BUSINESS IQ

Six Business iQ use cases that drive application and business performance

A modern approach connecting user experience and application performance to business results

What is Business iQ?

Business iQ is a business observability solution that bridges the gap between business and IT, providing real-time visibility into application performance, business processes and user experience.

By combining business context with application analytics and performance, technology leaders get the data they need to effectively improve brand reputation, protect their revenue and break down silos between business and IT.

Why does Business iQ matter?

Metrics alone are not enough to create a lasting impact on customers. Unfortunately, IT Ops leaders have traditionally struggled to connect with their business counterparts and align with business goals due to outdated tooling and cultural barriers. This inward-facing approach focuses on tactical IT monitoring goals disconnected from customer experience.

What sets BiQ apart is its innate focus on business observability. It treats your business and application data equally — providing access to preconfigured and customizable dashboards that help track business-critical metrics like revenue, conversion rates, availability, user experience and drop-off rates. Combined with best-in-class dynamic baselining and end-to-end user and business journey mapping, BiQ enables end-users to gain actionable insights, prioritize key improvements and resolve real-time issues—even when seasonal changes occur.

Win with Business iQ

- Protect revenue and gain the ability to visualize revenue paths with correlated customer experience and application performance to pinpoint, prioritize and fix application issues that result in reduced revenue.

- Improve real-time decision-making by collecting and analyzing business metrics/KPIs like revenue, conversion rates, availability, user experience and drop-off rates from your applications in real time.

- Break down the silos between business and IT through holistic, correlated views of application and business performance.

Six use cases to apply Business iQ to your enterprise

01 ## Business Health

Understand and act on real-time strategic business insights to improve business outcomes.

How it works

Business Health converges business data with application and infrastructure data to give you visibility into business KPIs that diagnose and fix problems in real time. Cisco AppDynamics continuously monitors an application's business health, alerting any potential sales, orders or conversions issues before they become critical.

How to apply it

Take a major event scenario, such as Black Friday or an important product launch day — or simply any day you may need to win customers. If you are using Cisco AppDynamics for your APM solution, your DevOps team may notice alerts impacting your application's performance. Business owners would want to understand the effect on key business drivers, as well as revenue and customer experience implications. Business Health extends these capabilities to the KPIs that matter to your business.
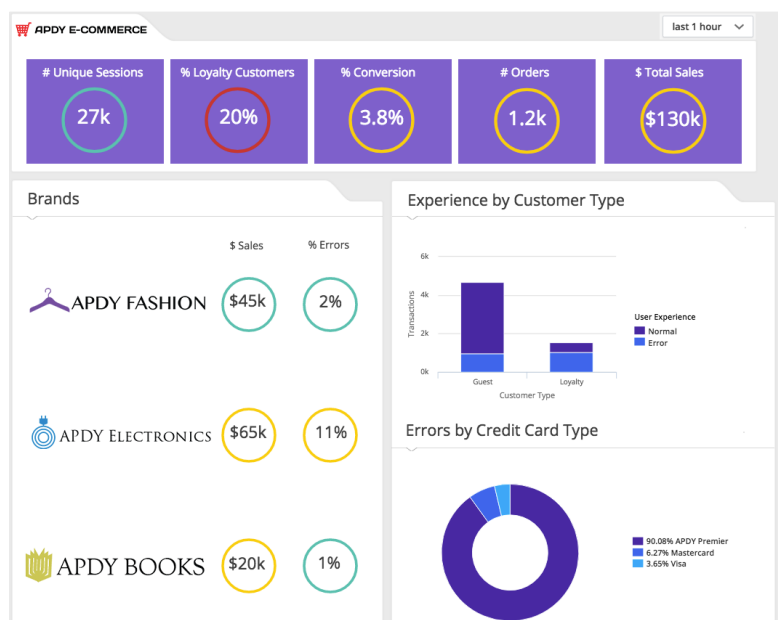
Fig 1: Shows shows that, in the last hour, "Total Sales" may be declining since few loyal customers are shopping today. This offers real-time insight into the KPIs that impact your business

02 User Journeys

Understand the performance metrics and business impact of a sequential order of customer events.

How it works

User Journeys measure how business components and customer experience come together to drive top-level KPIs. From banks looking to optimize processes to retailers trying to visualize how customers shop online, it enables you to visualize different parts of a process, driving a common language between business and IT.

How to apply it

A bank's loan processing experiences a percentage drop in conversion and loan dollars processed. It's coming from two areas: high credit check response time and high loan approval error rate. The combined effect is red health of total dollars processed.

