


Connecting Application Performance and Business Outcomes


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Market Dominance

Who We Are


- 

Fastest Growing Software Company
- 


World's Largest Brands
- 


Incredible Customer Satisfaction
- 


Market Leadership




What We Give

- 

Website Download
- 

Rapid Adoption Services
- 

App & Business Unified
- 

SaaS, Cloud, Or On-Prem

What You Get

- 

Rapid Time to Value
- 

Low Cost of Ownership
- 

Proven Enterprise Scalability
- 

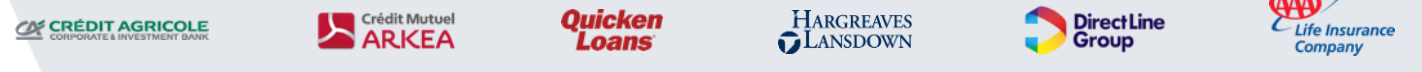
Rapid Enterprise Wide Adoption

We Understand Your Industry

Financial Services

March 2014

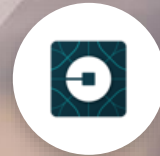
Present Day



Application loyalty is the new brand loyalty



How does your app stack up against
the new user expectation bar?



You Need to Keep Pace with Your Customers

Every Business is a Software Business

Do you know what our busiest bank branch is in the UK? It's our mobile app on the 7:15 am train to Paddington.



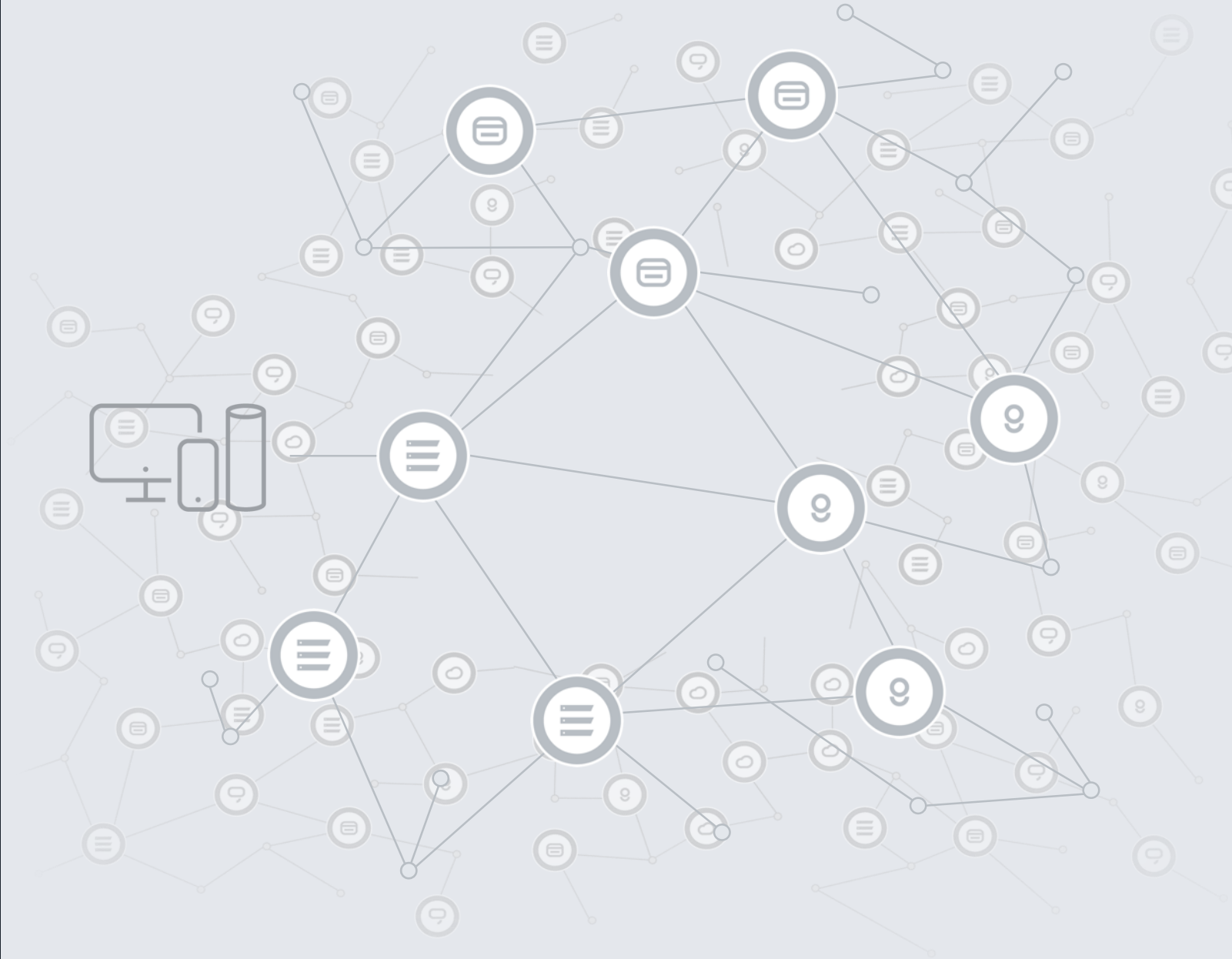
But as The Customer Experience Simplifies...

