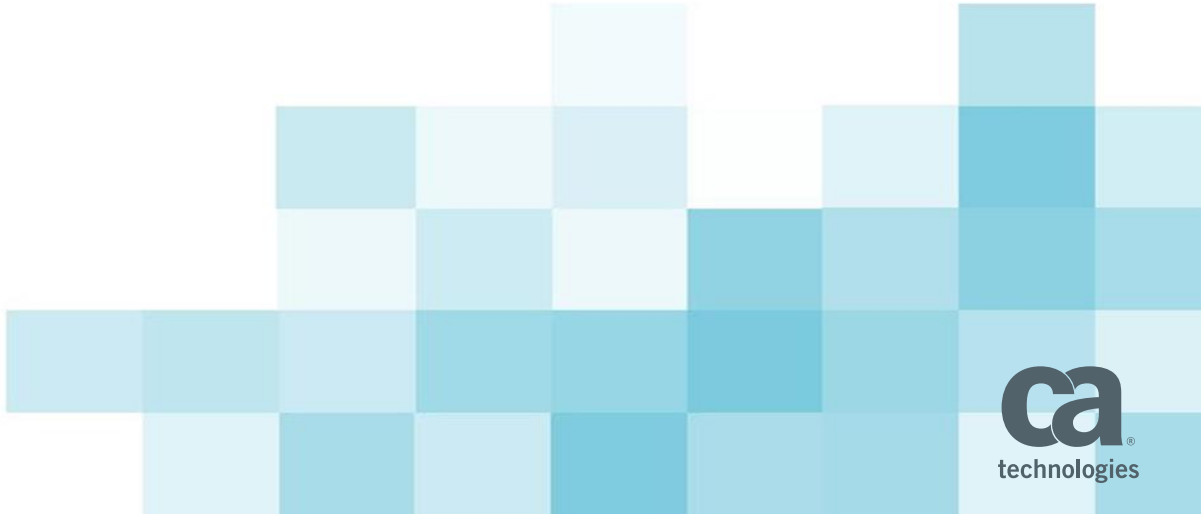


CA APM / CA AXA Strategy and Roadmap

Redefining APM in the App Economy

January 2017



For Informational Purposes Only

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Experience is everything.

Customer Experience is the prime differentiator in business today.

A close-up photograph of a person's hand, wearing a blue long-sleeved shirt, operating a rugged handheld electronic device. The device has a silver-colored screen and a black keyboard. It is resting on the black plastic engine cover of a car. The background is slightly blurred, showing a red tool chest and other engine components.

Inside-Out

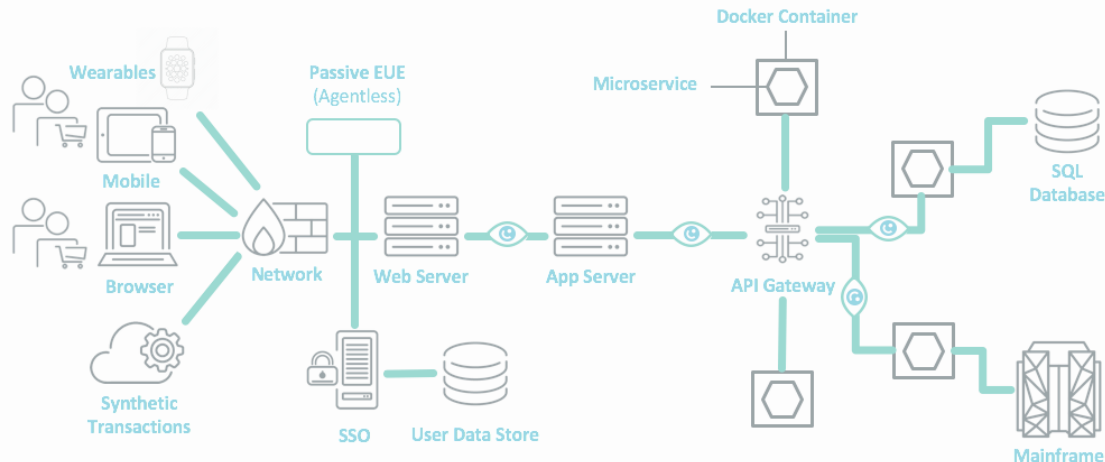
A close-up, profile shot of a woman with dark hair, wearing gold-rimmed aviator sunglasses and a blue denim jacket. She is smiling broadly, looking out of a car window. The background is a soft, out-of-focus sunset or sunrise scene with warm orange and yellow light. The text "Outside-In" is overlaid on the left side of the image in a yellow, sans-serif font.