- Business teams are interested to know how many customers are in the loan journey, where drop-offs occur and how KPIs are impacted.
- Operations team members are curious to learn whether drop-offs are a result of slow application performance.
- Developer teams want to know how issues impact a larger process and cause real business impact.

In the above scenario, a longer response time during the "Submit Application" step at seven seconds is probably causing a higher drop off, impacting the loan amount processed at $10M. Furthermore, a 15% error rate at credit check is further compounding this problem at the loan approval stage.
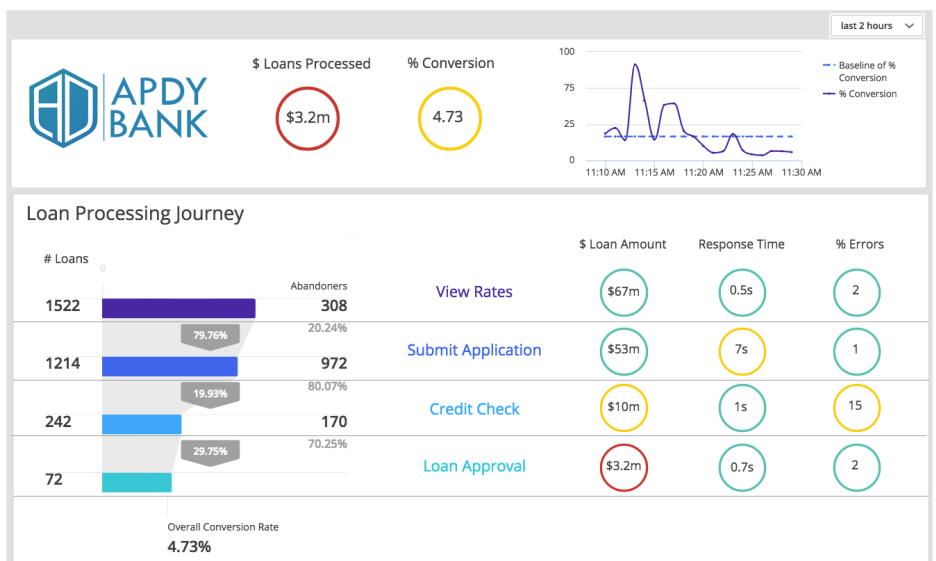

Fig 2: helps illustrate this use case

03 Segment Health

Analyze, monitor, control and prioritize segmented customer experiences to improve SLA, service adoption and other performance KPIs.

How it works

The Segment Health capability gives you visibility into which customers are using what features and whether application performance is impacting usage behaviors. DevOps can prioritize which segments to troubleshoot based on how application usage might be impacting your business, while providing the best possible user experience.

How to apply it

Imagine you're in the business of connecting back-end inventory to front-end buying channels [think: travel inventory flights and hotels on booking sites]. To compare your end-users' experience across various buying channels, Business iQ segments based on error codes, slow transactions, etc., to proactively monitor performance so you can avoid any end-user issues. This empowers your DevOps team to prioritize troubleshooting, using "Confirm Reservation" for its customer "Priceline" and "Search Availability" for the rest. This allows them to see how their critical customer segments are performing and to prioritize what to work on.
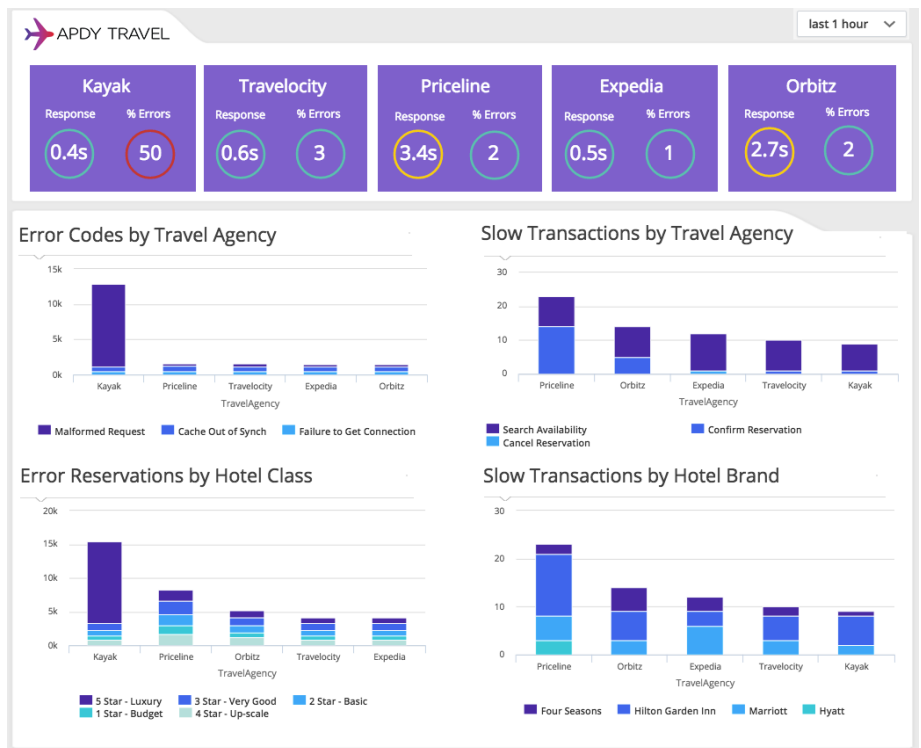
Fig 3

