visibility is clearly detrimental to the business, and it is imperative to understand the business implications with all issues associated with transactions and services.

Visibility is also imperative to understanding the constant change most organizations face by their ever-present need to continuously deliver new or upgraded services. Timely delivery of new or upgraded products and services is often a key competitive differentiator and can be the difference between maintaining existing revenue and generating new revenue. Most IT organizations say that their application environments change as often as daily or weekly. These changes account for the majority of issues that occur within the environment and affect transactional success, failure, and end-user experience. These constant changes within the infrastructure require solutions that can effectively provide the data needed to quickly solve issues when they occur.

But today's enterprise organizations do not just need their data to solve issues; they need their data to also justify IT investments and new service initiatives. Furthermore, their data must demonstrate to the business their return on investment and how new services are serving the higher-level business goals. Managing services and having the right data to tie business-level objectives to IT initiatives helps organizations justify IT investments and report important business metrics back to the business.

## The CA Wily APM solution

The CA Wily APM solution enables IT teams to deliver effective services to their customers and helps them assure that business transactions are successfully completing with a high degree of success. In addition, stakeholders can be better assured that service levels are being met and business objectives are being achieved because they have the right information that they need to make the right decisions—both IT-level metrics and business terminology metrics. CA Wily has been very focused on delivering higher levels of value to both IT and the business, and the new release of CA Wily APM introduces significant advancement of this value. New functionality for 2010 includes:

### **Business focus**

**Business-focused management** Performance and availability are now presented in business terminology as well as existing technical terminology. This benefits both the technical and business organizations by providing application health metrics that can be easily understood by non-application experts and easily communicated to associated business owners.

**Common APM transaction model** Provides a common set of Business Service/Transaction definitions for rapid APM integration and collaboration for existing CA Wily Introscope customers to enhance their total APM package.

### **Visualization**

**Visual application map** Provides real-time and dynamic application mapping within the environment. By providing a visual map of applications and business services, IT organizations can increase their ability to quickly triage issues and gain a faster mean-time-to-repair by reducing the need for custom dashboard creation for all application assets.

**Business process mapping & monitoring** Provides a graphical visualization of business processes and their flow within a Service Oriented Architecture. This enables users to quickly understand the layout of their SOA in a visual manner.

**End-to-end transaction** Tracing Views Provides increased transaction sequence views to more clearly represent the path of cross-tier transactions to improve problem triage, including mainframe environments.

### **Flexibility and automation**

**Dynamic application instrumentation** Non-experts can now customize application instrumentation using the User Interface without having intricate knowledge of applications or architecture. This simplifies and shortens the preparation time to configure proper Production APM.

**Flexible SOA infrastructure support** Provides out-of-the-box SOA performance management for leading SOA infrastructures. This provides needed visibility to help IT Operations teams quickly troubleshoot performance issues within these composite environments.

**Automated transaction identification** Analyzes network traffic flows and automatically extracts transaction definitions, making it possible for non-experts to quickly identify transactions while configuring CA Wily APM.

**Secure data access** Segregates access to key user experience data by user groups, and secures data by business service. This improvement is enabled by a single user management system, thereby simplifying the environment.

**Customer experience management as a software appliance** Delivers business focus by transforming APM to a software-only appliance. This new model provides a more flexible means of software delivery.

