Overview: Dynatrace Application Performance Management

WHY APPLICATION PERFORMANCE MANAGEMENT?

APPLICATIONS ARE THE BUSINESS

Since 2005, applications have increasingly become the life-blood of business. What used to be focused on back-office only, have now become our primary means of engagement — engagement with customers, engagement with channels, engagement with supply chains. Revenue, loyalty and brand image have never been more dependent on how well our applications perform. No wonder application performance management (APM) has become a C-level initiative in so many Global 10,000 companies.

APPLICATION-CENTRIC IT IS THE NEW MODEL

And for IT, because applications directly impact the business more than ever, applications have become the primary organizing principle. No longer are leading IT organizations network-centric, or infrastructure-centric. To more tightly align with the business, leading IT organizations have become application-centric. This shift in focus has led many CIOs to expand their expectations and use of APM. APM is quickly shifting from just another IT tool set used for reactive application troubleshooting, to a strategic IT fabric used to monitor, manage, tune and assure superior application availability and performance on a proactive basis. These new expectations are driving Dynatrace's APM innovation.

A DANGEROUS VISIBILITY GAP IS GROWING

As the new digital enterprise emerges, where applications drive the business, a dangerous visibility gap is growing. Not only have applications never been more important, they have never been so complex either. An application's delivery chain extends from a variety of browsers on a growing number of devices across an expanding set of cloud services to multi-tiered, multi-location data-centers through a wide variety of servers and services, message buses, mainframes and databases. If the application delivery chain complexity is not enough, user expectations are rising as well, driving greater need for speed and new functionality. Applications are changing faster than ever, scaling larger than ever, and touching more components and 3rd party services than ever.

A NEW GENERATION OF APM HAS EMERGED

Enter APM. Not yesterday's APM which was a heavy tool set for reactive troubleshooting. But a new generation of APM — automatic to deploy, auto-adaptive to application change, smart self-learning in its baselining, out-of-the-box in its dashboard and reporting, proactive in its visibility, user-centric in its perspective and immediate in its value. Dynatrace leads this new generation in vision, innovation, product, expertise and value. Dynatrace — formerly Compuware APM — has been named a Gartner APM Magic Quadrant Leader 5 years running.

"APM is a cornerstone investment in both processes and technology that I&O [Infrastructure and Operations] leaders must make to better manage the applications that run their business and serve their customers,"

– Jean-Pierre Garbani, Principal Analyst Vice President, Forrester

---

INNOVATION & VALUE

A HISTORY OF APM INNOVATION

Dynatrace — formerly Compuware APM — has been in the application performance management space for over a decade, long before it was fashionable. In 2008 we saw things changing rapidly. Disruption in the way applications were being built (Agile, DevOps...), in the way they were being architected (SOA, message buses...), and the way they were being deployed (virtualized, cloud...) was accelerating. Unlike our big competitors at the time, we saw a need for a new generation of APM to address this myriad of disruptive changes. In 2009 we acquired Gomez with its global synthetic network and SaaS delivery model. In 2010 we revamped our Vantage line and introduced the market's first network-aware APM solution for full Data Center deployments. And in 2011 we acquired Dynatrace, the fastest growing APM start-up in the world with their patented PurePath technology. In 2014, we have rebranded Compuware APM to Dynatrace, reflecting a 100% focus on APM.

OUR BEST OF BREED APPROACH

We have now crafted these 3 product-lines into the industry's most complete, most powerful APM solution for modern applications. Whether they be cloud, mobile, web, enterprise or big data applications, we have you covered. Zero configuration to deploy, easy to use and powerful to wield, our APM family allows you to start modestly anywhere and expand to extremely large enterprise deployments. Our over 5,800 customers range from small SMBs to the largest global enterprises across all industries.

"As an online retailer, website and mobile performance is critical to our organization because it directly correlates with the customer experience and revenue generation. That's why we rely on Dynatrace."

– Stormy Simon, President, Overstock.com

SUPERIOR VALUE

Along with this new generation of APM comes a new generation of value. No longer is APM simply an expensive insurance policy. Dynatrace helps its customers proactively spot and solve application performance issues before users are impacted, even in the most complex, multi-tier applications. Dynatrace helps its customers speed new applications and application enhancements to market with purpose built DevOps functionality. And Dynatrace helps its customers tune-up their most critical applications from the user's perspective across the entire application delivery chain, increasing loyalty, revenue and brand image.

