



eG Innovations

Beyond Uptime: A Deep Dive into Application Performance Monitoring



Key Benefits

- ➔ **Boost customer satisfaction:** Ensure a rich user experience for web applications, enhancing customer satisfaction and engagement.
- ➔ **Enhance application responsiveness:** Proactively detect and receive alerts about performance deviations to address issues promptly.
- ➔ **Accurately pinpoint root causes:** Monitor and correlate performance metrics within the application stack to identify the root cause of slow applications.
- ➔ **Maximize ROI and productivity:** Ensure peak application performance on-premises and in the cloud, optimizing ROI and productivity.
- ➔ **Provide metrics, analytics, and reports:** Comprehensive for different stakeholders, including application owners, IT operations, architects, developers, and helpdesk teams.

A recent industry survey reveals that [89% of business leaders](#) prioritize customer experience as the primary basis for competition. It's no surprise that a few second delay in page load leads to frustrated users, lost sales, and a damaged brand reputation.

The critical question is: how do you pinpoint where the problem lies?

With software architectures becoming cloud-driven, containerized, and complex, traditional monitoring methods fall short. Simply tracking application uptime and basic resource utilization isn't enough to pinpoint performance issues.

Instead, you need a well-designed APM strategy that surpasses basic monitoring. A strategy that focuses on the end-user experience, application dependencies, and the real-world business impact of performance slowdowns.

Application Performance Monitoring – What Gets Measured, Gets Managed

To effectively diagnose performance issues and optimize the user experience, APM solutions track various metrics across different user scenarios. Here are some key questions that APM helps answer in real-time:

- ➔ What are the top 5 poorly performing page groups?
- ➔ Which locations (city, country), browsers, or devices generate the most traffic?
- ➔ Are there location-specific performance variations?
- ➔ What is the user satisfaction level: satisfied, tolerant, or frustrated?
- ➔ Did a website slowdown coincide with a traffic peak?

Traditionally, troubleshooting application performance involved manual data analysis across various IT tiers, leading to lengthy investigations.

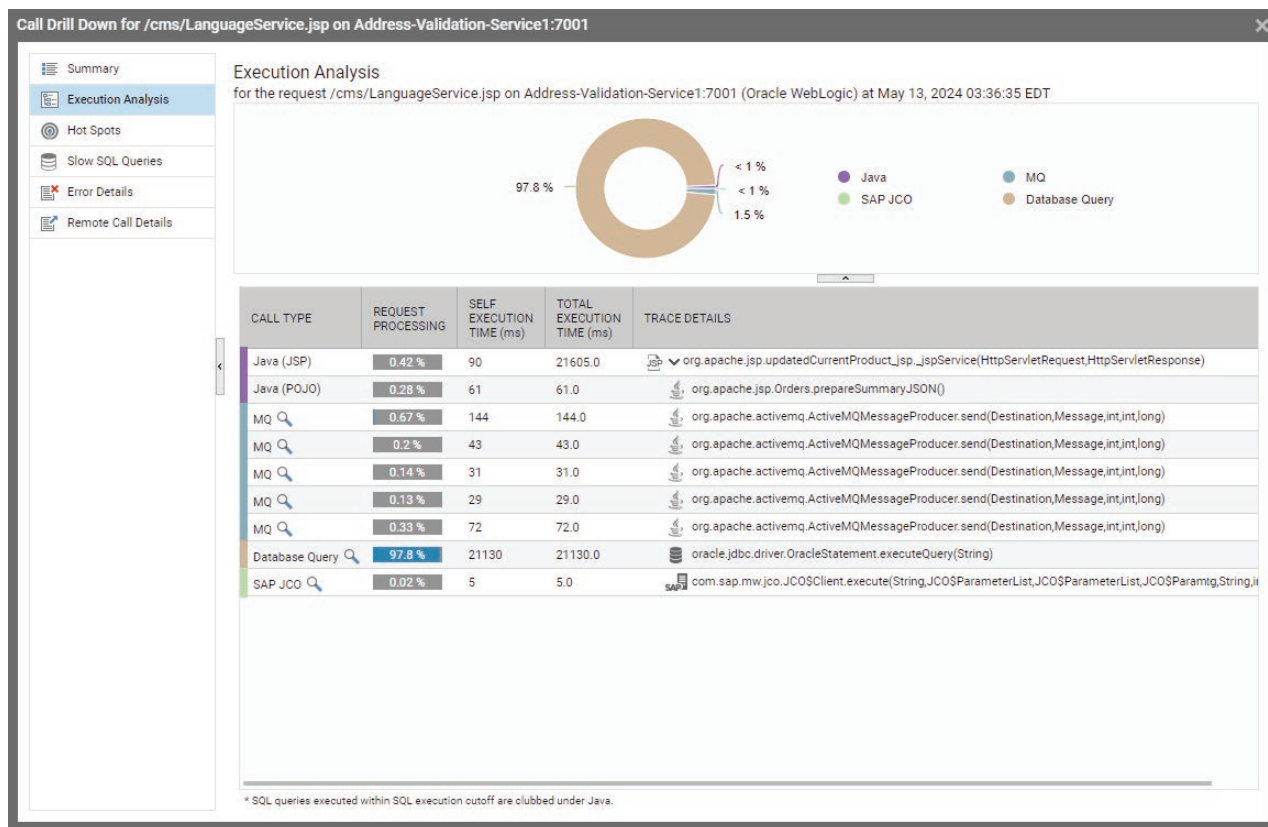
APM streamlines this process, allowing you to swiftly pinpoint the root cause of issues and proactively identify potential problems before they impact users.