### **An APM solution for LOB executives**

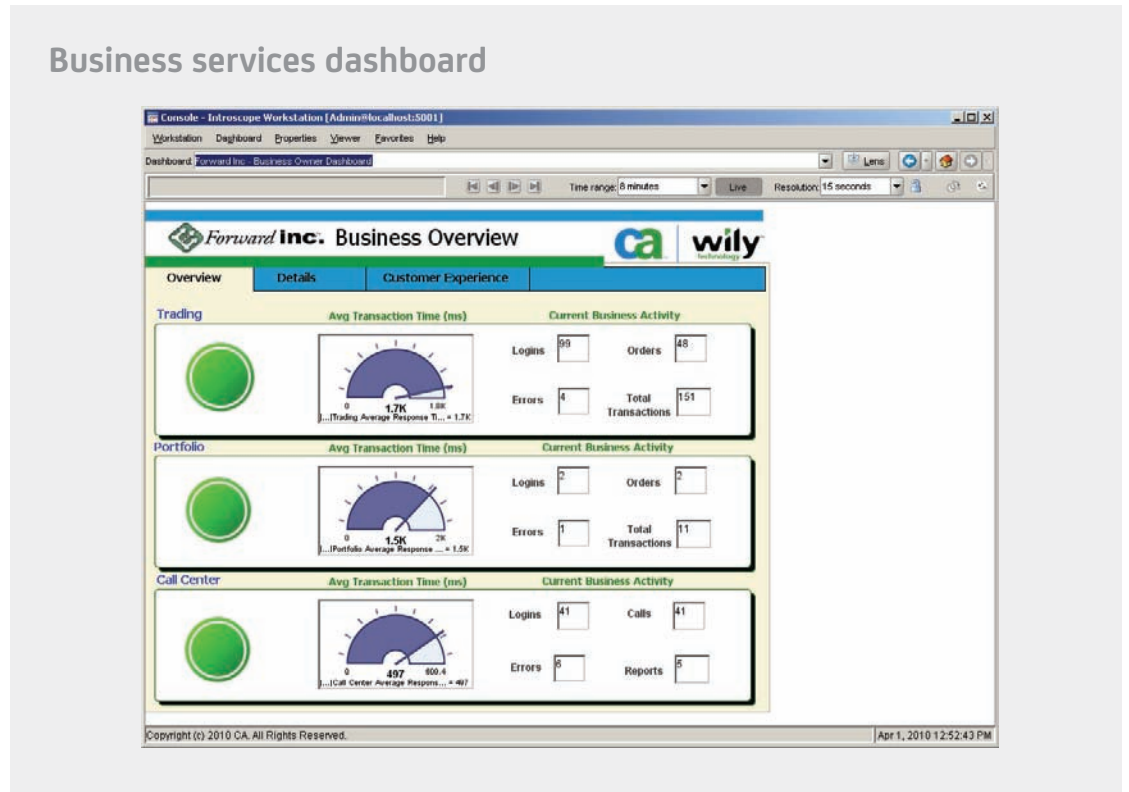
Businesses today want to ensure brand loyalty, boost customer confidence, and minimize customer attrition while measuring whether they are meeting or exceeding customer expectations. Without the ability to measure end-user experience, they have no visibility into the real customer experience and could potentially lose customers because of poor application performance without realizing issues are occurring. Keeping existing customers happy is always more profitable than finding new customers.

Another important key to keeping existing customers happy is to deliver timely product and service delivery application updates. Delays in getting business services to market before competitors can severely impact an organization's brand image and value. To get business services delivered profitably, organizations need the ability to support business decisions with relevant and timely data, incorporate innovative & emerging technologies to accelerate market strategies, and reduce operational costs.

The key to managing these environments is having visibility into the transaction. The common thread within the application environment is the transaction. All transactions behave differently depending on the environment and the other components that they interact with, and their performance is the key to whether the end-user experience is successful or not. Billions of business transactions travel over diverse and interconnected infrastructures, and through networks and associated hardware, application servers, and virtualized systems every day. If managing complex application environments is a business imperative, the transaction must be the focus.

The CA Wily APM solution provides visibility into the IT infrastructure and the transactions that support business service delivery regardless of architectural complexity. The solution helps assure LOB executives that IT is providing a positive customer experience through superior service delivery and provides customer centric metrics measuring the real end-user experience. The CA Wily APM solution also enables predictive and proactive problem resolution at all stages of the development lifecycle.