Application Complexity is Exploding

More Distributed

More Dependencies

Faster Cycles



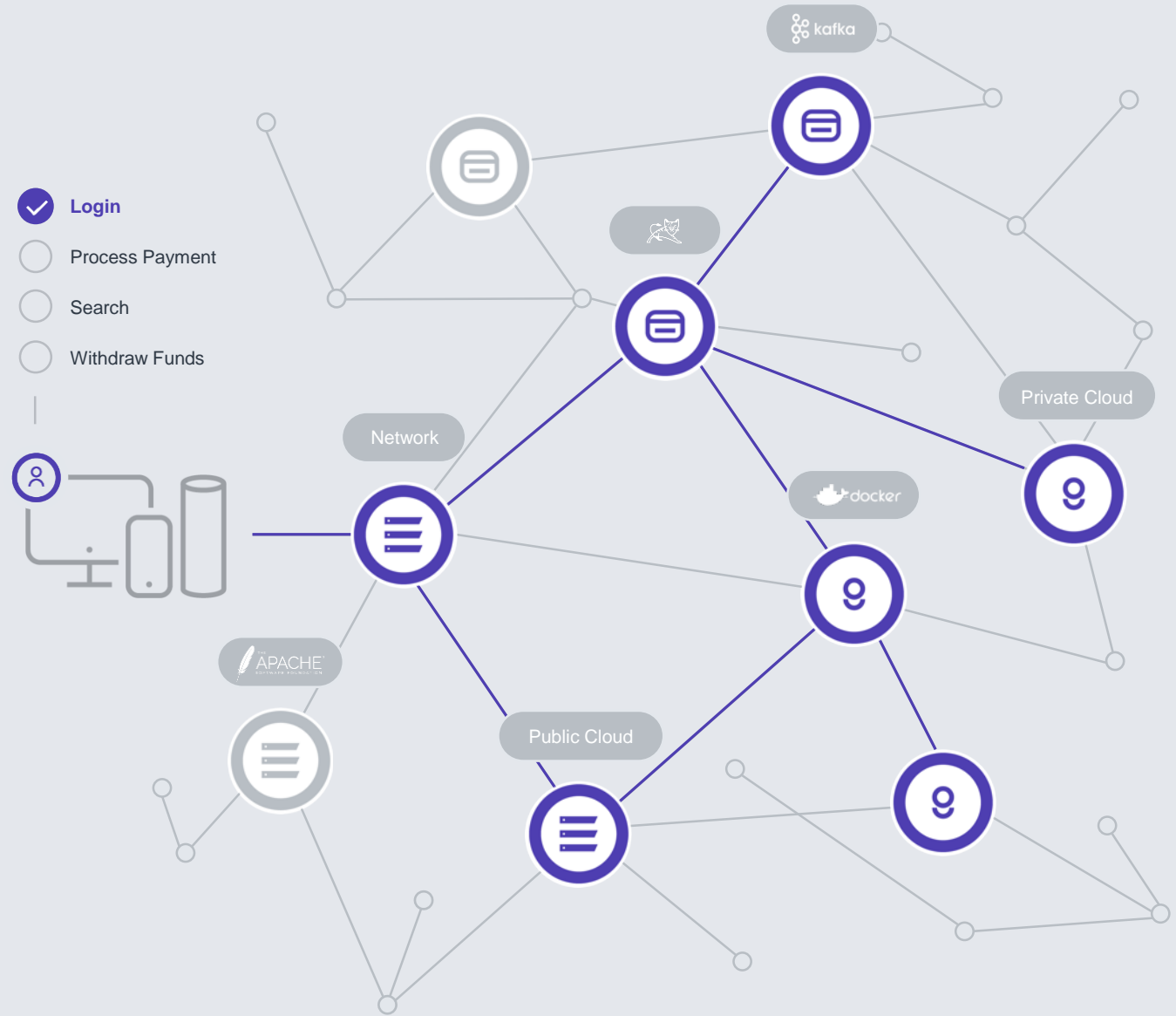
How Do You Follow The Customer?

