



## Why care about application performance monitoring?

**performr**  
making application performance relevant

**Hi!** We wrote this paper with a few goals in mind. We want to share some facts about the business world and online applications, introduce application monitoring and show you a little about Performr.

# Table of contents with management summary

This table of contents sums up each separate section and lets you decide where you want to start reading.

## 1 Our world is digital!

page 3 The internet plays a huge role in business life. This means that the business performance of many companies is increasingly dependent on IT and application performance.

**Our point?** Applications play a key role in our daily life. Businesses can simply no longer afford to ignore that.

## 2 Customer expectations have become, quite frankly, demanding.

page 5 Online customers are notorious for having high expectations. Nothing that compares to the willingness to wait in line for paying in a store.

**Our point?** Keeping up with customers means having your applications meet or even better, surpass their expectations.

## 3 So, what makes the online world so different?

page 6 Most of the problems that can occur in the physical world can easily be identified and fixed by people on site. But who's there to monitor the online world of your business and make sure that everything is running as it should?

**Our point?** There's a need for something new to properly monitor business operations in the online world.

## 4 So what is application performance monitoring and why should I care about it?

page 8 Application performance monitoring watches over applications and helps make sure everything is running smoothly.

**Our point?** APM supports you in making better and qualified decisions, ultimately supporting an improved business performance.

## 5 How do companies use Performr?

page 9 Performr permanently monitors applications and helps all parties involved in making the right decisions by providing relevant information in the right business context.

**Our point?** Performr takes information and turns it into clear and relevant business insight.

## 6 Which functionalities does Performr offer?

page 11 Performr offers a great set of functionalities in the areas of monitoring, alerting, prevention, analysis and decision support.

**Our point?** Performr separates the music from the noise and provides only relevant information in the right context.

## 7 Who are we?

page 16 We want to share a few words about us and how we work.

**Our point?** We'd like to meet you too.

# I. Our world is **digital!**

The internet plays a huge role in business life, and this role is only getting **bigger**.

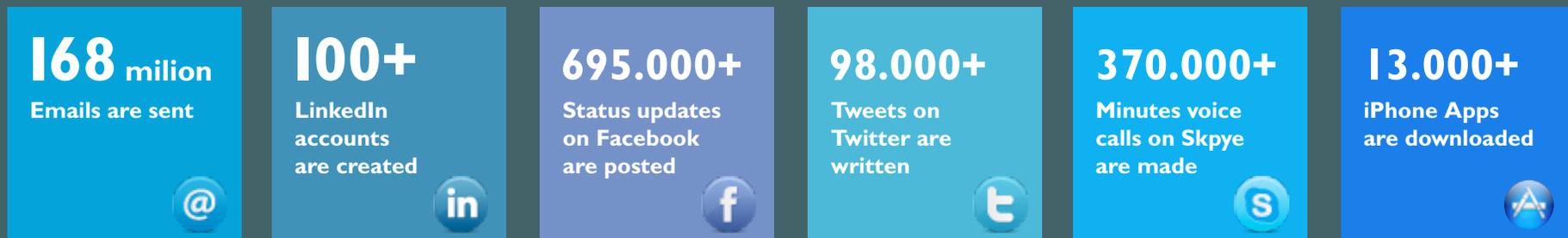
'No company or country can afford to ignore this phenomenon. [...] The scale and speed of change are indelibly altering industry structures and the way that companies do business. Farsighted companies, even ones in traditional industries, can separate the signals from the noise and create new sources of advantage by going digital.' Source: The Digital Manifesto (2012)

**BCG**

THE BOSTON CONSULTING GROUP

## Just think about it...

This is what happens every minute!



Source: Go-Globe.com

The **economic** effects are, to say the least, substantial.

Internet spending is expected to account for **40% of all retail sales** by 2020. (Worldpay)

**10% increase in profitability** for small and medium-sized business from internet usage. (McKinsey)

Global B2C e-commerce sales will pass the **one trillion Euro** mark by 2013. (IMRG)

Total number of internet users will grow from 2.2 billion in 2011 to **3.5 billion** in 2013. (Worldpay)

**84%** of the world's internet users now shop online. (Worldpay)

Internet accounts for **21% of GDP** growth in last 5 years in mature countries. (McKinsey)



**52%** of travelers use social networks for travel ideas



**70%** of business travelers use a mobile device to research travel information



**43%** of travelers read online reviews

Businesses increasingly rely on applications for many if not all, of their business processes. They simply can no longer afford to neglect their application's performance, as it has a direct impact on the overall business performance.