Figure A

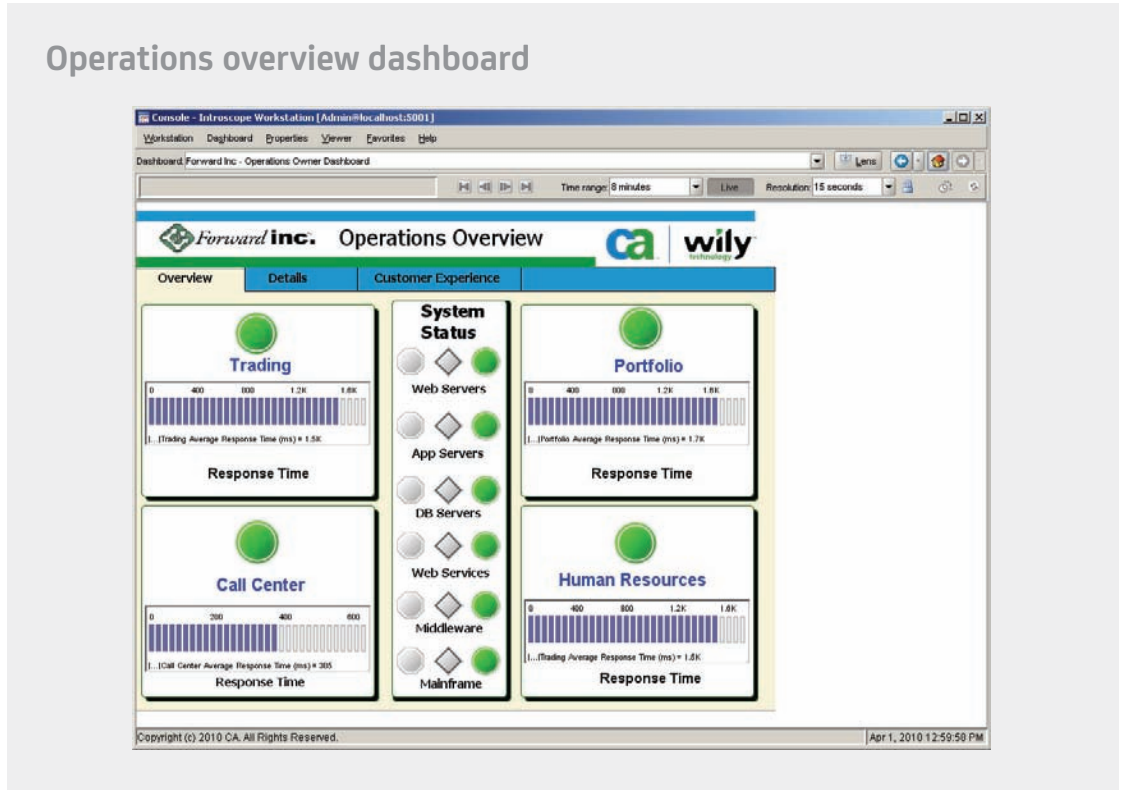


### An APM solution for IT operation executives

Most organizations find themselves in a continuous state of evolution within their IT infrastructure, either because of newer, better, and cheaper technology or the need to implement a new or streamlined business process. The dynamics of this environment make it difficult to:

- Demonstrate IT value to the business
- Keep pace with and manage technology
- Provide customized views into service quality levels for each IT or business stakeholder
- Acquire IT metrics that translate into business terms and value

Figure B



In addition, in the midst of this ever-changing environment, IT needs the ability to proactively identify potential performance issues and quickly perform root-cause diagnostics on them. IT organizations need to prevent the tug of war between different blamed IT silos when discovering the source of service quality problems and focus on delivering business value.

Business value delivery is the key measure needed to align IT and business priorities. IT-provided services, in many cases, are now the first and primary source of interaction between the business and both internal and external customers. When issues occur, the business and IT need to understand which customers are affected by issues, as well as the service quality impact. Failure to understand this quality impact can be catastrophic for the business, the IT organization, and the individual IT executives. IT executives must be able to deliver to the business in clear and quantifiable terms a synopsis of business services and IT's value-add to the business.

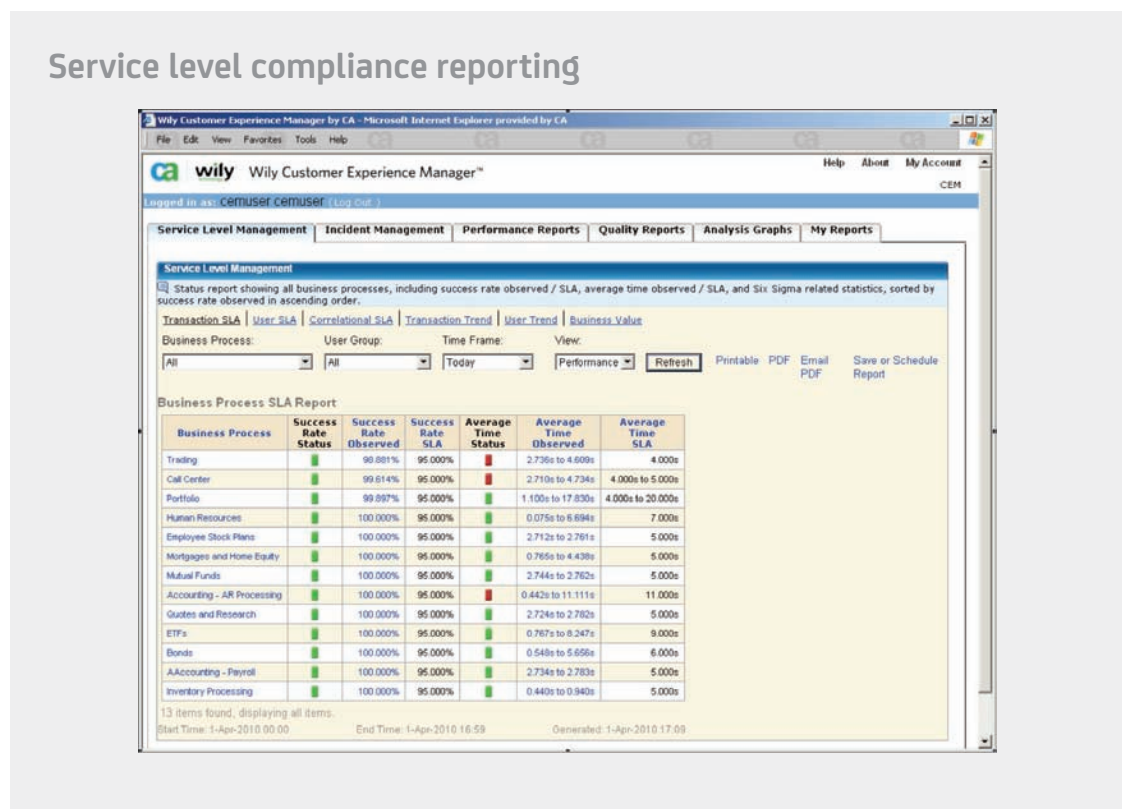
To address all the IT executive's concerns, the CA Wily APM solution manages change and complexity in your environment without adding to it. The CA Wily APM solution delivers to every stakeholder the insight into the data that they care about in the manner they want to see it. For example, business stakeholders can view custom dashboards with only business data, while operations staff can drill down into root-cause diagnostics. The CA Wily APM solution also provides event correlation and meaningful, actionable data in easy-to-understand formats, allowing IT and business priority alignment.