SUSTAINED LEADERSHIP

Our customers expect solutions, not just products. With over 300 APM technical experts on staff assuring customer value, and over 600 engineers driving APM innovation every day, your APM investment and the applications they monitor are in good hands. Let us prove why we are considered the best in the industry at what we do — if your applications are critical to your business success, Dynatrace is simply a smarter choice.

"No vendor can equal Dynatrace in well-integrated capabilities for monitoring application performance both inside and outside the firewall."

– Dennis Drogseth, Vice President of Research, Enterprise Management Associates

THE MAGIC OF PUREPATH TECHNOLOGY

ACCURATE	No more guessing, no more finger-pointing – the facts are at your fingertips all the time	**TRANSACTION PURE** True transaction level detail, all the time, end-to-end — no averages, no sampling, no nonsense	**APPLICATION VIEW** Know how your application really behaves under load — go beyond VM stats	**PRECISE TIMINGS** Precise timings for both physical and virtual application environments	**BUSINESS SMART** Group into business transactions — by tenant, type, geo, product and more…
LIGHTWEIGHT	Become proactive with production proven, always-on transaction detail	**ULTRA-LOW OVERHEAD** Ultra-lightweight agents allow for continuous, always-on use	**ALWAYS ON** Get transaction level visibility, all the time, for maximum business impact	**PRODUCTION PROVEN** Production proven in the most demanding, high load environments	**BECOME PROACTIVE** Don't just react to problems — become proactive and know how your applications perform at all times
END TO END	Get the deepest, most accurate, granular visibility of applications from a single pane of glass	**ALL TIERS** Know where your problems are — all tiers from user click to database of record and back	**EARLY IDENTIFICATION** Identify issues early in the lifecycle or when they happen	**COLLABORATION** No worries about reproducing the problem or sharing with others — just watch the replay	**REPRODUCIBLE** Runs continuously, capturing 100% of all transactions — no averages, guesswork or correlations
CODE LEVEL DEEP	Get to root-cause fast, no matter how complex your application or distributed your environment	**EASY TO USE** Realize immediate results — easy to use and no application architecture knowledge required	**DETECT HOTSPOTS** Automatically detected Hotspots enable quick analysis of slowest transactions to isolate performance problems	**MEET SLAS** Instant dashboard and reporting of the key application parameters to make timely, informed decisions	**RESULTS** Customers claim PurePath saves them 90% or more of the time it used to take them to diagnose and isolate issues
MULTI-LAYER	No more cobbling together different tools and timings that are prone to error and resort to guessing	**SINGLE PANE OF GLASS** Visibility into application, hypervisor, operating system and hardware layers from a single pane of glass	**NO BLIND SPOTS** Any performance, scalability or stability issues that surface under load are diagnosed down through these critical layers, assuring hypervisor performance is no longer a blind-spot	**SCALABLE** Grows with your application — even charts and dashboards instantly adapt	**CLOUD READY** PurePaths go everywhere — physical, virtual or cloud (public, private, hybrid)
AUTOMATIC	For the fastest time-to-value and lowest cost to own	**AUTO-DISCOVERY** Automatically discover all transaction flows and key business transactions	**ZERO CONFIGURATION** No code changes, no scripting, no sensor placement	**AUTO-ADAPTIVE** Automatically adjusts to application changes, particularly useful in dynamic cloud environments	**AUTO-ANALYSIS** Automatic alerts to performance Hotspots, top CPU and memory issues, and more…
COLLABORATE	Collaborate across the lifecycle and see productivity improve dramatically	**BUILT-IN COLLABORATION** Eliminate finger pointing and guesswork by sharing PurePath recordings — one "lingua franca"	**NO MORE SILOS** Reduce MTTR and test cycles by getting deep, accurate information the first time to those who need it	**LEAD TIME SUCCESS** Share session recordings with 3rd parties to get problems fixed without excuses and delay	**REDUCES TCO** Consolidate from many disparate tools to one core technology — PurePath

> **"We needed to have complete confidence that our site could handle the traffic volume during our critical peak periods, so we turned to Dynatrace which provided advanced visualizations to help us spot anomalies and bottlenecks faster. The transaction details and metrics were mind blowing for us…"**
>
> – Lance Shinabarger, VP of Information Systems, Domino's Pizza

UNIQUE SOLUTIONS

DYNATRACE IS DIFFERENT

Unlike competitive alternatives, Dynatrace is a best of breed system incorporating the 3 dimensions of modern APM — User Experience Management, Deep Application Monitoring and Application-Aware Network Performance Management. Incorporated into all 3 dimensions are three additional foundational elements that give the Dynatrace system its unique, industry leading value. First, smart analytics have been applied across the platform to make implementation, operation and management extremely easy yet powerful. Second, purpose built performance lifecycle collaboration capabilities, sometimes call DevOps capabilities, have been embedded to dramatically reduce problem resolution time and speed new application functionality to market. And third, Dynatrace's patented PurePath Technology has been extended across all dimension of the system to provide the industry's deepest and most accurate.