Your Customers' Interactions

The "Business Transaction"

The consistent unit of measure

Constant despite complexity/change

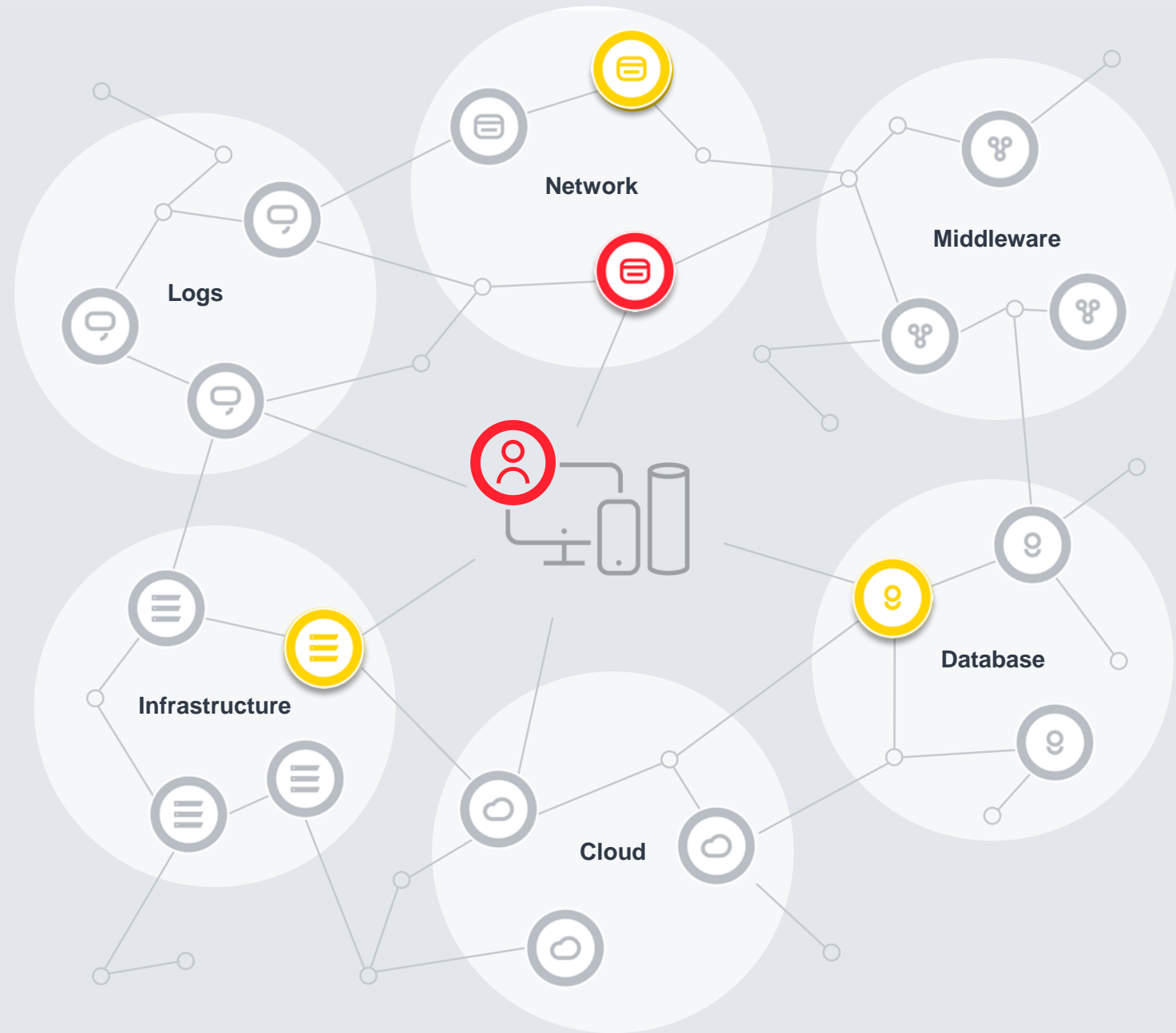


Traditional Siloed Tools Solve Siloed Problems

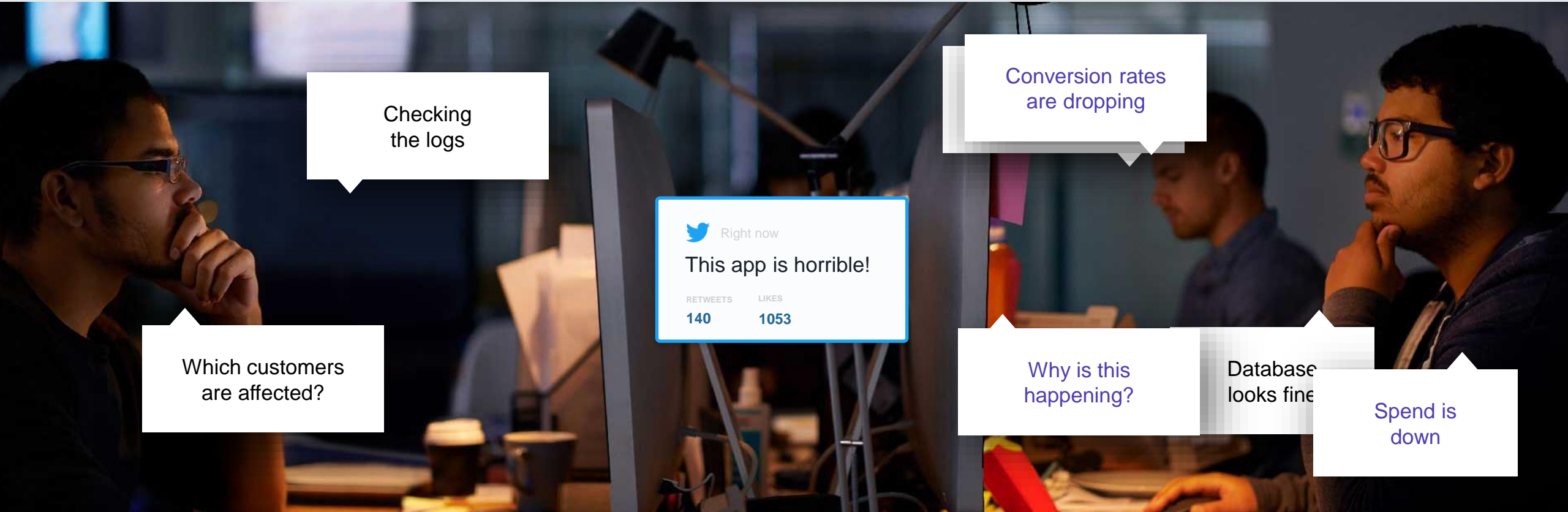
Siloed problems are identified by individual monitoring tools
'Finding the red'

Multiple minor issues when combined may contribute to poor user experience

Siloed tools struggle to identify these issues
'Finding the yellow'



Siloed Teams Solve Siloed Problems



The War Room

Solving for Today's Complex Problems

Move Fast

Customers moving fast,
expectation increasing

Follow Everything

Complexity
exploding

**Focus on What
Matters Most**

Siloed tools and
siloed teams

Without AppDynamics... it would be like driving a car at 100 miles per hour with your eyes closed. You can't afford not having the visibility that AppDynamics provides...

