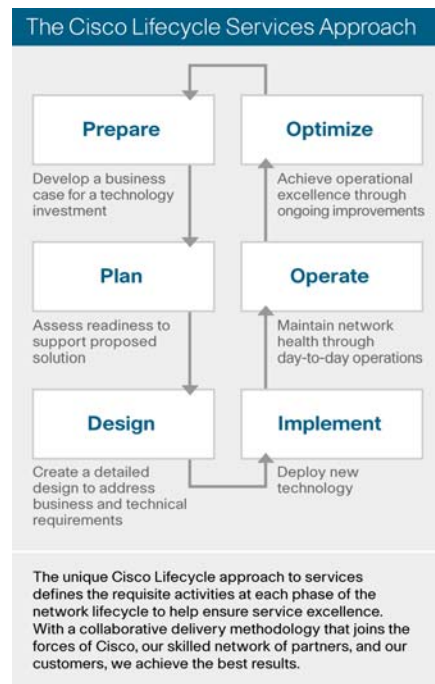


Cisco Application Visibility and Management Optimization Service

Decrease your IT operational costs while optimizing application availability and performance



Service Overview

The highly distributed nature of business makes optimizing applications for availability and performance critical. Distributed locations – such as branch offices, global customers, and partners – and service-oriented architectures make it difficult for IT organizations to effectively manage the performance and availability of business applications. A user's single mouse click can result in hundreds of application component- and network-level transactions that must successfully complete before the business transaction completes. As a result, a slowdown or failure of a single application-, server-, or network component can cause business-transaction performance degradation or downtime, significantly affecting business. Enterprises need visibility deep into their application, server, and network infrastructure to ensure critical business processes run optimally, assure conformance to service-level agreements (SLAs), and deliver a good customer experience.

For applications that run in virtualized environments and are developed using service-oriented architecture, what happens between the time a user hits the Enter key and the time a transaction completes can be totally opaque, making it expensive and time-consuming for IT to pinpoint and address the causes of slowdowns and outages. Cisco® Application Visibility and Management (AVM) Optimization Services can help IT organizations maintain optimal performance of business applications and reduce the time spent and cost of manual diagnostics of the IT infrastructure.

Increasing the Business Value of your Applications and IT Infrastructure

Cisco AVM Optimization Services help application, network and data center IT administrators find the sources of application performance degradation and potential disruption by analyzing transactions on servers, between application components, and on the network. Through a combination of instrumentation, analysis, and network capture tools developed by Cisco, our engineers and partners create a complete profile of targeted business applications and the interactions between application processes, and give you ongoing reports and dashboard metrics showing the health and performance of your applications and application infrastructure.

The Cisco AVM Optimization Service includes the following activities:

- Cisco Application Visibility and Management Workshop
- Cisco Application Visibility and Management Analysis, Assessment, and Initial Configuration (Startup Service)
- Cisco AVM Optimization Reports

Cisco Application Visibility and Management Workshop

A detailed evaluation of the application and business process environment is the first step in any new implementation of Cisco AVM Optimization Service.

The 2-day AVM Optimization Workshop helps you explore, identify, and analyze problems related to applications and IT infrastructure management in your organization and map them to AVM Optimization Service Reports. It also provides an overview to industry initiatives in areas that influence business services management (BSM) and Information Technology Infrastructure Library (ITIL) adoption. Table 1 lists the activities of the workshop.

Table 1. Cisco Application Visibility and Management Workshop

Activities	Deliverables
<ul style="list-style-type: none"> • Cisco AVM overview • ITIL and BSM overview with industry trends • Cisco AVM technology review • Application discovery • Application management requirements 	<ul style="list-style-type: none"> • Use-case model to identify which applications and processes to monitor • Engagement plan between Cisco and the customer

Cisco Application Visibility and Management Analysis, Assessment, and Initial Configuration (Startup Service)

A detailed assessment of the applications, transactions, performance, and business visibility is necessary for any new implementation of Cisco AVM Optimization Services.

The Cisco AVM Assessment and Startup Service includes a planning phase with a detailed assessment of customer infrastructure and applications, followed by design and implementation of the AVM tools and instrumentation. The service provides the tools and configurations required on your network and servers to enable the Application Optimization Service outlined in the following section. Table 2 lists the activities of the startup service.