ELIMINATE GUESSWORK WITH ALL THE FACTS, ALL THE TIME

No sampling, no averages, no human correlation between a variety of disparate tools. Dynatrace APM provides you with all the facts, all the time — all user interactions on any device, all transactions traced 24x7 across all tiers, all outliers, all exceptions, all 3rd party calls and so on. Armed with the facts, any operations or performance team can be performance heroes. But with gaps, partial data, blind spots and high level averages managing the growing complexity of application dependencies and the insatiable demands of users is increasingly more problematic. With pressure mounting and prior APM investments failing, more and more companies are turning to Dynatrace for the "facts" that make proactive application performance management a reality.

> **"With Dynatrace, we've gained end-to-end visibility into how our users are experiencing our site and real-time site statistics, both of which have led to enormous benefits in terms of fast problem resolution and optimizing our marketing campaigns."**
>
> – Michael Douds, Manager of Technologies and Web Services, Bon-Ton Stores Inc.

ONE SYSTEM TO SOLVE A MYRIAD OF APM USE-CASES

Our customers expect solutions, not simply product. They know that modern application performance management is a discipline that covers a widening array of use-cases from user experience, to SLA management, to trouble-shooting, to scalability tuning, to devops, to real-time business analytics, to capacity planning, to help desk and so on. Leading companies understand that application performance is a journey, not a single destination. This is why Dynatrace has invested in a team of over 300 performance experts around the globe to help assure your APM success, not just day one, but for as long as you own our products. Visit our Services & Support section of our site to learn how you can benefit from these experts, or train experts of your own.

APM Expertise On-Demand. How You Need It. Where You Need It. When You Need It.

ON-GOING INNOVATION ASSURES FUTURE VALUE

And to assure your APM needs are met tomorrow, not just today, Dynatrace continues to make the largest investment in pure-play APM in the industry. Over 500 R&D professionals are working on APM innovations to make sure you can confidently launch and manage the business critical applications that will keep you ahead of your competition be they cloud, mobile, big data, enterprise web or traditional enterprise.

> **"We significantly exploded our production architecture, and made it more service-oriented. As we did that, it was really a no-brainer to expand the Dynatrace deployment to monitor all of those new services we added in the production environment."**
>
> – Jim Nichols, Senior Performance Engineer, EnerNOC

A NEW GENERATION OF VALUE

With a new generation of APM comes a new generation of value. Unlike traditional APM which provided an expensive insurance policy for a handful of critical apps, Dynatrace's new generation of APM enables a proactive approach to application management that's easy enough to apply against hundreds of application all at once. Dynatrace customers enjoy value in operational efficiency, in raw application speed, in speeding new apps or app enhancements to market, and in greater degrees of application availability. And with advanced analytics, Dynatrace is easy to deploy, easy to operate and easy to manage so hundreds of applications and a wide variety of users — from business, to operations, to testers to developers — can benefit from the real-time visibility and insights instantly available.

A SIMPLE, MODULAR APPROACH

Built in a modular fashion, Dynatrace allows you to start anywhere, perhaps covering a single APM use-case for a single application, and scale your APM investment enterprise wide across multiple use-cases and hundreds of applications. Though Dynatrace has been built to scale to the largest global enterprises, many of our customers are SMBs, emerging enterprises or growing divisions of larger companies. Some customers start in test and development focused initially on bringing new apps or app enhancements to market faster and with more confidence. However, the vast majority of our customers use us to dramatically improve production application performance, availability and problem resolution time for modern applications be they cloud, mobile, big data and enterprise web.

> **"Dynatrace gives us the ability to continuously deliver new mobile features so that we can keep improving for our users."**
>
> – Christian Kaar, CTO runtastic

INTERACTIVE OPEN INTEGRATIONS ENHANCES EXISTING INVESTMENTS

Dynatrace is open so it can enhance the value of prior application management investments. Connectors to CMDBs, integrations with message buses (e.g. Tibco, IBM MQ/MB), connectivity with service desks, OSI-based plug-ins for load testers and automated build environments (e.g. Loadrunner, Maven), REST interfaces for big data extraction (e.g. Splunk) and more are all available via our Community Portal.