okta



App iQ

Map

Baseline

Diagnose

Enterprise

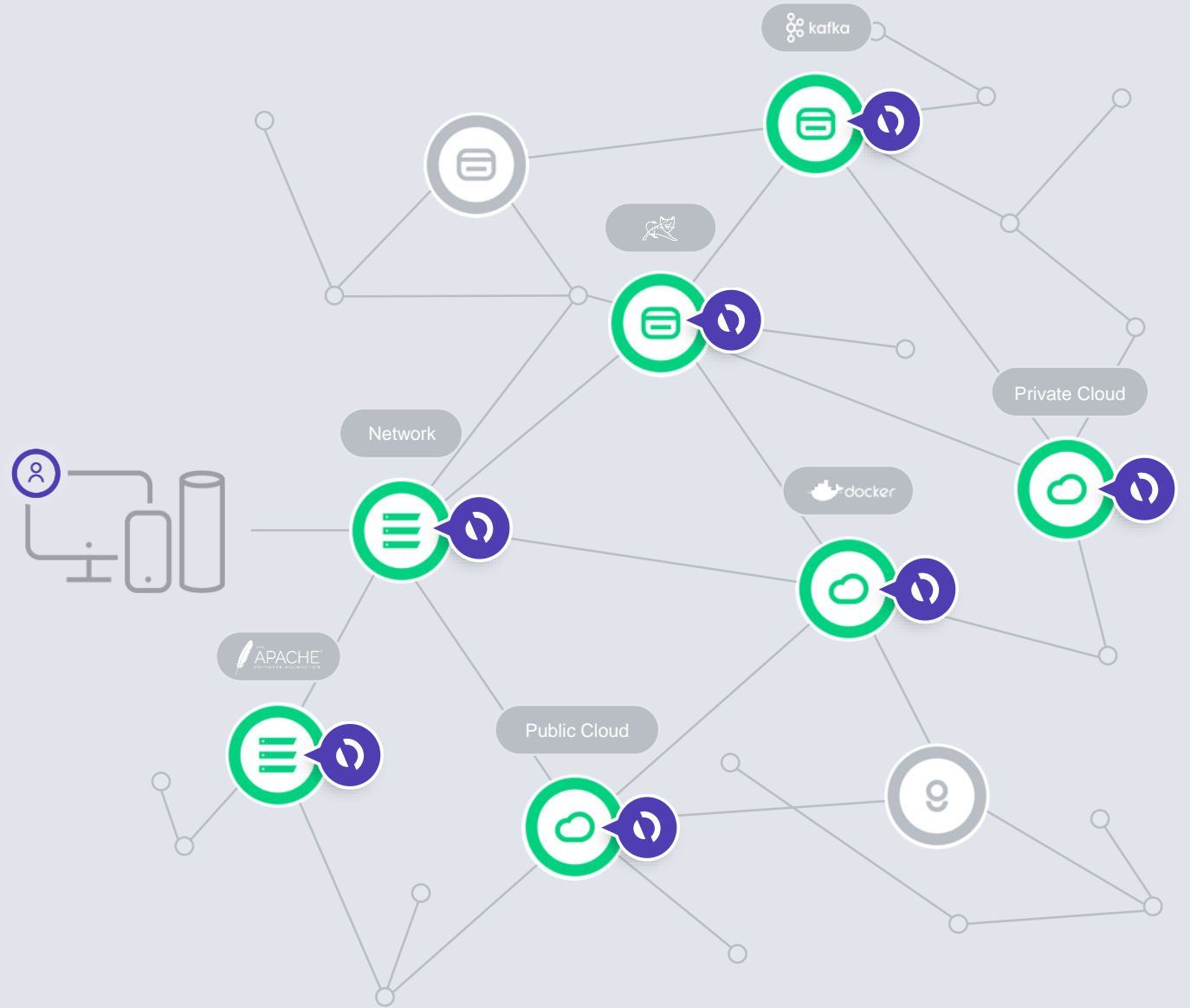


Business iQ

Live Customer Journeys for Every Business Transaction

Move Fast,
Follow Everything &
Focus on What Matters Most

- Lightweight Agents
- Deployed Throughout Application Environment
- Auto Instrument | Auto Configure