**amazon.com**

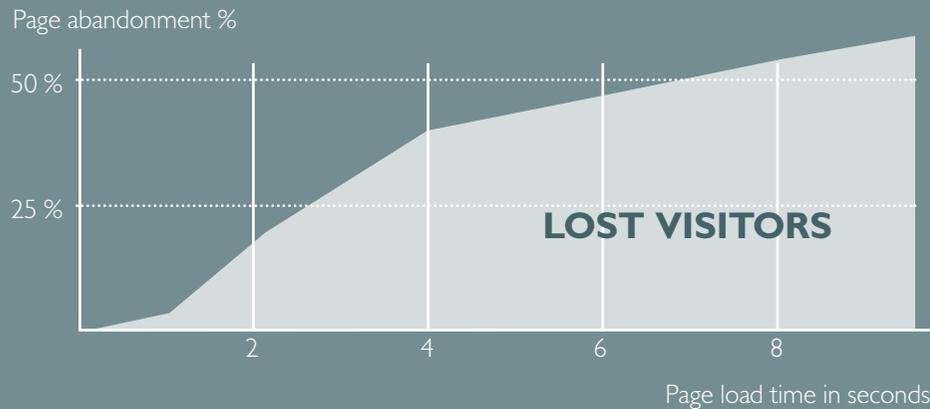
Calculated that a page load slowdown of their website of just ONE second could cost them **\$1.6 BILLION** revenue each year!

**Our point?** Applications play a key role in our daily life. Businesses can simply no longer afford to ignore that.

## 2. Customer expectations have become, quite frankly, **demanding**.

Online customers are notorious for having high expectations. Nothing that compares to the willingness to wait in line for paying in a store.

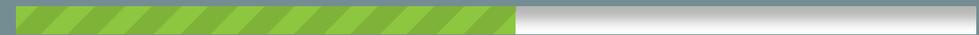
**40%** will abandon a web page if it takes more than three seconds to load.



Loading... Please wait...



**64%** of shoppers who are dissatisfied with a site will shop somewhere else next time.



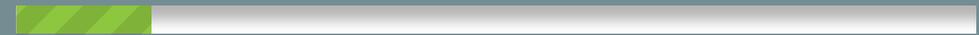
**52%** of online shoppers claim that quick page loads are important for their loyalty to a site.



**47%** of people expect a web page to load in two seconds or less.



**23%** will stop shopping or even walk away from their computer.



**14%** will start shopping at a different site if page loads are slow.

Source: Akamai

Mobile use was responsible for US \$2,6 billion in travel booking value in 2011. That number is projected to exceed **\$8 billion by 2013**.

Google projects that in 2012 **8% of mobile users** will be booking travel from their smartphones.

According to a study of US travelers today **40% of guests** book a room using their mobile devices after performing a mobile search.

Nearly a **quarter of all US hotels** now offer mobile apps according to a survey by the American Hotel & Lodging Association.

**Our point?** Keeping up with customers, means having your applications meet or even better, surpass their expectations.

### 3. So, what makes the online world so **different?**

The differences between the physical and the online world are substantial, both from a customer and a supplier perspective.



## PHYSICAL WORLD

## ONLINE WORLD

Human-to-human — Interaction — Human-to-device

(Limited) opening hours — Availability — 24/7 availability

Locally at specific locations — Access — Anywhere globally

Limited product range — Offering — Huge offering and fast browsing between shops

Waiting time for advice and paying is generally accepted — Waiting time — Unwilling to wait for anything

Physical space limits number of customers — Capacity — Virtually infinite amount of customers

The shop's sales person — Advice — Interaction of customers, online reviews

So far so good. Everything is working smoothly...

## But, who's prepared if something goes wrong?



The door has not been unlocked

The phones are not working

A product has run out of stock

Too many people are waiting in line

Access to website is blocked

Payment system is down

Page load time is too slow

Large amount of visitors is making the website collapse



Most of the problems that can occur in the physical world can easily be identified and fixed by people on site.