Outside-In

Experience is everything.

Durable Problems

Outside-In



Inside-Out

Linking
Outside-In

to
Inside-Out

Experience is everything.

Durable Problems

Outside-In

- User-Experience Analytics
- Proactive Customer Support
- Triage for App Owners
- Business Insights
- User-Frustration Index

- Assisted Triage
- Zero-Config Agent
- Mean Time to Resolution (MTTR) < 0
- Impact of Change
- App-to-Infra Correlation

Inside-Out

Experience is everything.

Durable Problems

Outside-In

- **User-Experience Analytics**
- Proactive Customer Support
- **Triage for App Owners**
- Business Insights
- User-Frustration Index

- **Assisted Triage**
- **Zero-Config Agent**
- **Mean Time to Resolution (MTTR) < 0**
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Inside-Out

Experience is everything.

Durable Problems

Outside-In

- **User-Experience Analytics**
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Inside-Out

Business
Insights

Operational
Excellence

Easy

Proactive

Intelligent

Collaborative



I need to triage a problem in 5 seconds



APM users care about 2 things:



the app experience

and the root cause of the poor experience!





Announcing CA APM 10.5



Experience View

Last 2 Hours

LIVE

Today 5:55:41 AM - Today 7:55:41 AM

Timeline

Experiences

0/4

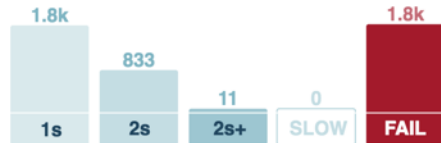
Sorted by: My Order

Prague Tier 1 Owners



60
HEALTH

Problems 3 Anomaly 1
Poor Transactions: 1.8k / 4.4k



RESPONSE TIME / SECONDS

Services in tas-cz-n25 compone..



54
HEALTH

Problems 3 Anomaly 1
Poor Transactions: 676 / 1.5k



RESPONSE TIME / SECONDS

Applications in tas-cz-n25 com...



63
HEALTH

Problems 0 Anomaly 1
Poor Transactions: 1.1k / 2.9k



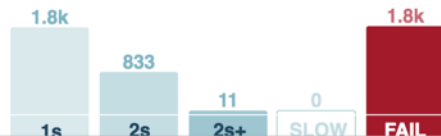
RESPONSE TIME / SECONDS

By Location



60
HEALTH

Problems 3 Anomaly 1
Poor Transactions: 1.8k / 4.4k



Groups of Experiences



EXPERIENCE VIEW

Prague Tier 1 ...

Go to Map ?