App iQ

Map

Baseline

Diagnose

Enterprise

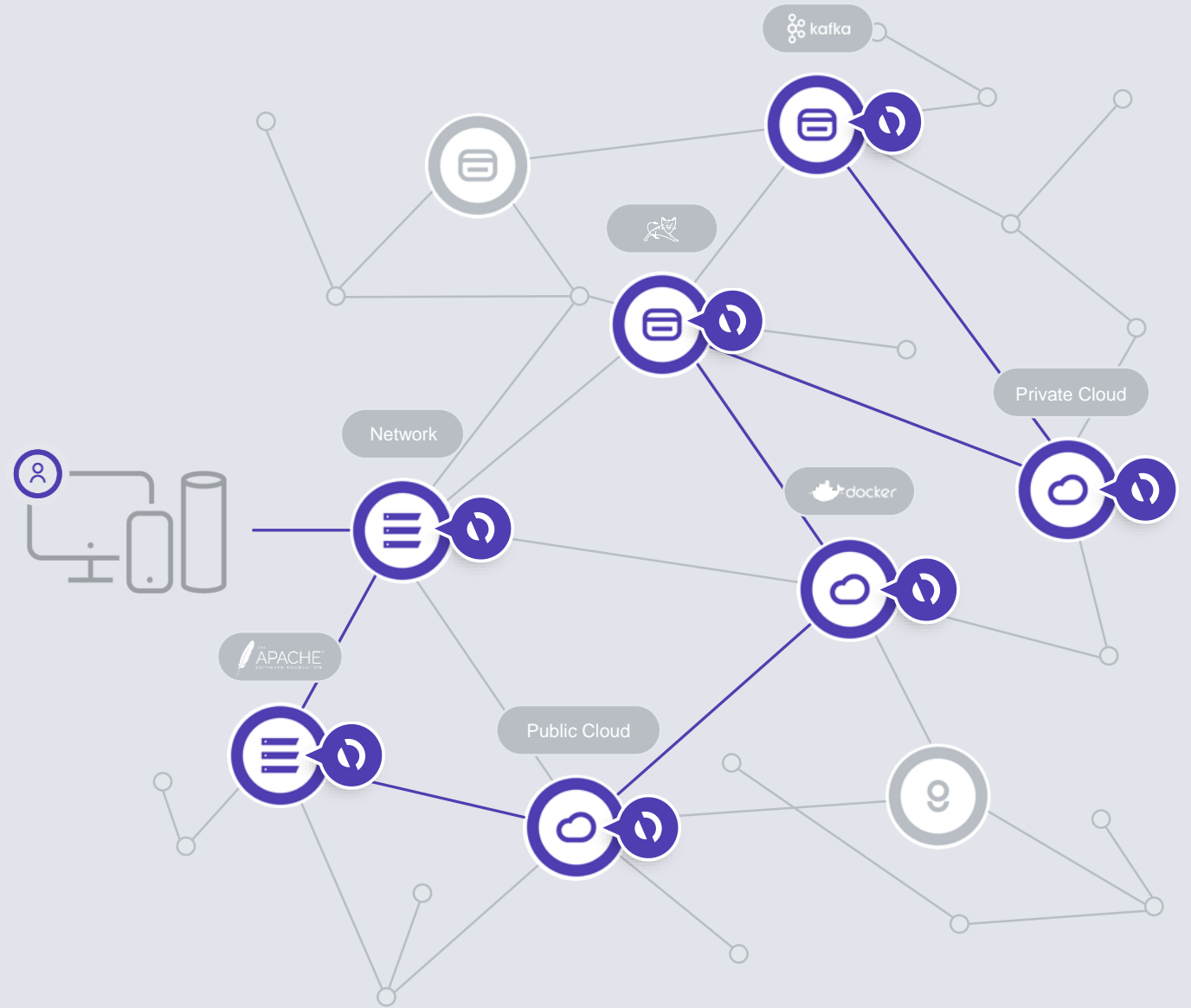


Business iQ

Live Customer Journeys for Every Business Transaction

Move Fast,
Follow Everything &
Focus on What Matters Most

- Every User, Every Transaction
- Automates Discovery and Correlation
- Dynamically Updated