Get to the Bottleneck Faster - Fix the Sluggish User Experience with APM!

Gain a deeper understanding of the root cause and identify the exact origin of application performance bottlenecks.

- ➔ Be the first to know when the user experience of web applications is affected, where, and how.
- ➔ Track business transactions across the application architecture and pinpoint the root cause: **Is it broken code or a slow database query?**
- ➔ Get deep performance visibility and critical health metrics for applications and their underlying physical, virtual, and cloud infrastructures.
- ➔ Monitor hundreds of applications out of the box, including Citrix, SAP, PeopleSoft, Microsoft Dynamics, SharePoint, Exchange, Oracle, Java, and more, from a single pane of glass.
- ➔ Enhance application responsiveness and proactively receive alerts for performance deviations.
- ➔ Accurately pinpoint the root cause of slow applications by monitoring and correlating performance within and beyond the application stack.

With APM, you can swiftly identify and resolve performance issues, ensuring an optimal user experience and application responsiveness.

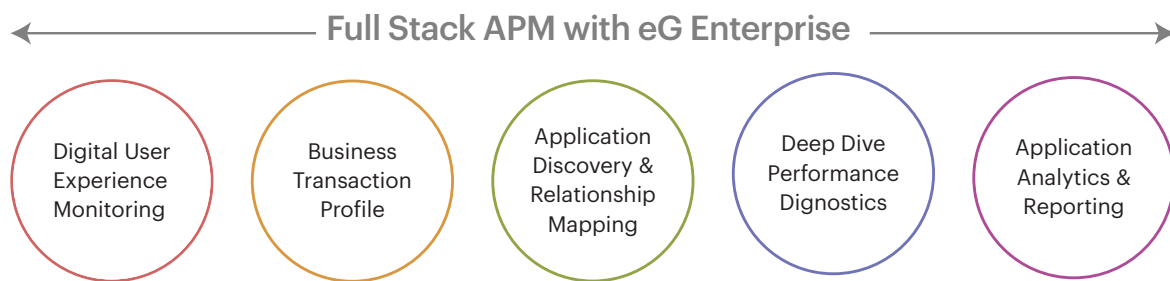


Achieve Full Stack Performance Visibility Across Tiers

APM empowers enterprises to proactively detect, diagnose, and resolve application performance issues, ensuring a seamless user experience. By providing deep performance visibility, proactive alerts, intelligent analytics, and comprehensive reporting, businesses gain complete management of their entire application delivery chain.

Users can automatically correlate performance across every layer and tier of the infrastructure, delivering actionable intelligence to prevent application slowdowns.

A unified web console further enables businesses to monitor end to end user experience and application performance. This fosters collaboration and eliminates the risk of finger-pointing among application business owners, IT operations, DevOps, architects, and developers.



Drive Business Growth Through Performance Excellence

Achieving performance excellence goes beyond efficiency gains. It fosters a data-driven decision-making culture. Enabling businesses to optimize operations and drive strategic growth initiatives.

With APM, you can:



Detect problems sooner and decrease MTTR (Mean Time to Repair): Swiftly identify and resolve issues, reducing downtime and ensuring consistent system availability.



Understand the real-time impact of third-party technologies: Gain visibility into the impact of external technologies, enabling proactive management and maintaining system stability.