VALUE ASSURED THROUGHOUT YOUR PERFORMANCE JOURNEY

To assure our customers receive value from their APM investment for as long as they own our system, Dynatrace has pioneered an APM adoption model we call "The Performance Journey". Built on best practices learned through literally 1000s of successful APM engagements, the Dynatrace Performance Journey allows you to start anywhere and we'll guide you, at your pace, to a world-class performance culture unique to your company, business/IT practices, and application portfolio. We know that you buy solutions to problems, not products, and our over 300 APM experts are available to help you assure application performance success.

APM Expertise On-Demand. How You Need It. Where You Need It. When You Need It.

APM SOLUTIONS FOR:

INITIATIVES:	TECHNOLOGY:
• Mobile&Omni Channel	• Mobile
• Big Data	• Java
• Cloud	• .NET
• AANPM	• php
• DevOps	• SAP
	• Citrix
	• Oracle

LEADERSHIP

A leader is defined as "a person or entity that is followed by others". Claiming leadership is one thing, consistently proving leadership is another. At Dynatrace, we prefer to let the industry experts do the talking.

Gartner has recognized Dynatrace, formerly Compuware APM, as a MQ Leader now for 5 consecutive years, and its APM MQ Vision Leader for the past 3 consecutive years. We set the bar all others are following.*
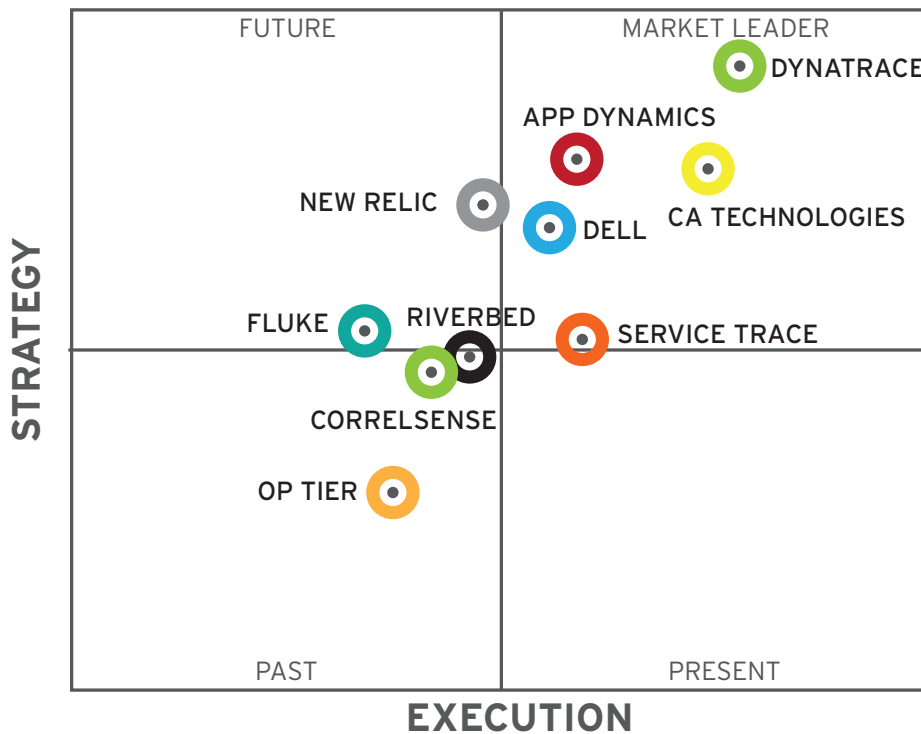
RIA Vendor Selection Matrix — Deep Application Transaction Management 2013

RESEARCH IN ACTION
independent research and consulting

"Application Performance Management, and more specifically Deep Application Transaction Management, is hot because it offers important insights into this growing application complexity... The winner with the overall most balanced solution, and a comfortable margin, is Dynatrace."

OVUM

"Dynatrace offers an APM solution with an impressive feature set that puts it in the top leadership of the Ovum Decision Matrix on APM 2014."

FROST & SULLIVAN

"Dynatrace has set new standards in the cloud-based application monitoring market by offering the industry's first end-to-end monitoring solution."

Dynatrace – formerly Compuware APM – named Global Company of the Year for cloud-based application monitoring.

EMA

"No vendor can equal Dynatrace in well-integrated capabilities for monitoring application performance both inside and outside the firewall."

FORRESTER®

"APM is a cornerstone investment in both processes and technology that I&O [Infrastructure and Operations] leaders must make to better manage the applications that run their business and serve their customers."