App IQ

Map

Baseline

Diagnose

Enterprise

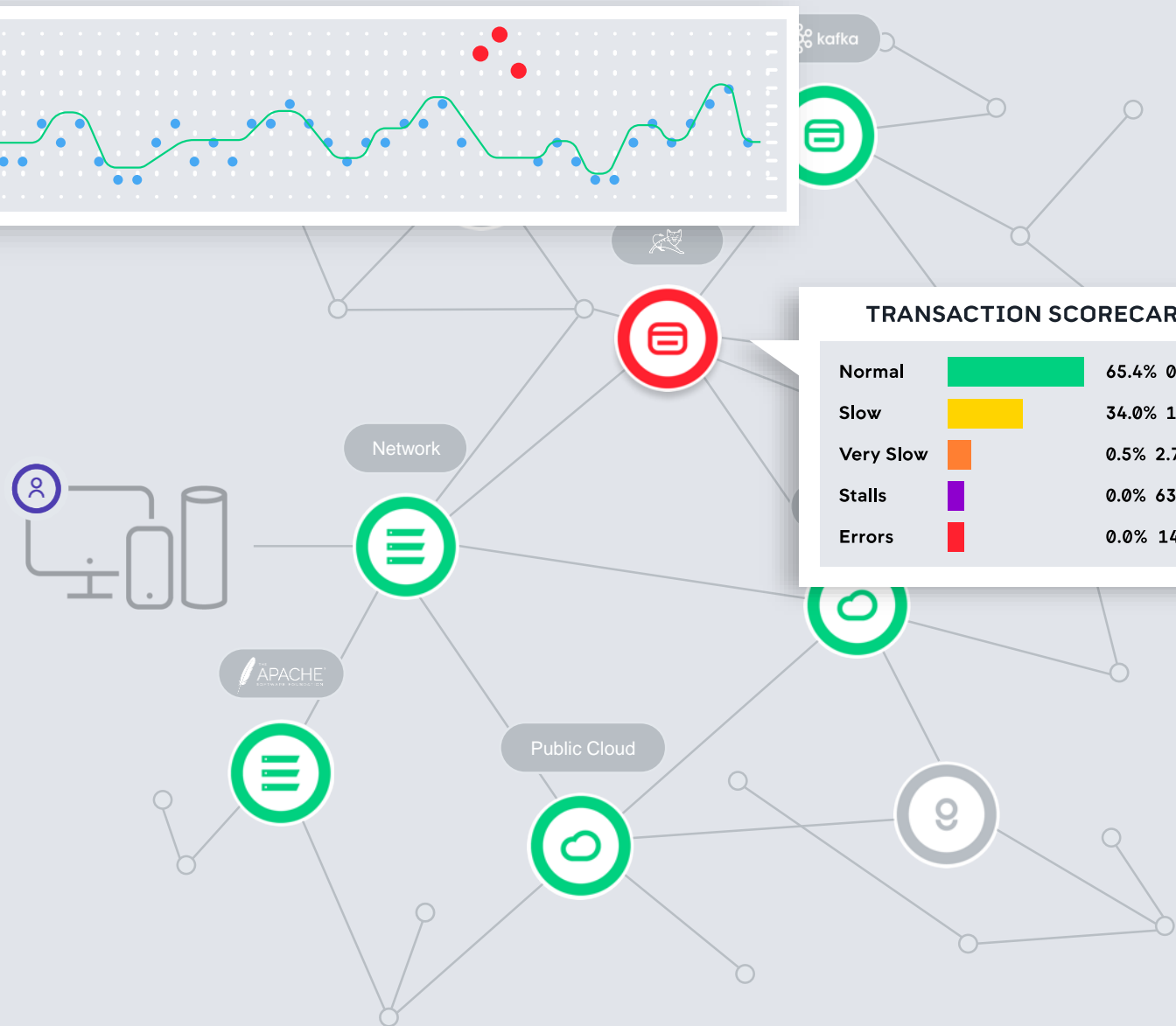
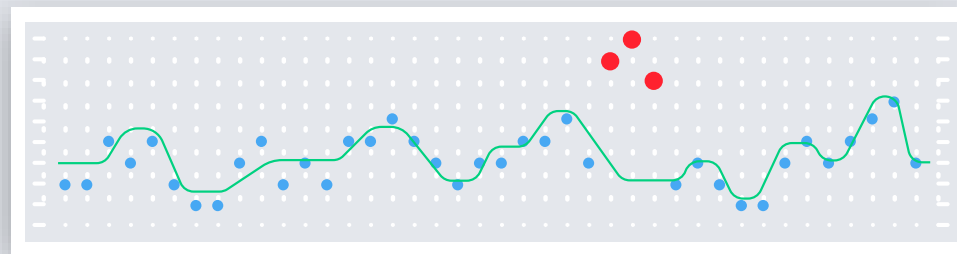