Table 2. Cisco Application Visibility and Management Assessment and Startup Service

Activities	Deliverables
<ul style="list-style-type: none"> • Review of requirements, architecture, and use-case model • Scope of discovery and inventory • Deployment design of node and traffic collectors • Deployment of nodes, traffic collectors, analysis engines, and agents (if applicable) • Initial configuration and setup of service, including setup of reporting tools • Initial discovery of applications, transactions, and business processes 	<ul style="list-style-type: none"> • Deployment design plan • Startup policies • Configuration specifications • Inventory • List of discovered AVM nodes

Cisco AVM Optimization Reports

As an ongoing subscription service, Cisco's AVM Optimization Reports give you detailed, timely information about the health of your applications and business processes. These periodic reports identify problems and track historical trends, allowing you to see how applications have performed over time along with developing problems, such as increasing transaction loading, before they develop and affect your business. In addition to periodic reports, a live dashboard is available to administrators to see real-time information on the performance and health of your IT applications and infrastructure.

Application Visibility and Management Optimization Reports consists of the four ongoing activities, described in Table 3.

Table 3. Cisco AVM Optimization Reports

Activities	Deliverables
<p>Application Dependency Discovery Report This report provides inventory of servers and network infrastructure components and discovery of applications and applications dependency mappings.</p>	<ul style="list-style-type: none"> • Physical topology • Logical topology • Flow topology • Application dependency maps
<p>Application Performance Analysis Report This report provides nonintrusive collection and discovery of application performance based on its set of process metrics, and provides response times and throughput data about the individual application processes involved in a larger system with trending of usage.</p>	<ul style="list-style-type: none"> • Weekly Graphical Application Performance Report • Weekly Application Performance Analysis Report based on daily, weekly, and monthly trends • Ongoing phone and email notifications of SLA violations • Live dashboard reviews
<p>Application Transaction Analysis Report This report provides nonintrusive collection and discovery of transactions and detailed analysis of transaction data (response time and throughputs) to determine transaction SLA violation, peak throughputs, and response time.</p>	<ul style="list-style-type: none"> • Weekly Graphical Transaction Performance Report • Weekly Transaction Performance Analysis Report based on daily, weekly, and monthly trends • Ongoing phone and email notifications of SLA violations • Live dashboard reviews
<p>Business Service Visibility Report This report provides discovery of business transactions and end-to-end business transaction models, allowing IT administrators to visualize and monitor the entire business service flow, such as a web-based customer order or credit check. Examples of business transactions include click-to-pay, enter trade, request Order Status Report, approve claim, and enter order.</p>	<ul style="list-style-type: none"> • Weekly list of discovered transactions • Weekly application interaction diagrams • Monthly end-to-end business transaction model
<p>Cisco AVM Performance Dashboard This dashboard provides real-time data about the health, performance, and status of the monitored applications.</p>	<ul style="list-style-type: none"> • Online graphical interface showing topologies, application dependencies, application performance, and business transactions accessible over the Internet

Benefits

Cisco's AVM Optimization Service can help you identify developing problems in your IT application infrastructure, reducing downtime and decreasing the time and cost to resolve performance problems. Cisco AVM allows you to optimize your applications to assure conformance to SLAs, minimize outages, and optimize user experience. Through application and transaction profiling and application performance analysis, Cisco AVM Application Optimization Service can identify the true application, server, and network interactions that enable network-based business transactions such as online commerce and supply chain management. With periodic reports, an online live dashboard, and frequent reviews with Cisco engineers, your enterprise can keep ahead of the needs of your business and users, and take full advantage of your service-oriented architecture (SOA)-based applications.

Why Cisco Services?

Cisco Services make networks, applications, and the people who use them work better together. Today, the network is a strategic platform in a world that demands better integration between people, information, and ideas. The network works better when services, together with products, create solutions aligned with business needs and opportunities.

The unique Cisco Lifecycle approach to services defines the requisite activities at each phase of the network lifecycle to help ensure service excellence. With a collaborative delivery methodology that joins the forces of Cisco, our skilled network of partners, and our customers, we achieve superior results.

Availability and Ordering

Cisco Network Optimization Services are a prerequisite for ordering Cisco's AVM Optimization Service. The Application Visibility and Management Workshop, Application Visibility and Management Knowledge Transfer and Application Visibility and Management Assessment and Startup Services are available as standalone transactional services, and are required for at least the first year of the Cisco AVM Optimization Service. The Cisco AVM Optimization Service is available as an annual subscription. Contact your local Cisco account manager about availability in your area.

For More Information

For more information about Cisco AVM Optimization Services for network operating systems or the Cisco Lifecycle Services approach, contact your local Cisco representative.

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