But who's there to monitor the online world of your business and make sure that everything is running as it should?

**Our point?** There's a need for something new to properly monitor business operations in the online world.

## 4. So what is **application performance monitoring** and why should I care about it?

Businesses now rely on applications for many if not all, of their business processes. So they simply can no longer afford to neglect their application's performance, as it has a direct impact on the overall business performance. Application performance monitoring watches over applications and helps make sure everything is running smoothly.

### Proactive monitoring

APM proactively monitors the experience of your end-users. So if your user has a problem, you will know.

It also allows you to identify bottlenecks in your application landscape to avoid those problems.

### Incident management

APM immediately alerts you when it has identified an issue and allows you to react to critical incidents.

By providing information in the relevant context it allows you to more easily analyze the root cause and its consequences.

### Collaborative Service Management

APM helps you guard your service level agreements. By sharing a common truth, it improves collaboration between IT providers and their customers.

It allows you to schedule both IT-related and operational activities that impact application performance. This prevents negative consequences on business performance. IT and operations understand each other better.

**Our point?** APM supports you in making better and qualified decisions, ultimately supporting an improved business performance.

## 5. How do **companies** use Performr?



Before answering this question, let us first introduce you to our virtual business case.

**shopaholiday.com** Shopaholiday.com is a relatively new, yet fast-growing website for booking holiday rentals like Expedia or Booking.com. They aim at new moms in particular, as they are a very large part of the online shopping community. The company is completely dependent on its website to generate business and therefore needs to keep a close eye on the performance of its applications, especially during peak seasons.

### This is Joost, the business manager

Joost is the founder and owner of Shopaholiday.com. Before that, he worked as outlet manager for a large travel agency. Joost has a decent understanding of internet-related technology, but is not really into technical details. He mainly keeps busy with growing Shopaholiday.com, handling marketing and partnerships, and doing financial administration for the company. Naturally, he wants to be on top of all business-critical aspects of his company.



**JOOST**  
owner of  
**shopaholiday.com**

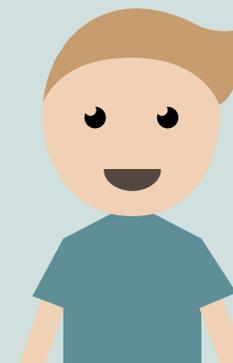
### This is Eva, his system manager

Eva has been with Shopaholiday.com since the beginning. She is not only responsible for the website development, but as well for overseeing the complete IT infrastructure which is outsourced to Provide IT. As is quite normal for a small company, Eva also occasionally helps out in customer service and administration. But her main attention is focused on making sure that the website is running optimally, all the time, so customers can book their holidays smoothly.



### And this is Nick, their IT provider

Nick is one of the support account managers at Provide IT, an IT hosting company mainly targeting e-commerce companies. Nick is a real geek. He loves solving technical issues and helping his customers. He is the technical contact person for some 25 customers of Provide IT, including the online travel agency Shopaholiday.com, where his friend Eva works as system manager.



# So what does Performr do for **these people**?

Performr permanently monitors applications and helps all parties involved in making the right decisions by providing relevant information in the right business context.

## What Performr does for Joost, the business manager

Performr can show him that his website is running smoothly and send him a message when something goes wrong.

Joost can see the message and choose to investigate the problem, or forward it to his system manager.

He can keep himself updated via the chat panel in Performr.



- E-mail alerts
- iPhone dashboard
- Chat panel

## What Performr does for Eva, the system manager

She also receives messages from Performr the second something needs attention.

She can instantly investigate the problem and inform her business manager of what's happening by using Performr's chat panel.

If need be, she can contact their IT provider who's also connected to Performr, to assist with the problem.



- Alert and incident management
- Analysis and reporting
- Application administration

## What Performr does for Nick, the external IT provider

Provide IT is an IT service provider and they use Performr to maintain and fulfill SLAs that they have with their clients. Shopaholiday.com is one of them.

Nick, their main account contact uses Performr to detect if anything is unusual in all website's activity and to handle a problem as soon as he sees it.

Performr alerts him if anything goes wrong so that he can investigate and fix the problem.