Business IQ

Detection of Issues Before Customers Notice

Move Fast,
Follow Everything &
Focus on What Matters Most

- Automatic Baselines for Every Metric
- Machine Learning Anomaly Detection
- Prevent IT Alert Storms



TRANSACTION SCORECARD

Normal	<div style="width: 65.4%; background-color: green;"></div>	65.4% 0.3m
Slow	<div style="width: 34.0%; background-color: yellow;"></div>	34.0% 168.7k
Very Slow	<div style="width: 0.5%; background-color: orange;"></div>	0.5% 2.7k
Stalls	<div style="width: 0.0%; background-color: purple;"></div>	0.0% 63
Errors	<div style="width: 0.0%; background-color: red;"></div>	0.0% 140



App iQ

Map

Baseline

Diagnose

Enterprise

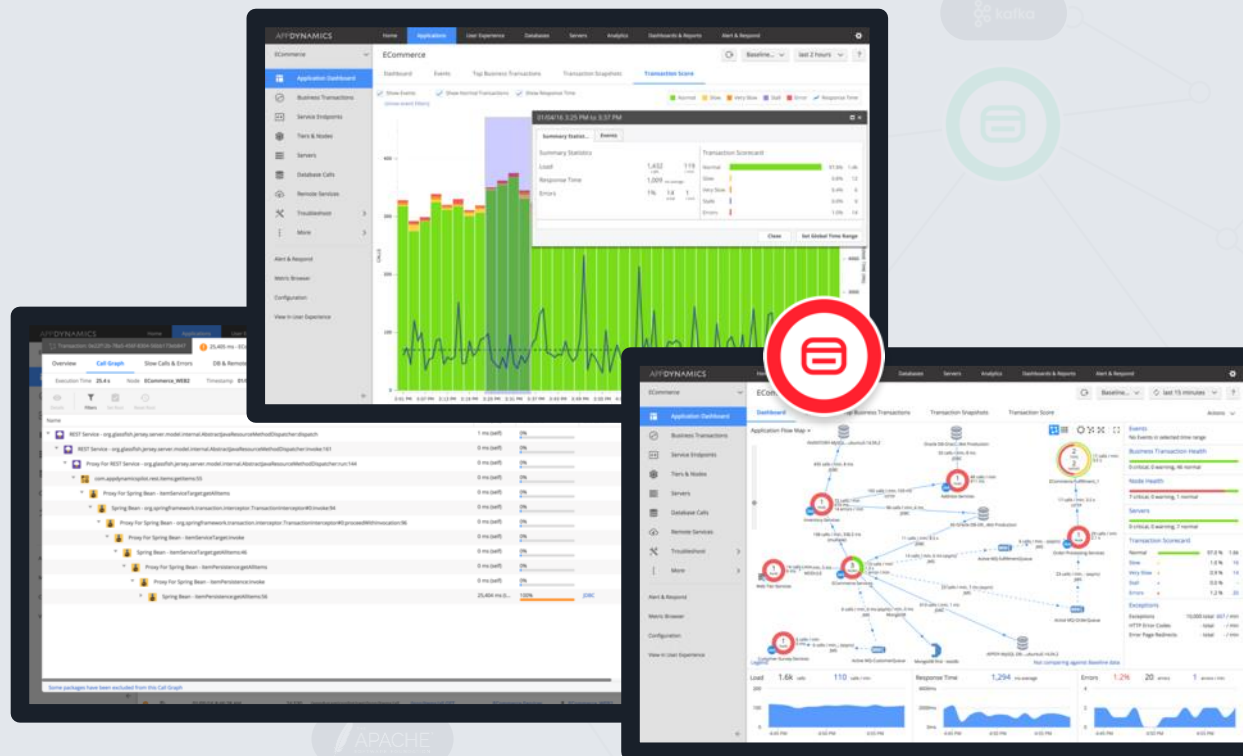


Business iQ

Immediate and Automated Code Level Diagnostics

Move Fast,
Follow Everything &
Focus on What Matters Most

- No Sifting Through Log Files
- Low Overhead in Production
- Fix Problems in Live and Pre-Production