Experience View

Custom Range **HISTORIC** v

Today 9:14:34 AM - Today 9:22:34 AM

Timeline



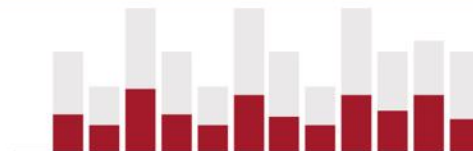
Poor: 184 Total: 457



RESPONSE TIME / SECONDS



AVERAGE RESPONSE TIME



TRANSACTION VOLUME

Experiences **owner** v 1/5

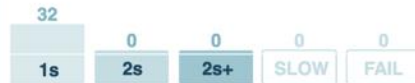
Sorted by: Experience Status v

Sid

57
HEALTHProblems 3 Anomalies 0
Poor Transactions: 96 / 224

RESPONSE TIME / SECONDS

James

100
HEALTHProblems 0 Anomalies 0
Poor Transactions: 0 / 32

RESPONSE TIME / SECONDS

**Correlated
Root Causes**

Problems

Name: Place Order, Login

Problem isolated to backend file%customer-records (Hypersonic) 1

Problem isolated to internal component DefaultServlet|service 1

Problem isolated to internal component 127.0.0.1_7080|getService2 1

Problem isolated to internal component JspServlet|service 1

Anomalies

No anomalies detected

Fernando

100
HEALTH

Problem 1 Anomalies 0

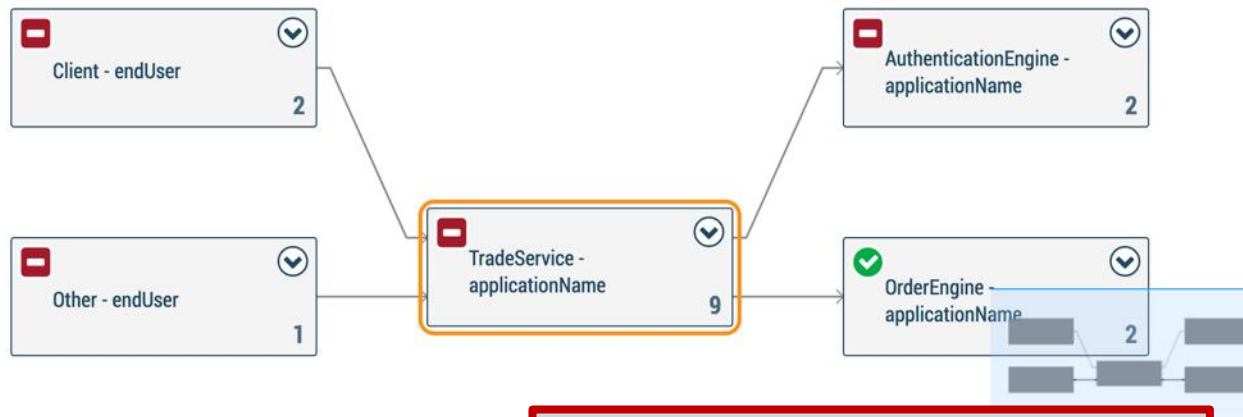
Rejith

100
HEALTH

Problems 0 Anomalies 0

▼ Relationship Flow

End User, Application ▾

**Evidence: Gather the proof**

Metrics Overview for Application TradeService

Metric Comparison Time Offset: 24 Hours Preset

Blame Point Metrics Yesterday 9:22:34 AM

Blame Point Metrics Today 9:22:34 AM

▼ Problems

Name : Place Order

✖ Problem isolated to internal component
DefaultServlet|service

⌚ First Appeared 11/1/16 10:08:02 PM

⌚ Last Appeared 11/2/16 9:25:04 AM

👤 Owners: Sid

🔗 Share URL

Evidence (2/3):

rt(s)	
Suspect	DefaultServlet service
firstOccurrence	11/1/16 10:08:00 PM
lastOccurrence	11/2/16 9:25:01 AM
alerts	SuperDomain:Default:Se rvlet Errors
SuperDomain:StatusTest	
MM:TradeOptionsAlert	

DefaultServlet|service has thrown 1 distinct error
message(s)