- Alert and incident management
- Collaboration with customers
- Customer reporting

**Our point?** Performr takes information and turns it into clear and relevant business insight.

## 6. Which **functionalities** does Performr offer?

Performr is a web application-monitoring suite designed for small to medium-sized enterprises (SMEs) to monitor the health of business applications. It gathers data from the underlying infrastructure and provides clear and relevant insights for business and IT managers.

Now in plain English. Performr pretends it's your customer or employee using your application and tells you if it's performing well. If there's a problem, it alerts you. And it learns as it goes. So that next time a similar problem occurs, it warns you beforehand. And in addition to monitoring applications, Performr speaks business. It gives context to data and statistics and makes them relevant for you.

### Monitoring

#### Realistic end user experience

Scripts simulate the behavior of an application's end users 24/7, giving real-time access to the application's performance metrics.

#### Point of Presence

Performr can simulate users from many geographical locations as well as from within an organization. This allows customer experience comparisons between continents, countries or offices.

#### Mobile / App support

Performr's monitoring agents are flexible enough to monitor a large range of systems; they can even monitor mobile apps.

### Alerting

#### Issue Alerts

All measured values are constantly checked against customizable thresholds. As soon as enough abnormalities or errors are detected an alert is issued via e-mail and/or SMS text message, allowing for quick response and incident resolution.

#### Defining custom thresholds and notifications

What is good and what is bad? In Performr the customer decides when a component isn't working properly and who gets notified of that.

#### Incident resolution

When, inevitably, problems do occur, Performr allows the team to track the issue, delegate the responsibility to the right person and discuss any progress on the issue inside the Performr dashboard. Next time such an issue arises, the information will be available on the dashboard to help with faster incident resolution.

### Prevention

#### Trends

Performance readings are bundled and plotted in interactive charts, making it possible to see trends, take any required precautions and investigate any issues if (when) they do arise.

#### Prevention

Let IT and operations collaborate on a shared event calendar so that planned events that potentially have a high impact on application performance can be checked for overlap, thereby preventing performance issues before they arise.

#### Collaboration

Access to performance data for a variety of people in an organization ensures awareness of the impact of application performance for the core business.



## Analysis

### User-friendly dashboard

The dashboard supplies a clear visual representation of the available information. From a high-level glance at the heat map showing the application components to drilling-down into the details of the low-level measurement data, we provide just the information needed in a given situation.

### Understanding bottlenecks

Performr can display what part of the application is the cause of an error whenever it occurs. Screenshots of any on-screen errors and page-load breakdowns are saved and are available through the dashboard.

### Testing the chain

Performr measures the entire chain of systems behind the application. Issues in underlying (or 3rd party) systems will be exposed in the results.

## Decision support

### Objective performance information (Steered by SLAs)

Customers might complain that your application is slow. But what is 'slow'? Performr supplies objective information that allows for discussions on application performance with the development team, IT department and/or hosting party.

### Shared reality

Having one set of data that is objective and unbiased avoids discussions about the validity of the data and encourages getting straight to business.

### Reporting

Performr has different ways of reporting results such as by using default reports or by creating a customized one. It can also schedule reports to go out at certain intervals.

### iPhone App

For those who own an iPhone, there is an app available that allows easy access to the most relevant data needed for issue resolution or just for keeping up to date on the current state of affairs on the go.



making application performance relevant

### It's clear

Performr's clear display of information facilitates a quick understanding of the situation for both IT and business experts, while providing them with an effective starting point for managing incidents.