04 Release Validation

Compare, interrogate and validate production code releases based on applications, customer experiences and business KPIs.

How it works

Use Cisco AppDynamics in real time as you release newer versions of your application, migrate from legacy infrastructure to new infrastructure or compare pre-release and post-release performance.

How to apply it

Customers sign up for subscriptions on an APDY media entertainment site. They create a profile, select their favorite content, set alerts on what content they want to be alerted and confirm their subscriptions. In this dashboard, the subscription rate starts to decline significantly in Version 1.0 of APDY media, apparently due to a performance issue as people select their "Favorite Content." Business iQ helps you fix that problem, while simultaneously comparing whether your new release version fix actually worked. The new code you push out may make improvements in the "Favorite Content" step along the journey, which results in the conversion rate climbing back up again. Interestingly, although you are sending a smaller amount of traffic to Version 2, you can still manage to triple your conversion rate, while also driving much higher subscriptions.
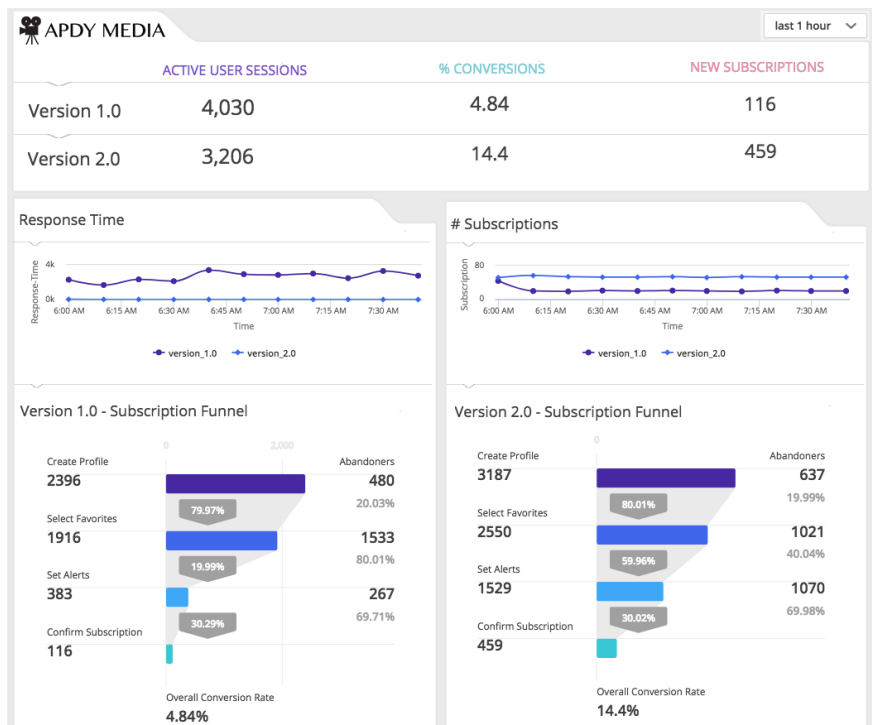

Fig 4

05 Business Journeys

Analyze and measure how application performance impacts complex business processes that span multiple business events.

How it works

Business Journeys enable application teams to author, join, analyze and monitor multiple distributed business events as a single process.

By holistically analyzing an entire business process, application teams can identify patterns and discover performance latency, risk and opportunity for an entire line of business. Application teams can track business process KPIs to validate investments and effectively prioritize the code that they write and the features they release. Business Journeys give modern businesses a new way to build and run mission-critical and strategic services.