3-CLICKS to ROOT-CAUSE

Down to the line-of-code



App iQ

Map

Baseline

Diagnose

Enterprise



Business iQ

Customer Experiences Managed at Scale

Move Fast,
Follow Everything &
Focus on What Matters Most

— Deploy at Scale

— Visualize at Scale

— Manage at Scale

Application Components

10s

100s

1,000s

10,000s

Network

kafka

Private Cloud

docker

Public Cloud

APACHE



App iQ



Business iQ

Enterprise

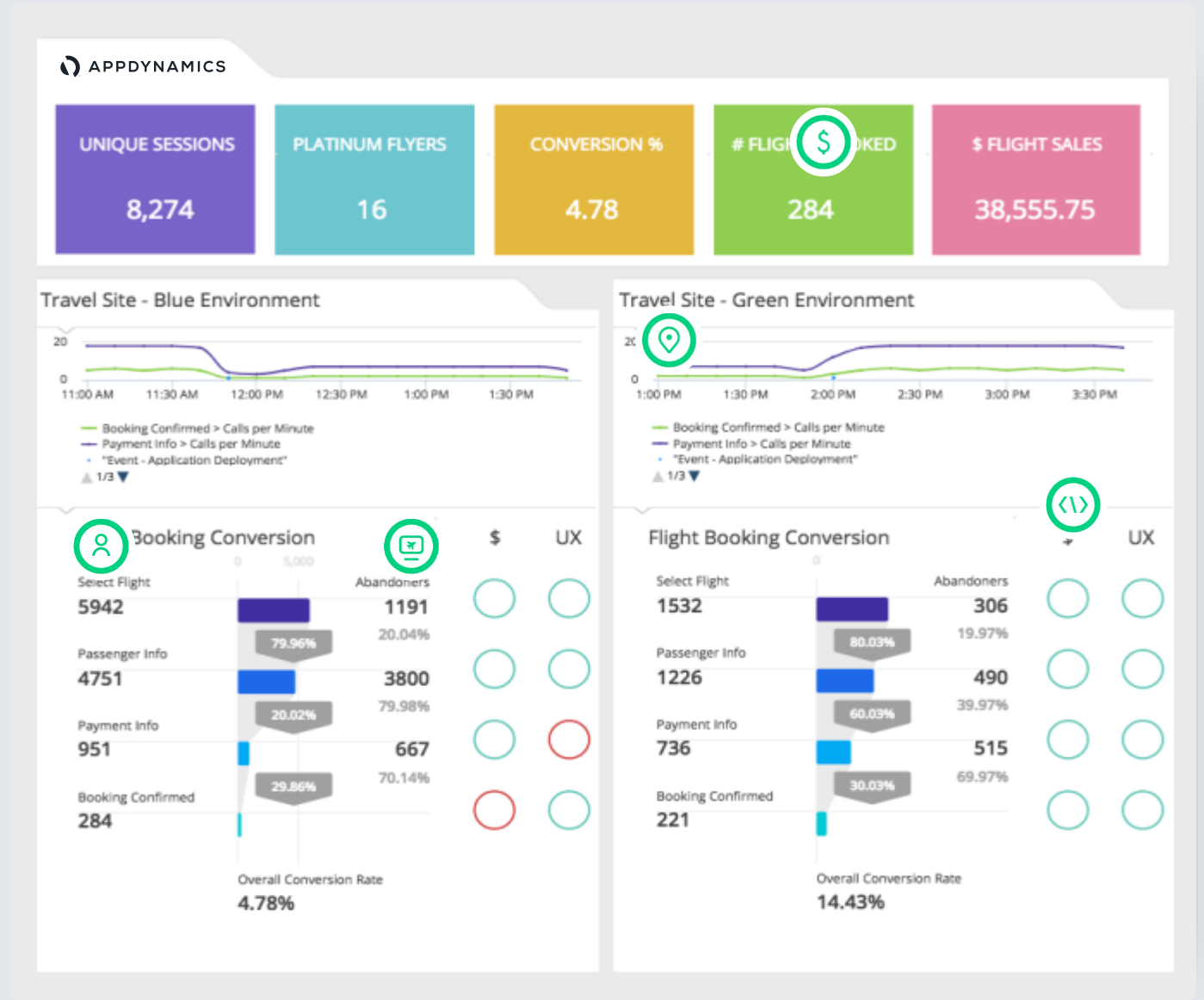


Business iQ

Real Time Performance Intelligence

Move Fast,
Follow Everything &
Focus on What Matters Most

- Automatically Collected
- Fully Correlated
- Ready for Real-Time Insights





App iQ

Move **Fast**

- Auto-discover and Map
- No Manual Configuration
- Baseline Every Metric



Business iQ

Follow Everything

- Production Monitoring
- Low Overhead
- All User Transactions

Focus on What Matters Most

- Unified Platform
- One Consistent UI
- Real-time Context



APPDYNAMICS

 Thank You