Assess the influence of infrastructure and software changes: Evaluate the repercussions of changes accurately, minimizing disruptions and optimizing performance.



Improve communication with your business units: Facilitate seamless collaboration between IT and business units, fostering alignment and driving operational efficiency.



Confirm and document compliance with SLAs (Service Level Agreements): Maintain SLA compliance effortlessly with comprehensive monitoring and reporting, ensuring optimal customer satisfaction and trust.

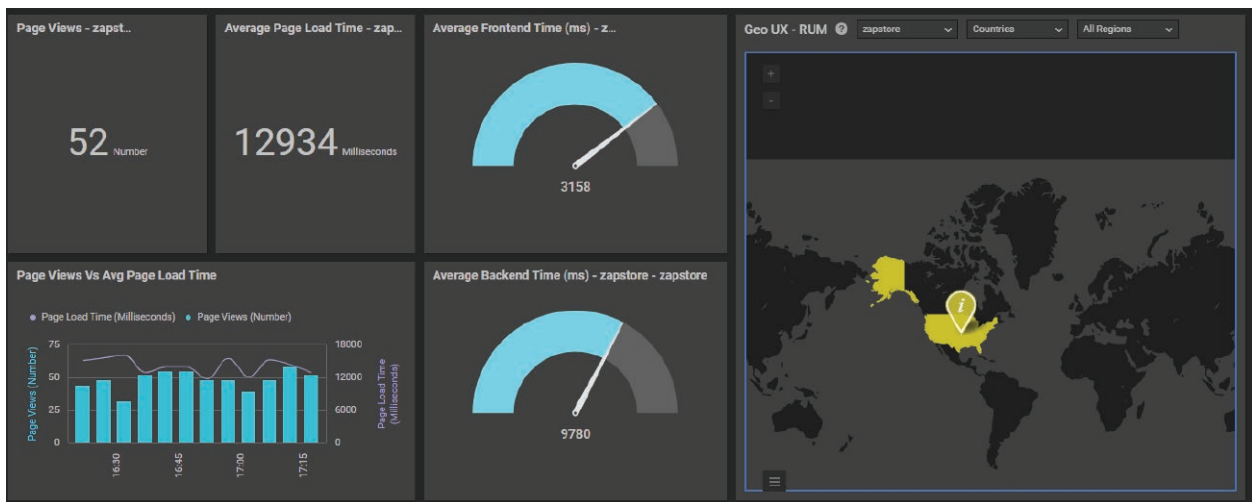
By leveraging APM capabilities, businesses can enhance operational efficiency, mitigate risks, and ultimately achieve sustained growth and success.

APM Made Easy: Powerful Insights Without Complexity

There is a common belief that application performance monitoring is complex. However, is this really the case?

eG Enterprise simplifies APM, empowering businesses to optimize ROI by ensuring optimal performance of applications, whether on-premises or in the cloud, effortlessly.

- ➔ One performance dashboard for all your web applications.
- ➔ Single click drill-down for any application or any infrastructure tier to monitor availability, health, performance, and usage.
- ➔ Clear visibility into the exact line of application code and database query responsible for slow application performance.
- ➔ Customized reports for different stakeholders: Application owners, IT operations, architects, developers, and helpdesk.



In today's dynamic digital landscape, user experience isn't just a bonus—it's a necessity.

Your users demand seamless, lightning-fast interactions with your web applications, and meeting those expectations is paramount to your business success.

Find out what is causing application slowness with an eG Enterprise free trial TODAY!

Click Here



About eG Innovations

eG Innovations provides the world's leading enterprise-class performance management solution that enables organizations to reliably deliver mission-critical business services across complex cloud, virtual, and physical IT environments. Where traditional monitoring tools often fail to provide insight into the performance drivers of business services and user experience, eG Innovations provides total performance visibility across every layer and every tier of the IT infrastructure that supports the business service chain. From desktops to applications, from servers to network and storage, eG Innovations helps companies proactively discover, instantly diagnose, and rapidly resolve even the most challenging performance and user experience issues.

eG Innovations' award-winning solutions are trusted by the world's most demanding companies to ensure end user productivity, deliver return on transformational IT investments, and keep business services up and running. Customers include Anthem, Humana, Staples, T-Mobile, Cox Communications, eBay, Denver Health, AXA, Aviva, Southern California Edison, Samsung, and many more.

To learn more visit www.eginnovations.com



+31 (0) 70 205 5210



info@eginnovations.com



www.eginnovations.com