How to apply it

Consider this example of a loan application approval process that spans different event types, services, and applications. Application teams need a way to identify performance latency within the entire business process — for both individual applications and operational gaps. Business iQ enables these multiple milestones to link together as a business journey. In such a workflow, "Application Submission" information could come from business transaction events, whereas "Document Verification" status could come from logs. "Credit Approval" and "Underwriting" are performed by third-party service providers, and the status could be updated in logs as well. "Final Approval" status could then be updated in transaction events.

This example is a simplistic, representation of a typical loan application process. Even then, there is tremendous complexity in monitoring these individual milestones and performing analytics on the aggregated business workflow. There are many examples from other industries (such as insurance claims, cell phone activation, payment transfers, etc.) in which the business journeys could last for hours or sometimes days.
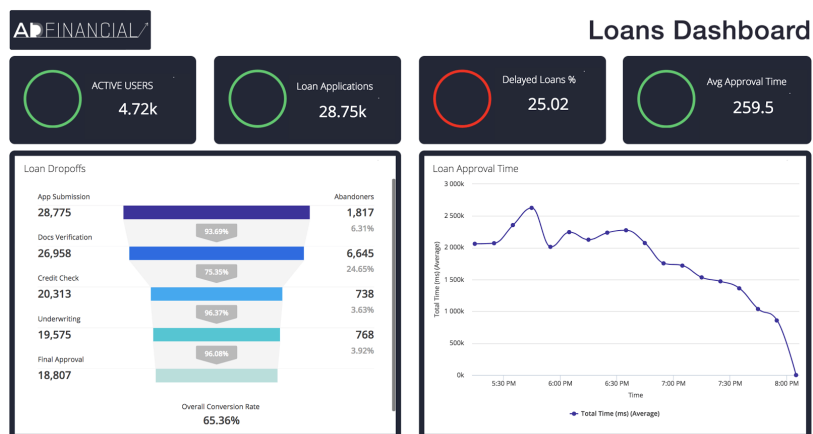
Fig 5

06 Experience Level Management

Experience Level Management provides management and reporting on the performance of critical business segments and targets for application performance.

How it works

The ability to define, measure, and report on the performance of experience levels in applications. An experience level can be a defined SLA (IE: transactions must complete within two seconds for a specific partner), or an aspirational target to improve business outcomes (IE: loyalty customers should experience no more than 1 second response time for checkout transactions). Creating and segmenting experience levels for analytics data sets in Cisco AppDynamics helps you understand what your service level is for critical business segments and ensures adherence to contractual SLAs. This enables you to reduce the amount of fines & penalties due to inability to track, measure and resolve issues that may impact experience levels that have been set. This results in an immutable audit trail that establishes trust between you and your clients.

How to apply it

Take an airline booking company for example. Its business relies on pulling data and availability from multiple different airlines and serving that information up in a timely fashion to the customer. Each airline that partners with the booking company has an SLA to meet to ensure their customers are receiving the company's standard of service and ensure the user experience is flawless.

The airline booking company needs to continuously monitor these metrics (response time per partner), and their business outcomes (successful bookings). XLM provides dashboard automation that reduces manual labor spent on pulling reports to continuously monitor historical performance. Businesses can then ensure that they, or external partners, are meeting these performance targets or contractual SLAs.
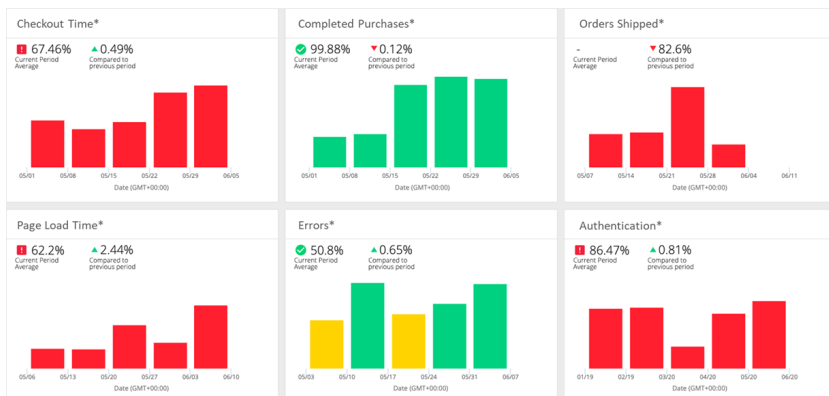
Fig 6