### It's smart

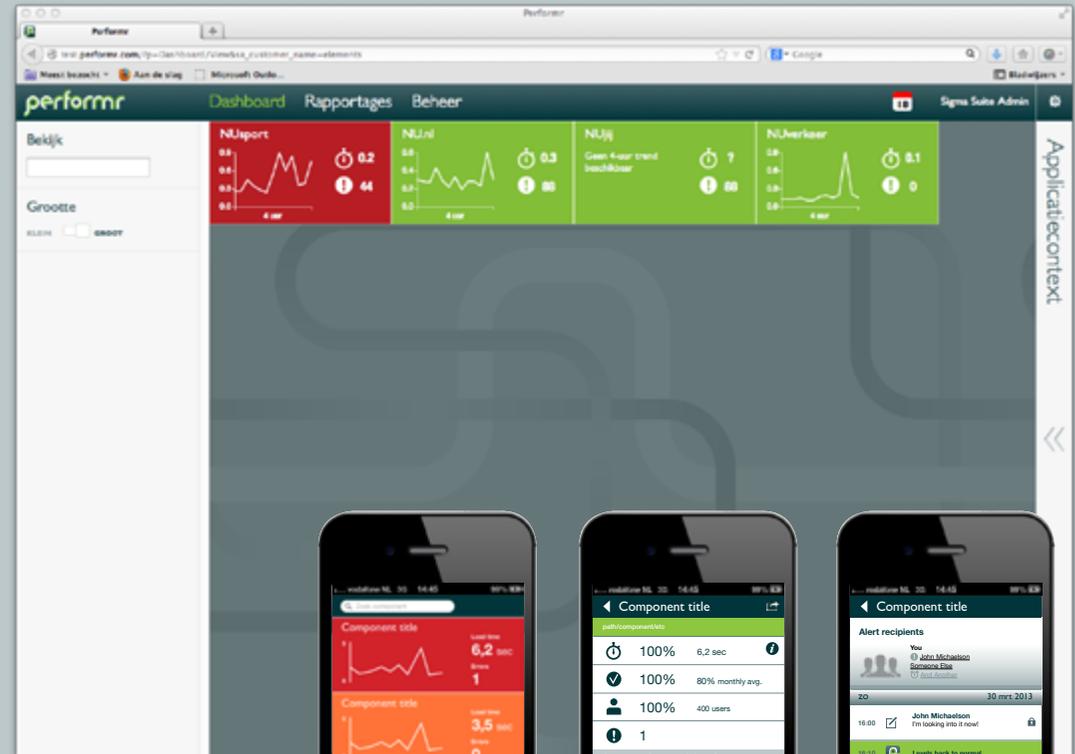
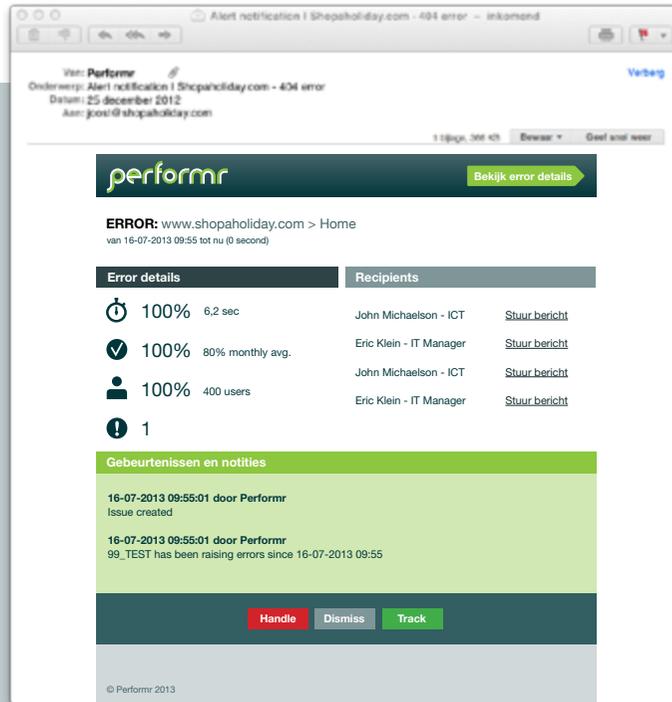
Performr helps prevent risks by learning from past events and incidents and acting upon them promptly.

### It's relevant

Performr gives business context to data and facts that reveal understanding for IT and business stakeholders.

