

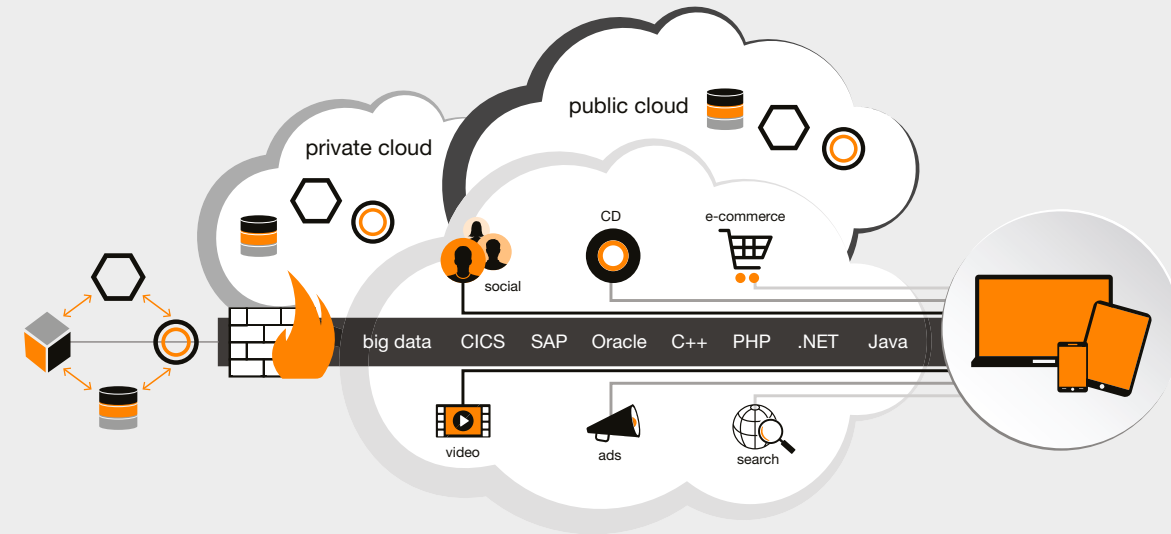
**As the complexity of enterprise architectures continues to rise alongside user expectations for fast and reliable applications, traditional methods for addressing performance issues are exposing both IT and business problems. Performance is a functional requirement: if applications don't respond in less than two seconds or users cannot perform their business transactions reliably, the consequences can range from high costs for support and poor user satisfaction to loss of revenue and brand impact.**

Traditionally, IT has relied on experts from each domain of the application delivery chain (networks, infrastructure, security, application support, developers, etc.) working in isolation, only coming together to find the cause of problems when it's too late. Typically, each domain has its own set of tools, goals, behaviors and agendas. Harmonizing the domain silos requires costly, lengthy and sometimes biased management processes to make decisions that affect both cost and revenue.

To improve collaboration between the domains, reduce management overhead and align business and IT, a paradigm-shift in organizational capability is required. Jump start by upgrading tools, then ensure maximum adoption.

## application performance management is an enterprise-wide program

Adopting APM in your enterprise means changing workflows and operational processes and training your people to use information provided by a central monitoring solution.



# five steps for an effective APM strategy

## 1. evaluate the business impact

Consider your brand, revenues and productivity. Are your experts spending more time fixing than innovating? Are major application releases delayed or programs impacted? What performance improvements were achieved by recent capacity upgrades?

## 2. assess the current level of organizational APM maturity

With reference to best practices for APM, assess the level of maturity of your organization in terms of performance measurement, problem resolution, performance improvement, production readiness and performance reporting.

## 3. determine what “good” looks like and develop a roadmap

How do your business users define good user experience? How can APM support strategic IT initiatives for cost control and improved efficiency? What is the impact of doing nothing, and what are the timescales for addressing priority needs?

## 4. identify existing capability gaps and map to APM monitoring solution requirements

Develop prioritized requirements for new-generation APM solutions for end-user experience management, deep-transaction and code-level analysis, and application-aware network performance management. Map requirements to solutions and identify candidates for rationalization and consolidation.

## 5. map capability gaps to organizational change requirements

Identify which teams and lifecycle management processes would benefit from changes in APM capabilities. Develop training and process-change requirements.

## our solution

### two parallel approaches

- enterprise application management performance intelligence: make a step-change with Orange. Either deploy a production monitoring platform that can be upgraded in the future as use cases and capability requirements are developed, or embed APM in your development and test environments for a critical application
- consultancy: enlist our help in developing an APM strategy. Through an intensive 3-4 week engagement with key stakeholders in your organization, we'll help you develop your APM vision, define a roadmap and propose a program of change. When you're ready to prove the concepts, we can move quickly to deploy APM technologies and present back the value to your teams

to find out more about implementing application performance management-related services, contact your local account team or visit us at [www.orange-business.com](http://www.orange-business.com)

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