### An APM solution for application executives

For application executives responsible for the overall health of the application and making sure not only that it's up and running but running optimally, delivering high service levels and a positive end-user experience is a priority. Additional concerns include:

- Defining and reporting service levels across the business
- Establishing SLAs and proving the delivery of these SLAs
- Eliminating the confusion and frustration that result from poor communication between IT and the business
- The ability to determine whether services are retaining customers
- Deploying a very scalable solution for highly complex environments
- Deploying a solution that manages a broad level of platforms, including new and emerging technologies

Figure C



Additionally, keeping up with the rate and significance of change is a time-consuming management concern. The application's target environment changes so rapidly that the application team does not have the opportunity to adequately understand the nuances of changes and how to address them before something else comes along.

While the application team's target environment does change due to forces outside their control, application teams are increasingly introducing more complex composite applications. These complex composite applications become very difficult to troubleshoot without proper visibility. In some cases, these complex applications are in danger of becoming IT staff money sinks that ultimately detract from revenue-driving projects.

The CA Wily APM solution can help IT organizations exceed their specific service level agreements promised to customers, partners, and employees while realizing exceptional application availability and performance. In addition, they are better able to detect poor service levels and predict failure, allowing them to react before customers are aware of a problem, which clearly reduces the number of help desk calls. Finally, the CA Wily APM solution can help application executives manage their business based on the key performance indicators that are most important to customers.

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## CA advantage

Many organizations today are managing their IT infrastructure with solutions that are not integrated, and therefore lack the most important benefit of reducing the complexity of the environment—a single dashboard that provides all stakeholders with the information that they need. Network, distributed, and infrastructure owners have specific needs for managing their own components, although this silo-based approach does not provide the detailed information needed to determine where the problem lies and assign it to the right owner.

Having a single set of integrated tools that provide the right level of data, provide a unified view of the infrastructure, and determine issues very quickly helps reduce the complexity of any environment. Having a single, unified dashboard to view the entire infrastructure helps teams to increase efficiencies and concentrate on key projects allowing them to increase levels of service to their customers. CA provides our customers with a unified set of solutions for effective Service Assurance Management. This allows IT environments to be very flexible and nimble and can help reduce costs. A unified solution for Service Assurance from CA will help you meet today's and tomorrow's challenges. Our solutions are designed to run in the most challenging environments in today's business world and have proven cost savings, fast return on investment, and a recognized leadership position in the market.

## Next steps

CA is a leading software company with the vision and expertise to help organizations govern, manage, and secure IT. CA is a premier Enterprise IT Management solution provider with one of the most comprehensive, scalable cross-platform application performance management solutions in the industry. For more information, please review CA's Application Performance Management, Infrastructure Management, and NetQoS solutions.

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CA Technologies is an IT management software and solutions company with expertise across all IT environments—from mainframe and physical to virtual and cloud. CA Technologies manages and secures IT environments and enables customers to deliver more flexible IT services. CA Technologies' innovative products and services provide the insight and control essential for IT organizations to power business agility. The majority of the Global Fortune 500 rely on CA Technologies to manage their evolving IT ecosystems. For additional information, visit CA Technologies at [ca.com](http://ca.com).

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