**Our point?** Performr separates the music from the noise and provides only relevant information in the right context.

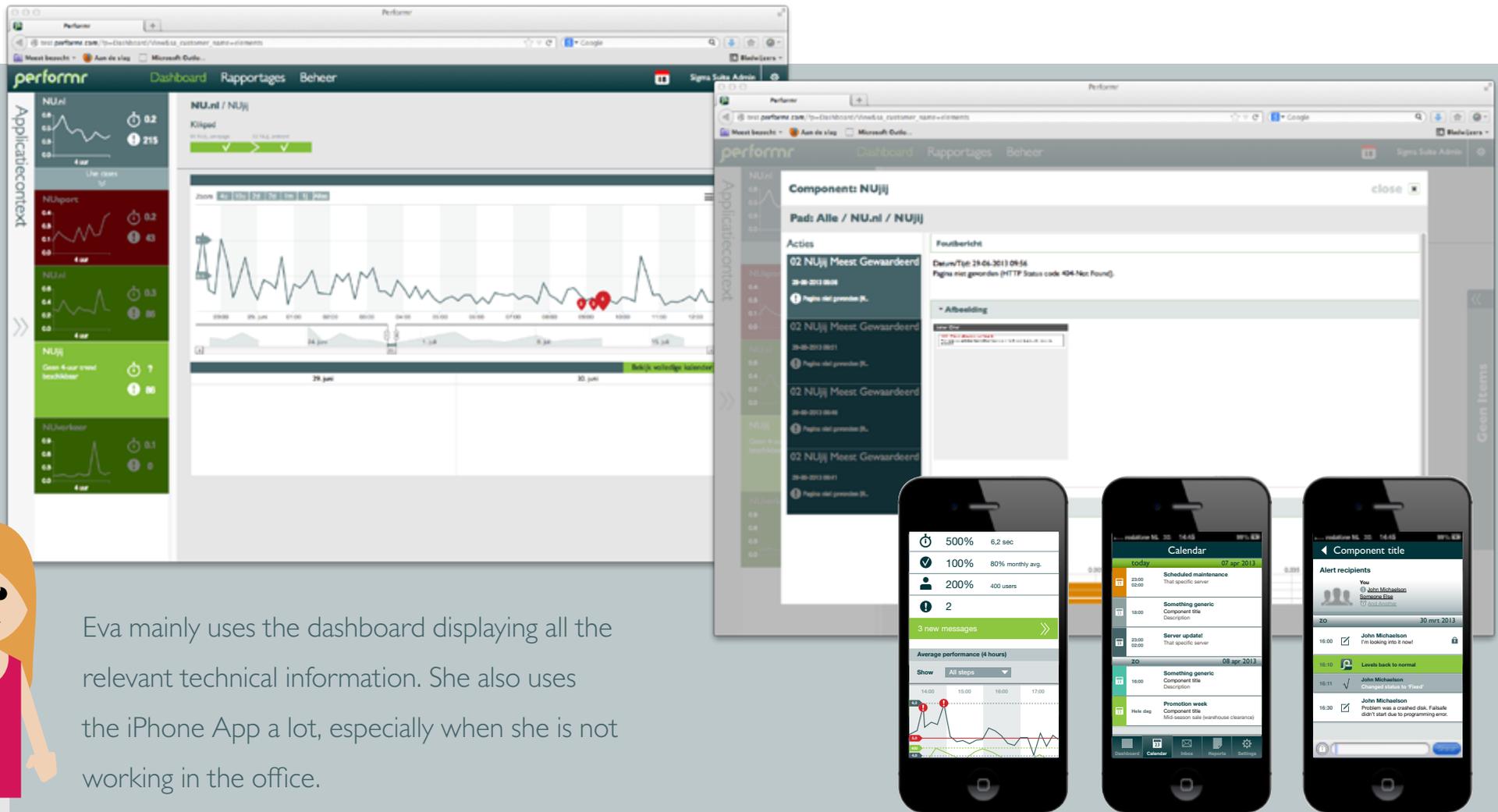
# How the **business manager** Joost looks at Performr



Joost mainly uses the e-mail alert function and looks at the notifications on the Performr iPhone App. Sometimes he also looks at the heat map to see if everything is running smoothly.

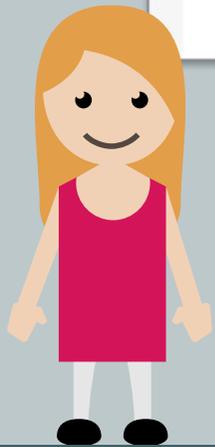


# How the **system manager** Eva looks at Performr

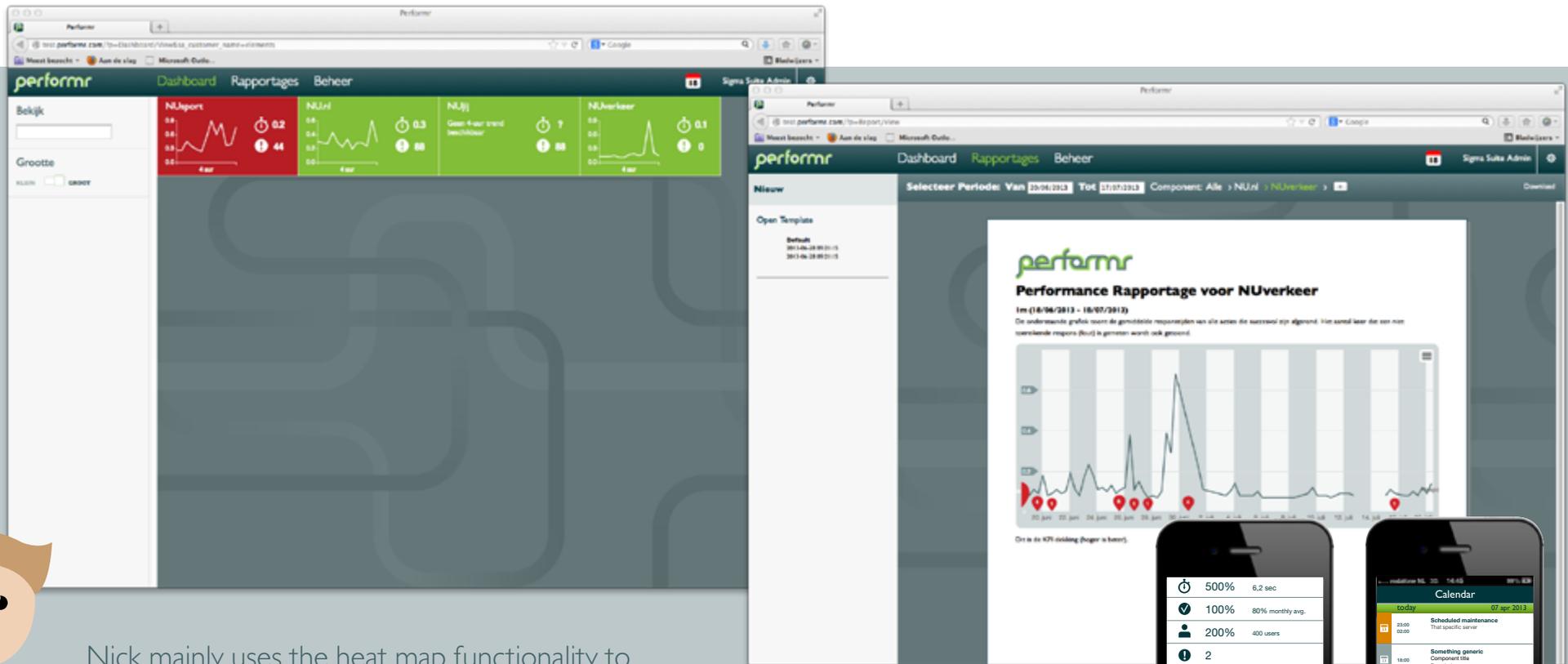


The image displays the Performr system manager interface. On the left, a desktop monitor shows the main dashboard with various performance metrics and graphs. In the center, another monitor shows a detailed view of a component, including a list of activities and a detailed error report. On the right, three iPhones show the mobile app interface, which includes a performance summary, a calendar of events, and an alert notification.

Eva mainly uses the dashboard displaying all the relevant technical information. She also uses the iPhone App a lot, especially when she is not working in the office.



# How the **external IT provider** Nick looks at Performr



Nick mainly uses the heat map functionality to monitor the status of all his customers. He regularly creates reports for his customers and of course, also uses the iPhone App in case of alerts.



## 7. Who are **we**?

We want to share a few words about us and how we work.

- We're a jolly blend of programmers, entrepreneurs and business minds. 45 in total, and counting.
- We know what we're doing because we have a strong background in testing and monitoring applications and run a business ourselves.
- We simply get to business because we have the luck of working on something we think is great fun.

Here's how we think and what makes us, us.

- Think positive. Everything's possible.
- Lead by action. Start doing and make it count.
- There's comfort in data. It's all true and objective. No need to argue.
- Relevance grabs. A good story is one that speaks to the listener.
- Make it fun. Business and pleasure make great partners.

**Our point?** We'd like to meet you too.



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