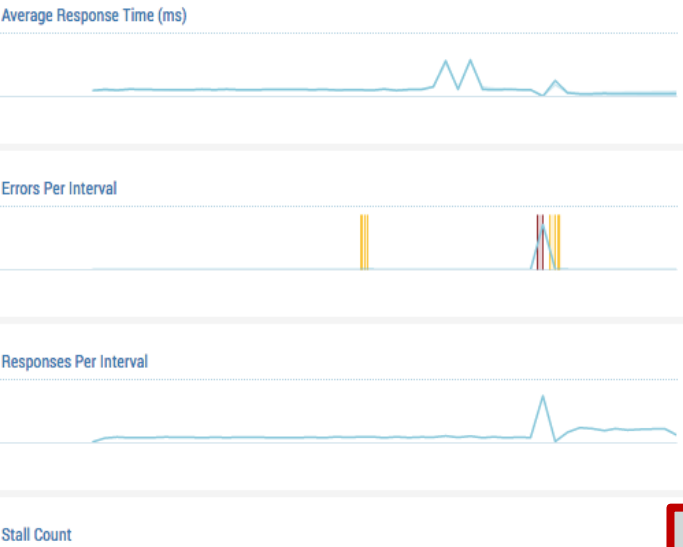
Suspect	DefaultServlet service
firstOccurrence	11/1/16 10:03:59 PM
lastOccurrence	11/2/16 9:23:24 AM
errorMessages	HTTP Error Code: 404: /T radeService/css/styles.c



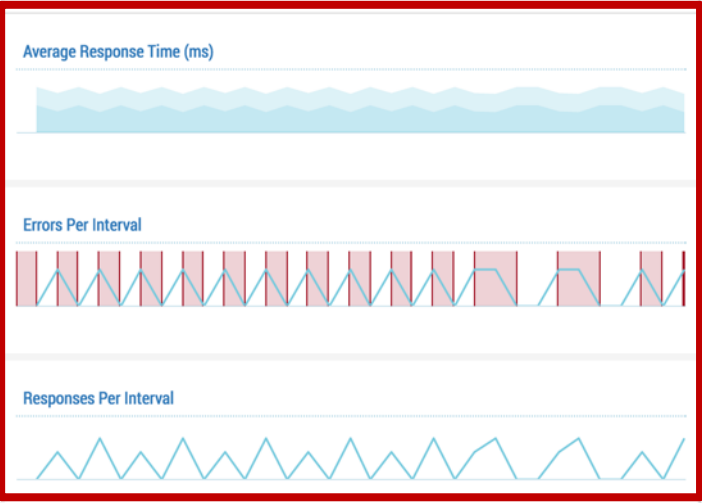
Metrics Overview for SERVLET DefaultServlet|service

Metric Comparison Time Offset: 24 Hours Preset

Blame Point Metrics Yesterday 9:09:46 AM



Blame Point Metrics Today 9:09:46 AM



Evidence: See what changed

Component View

Name	DefaultServlet	DefaultServlet
Type	SERVLET	SERVLET

Basic Attributes

Name	Start time va...	End time val...
agent	tas-cz-na6 Tom	tas-cz-na6 Tom
agentDomain	SuperDomain	SuperDomain
Application	TradeService	TradeService
domain	ca.com	ca.com
Hostname	tas-cz-na6	tas-cz-na6
Name	DefaultServlet	DefaultServlet
servletClass...	DefaultServlet	DefaultServlet
servletMetho...	service	service
Source clust...	Enterprise Team	Enterprise Team
Type	SERVLET	SERVLET

Custom Attributes

Name	Start time va...	End time val...
location	Tokyo	Tokyo
owner	Sid	Sid
tier	2	2
Version	2.0	2.1

Roadmap

Linking
Outside-In

to
Inside-Out

Planned – Building E.P.I.C. APM and AXA

EASY

Easy to Adopt,
Manage, Upgrade, and
Quickly See Value

App Delivery Analysis
builds agentless APM
relationship map

Non-transactional
components on map

PROACTIVE

Proactively Manage
the User Experience

Automatic End-to-End
Transaction Views

INTELLIGENT

Simply Guide Users to
Difficult-to-Find
Conclusions

Assisted Triage –
Enhanced Analysis
Notebook

Understand the
Impact of Change

COLLABORATIVE

APM is the Catalyst for
Collaboration Across
App Lifecycle

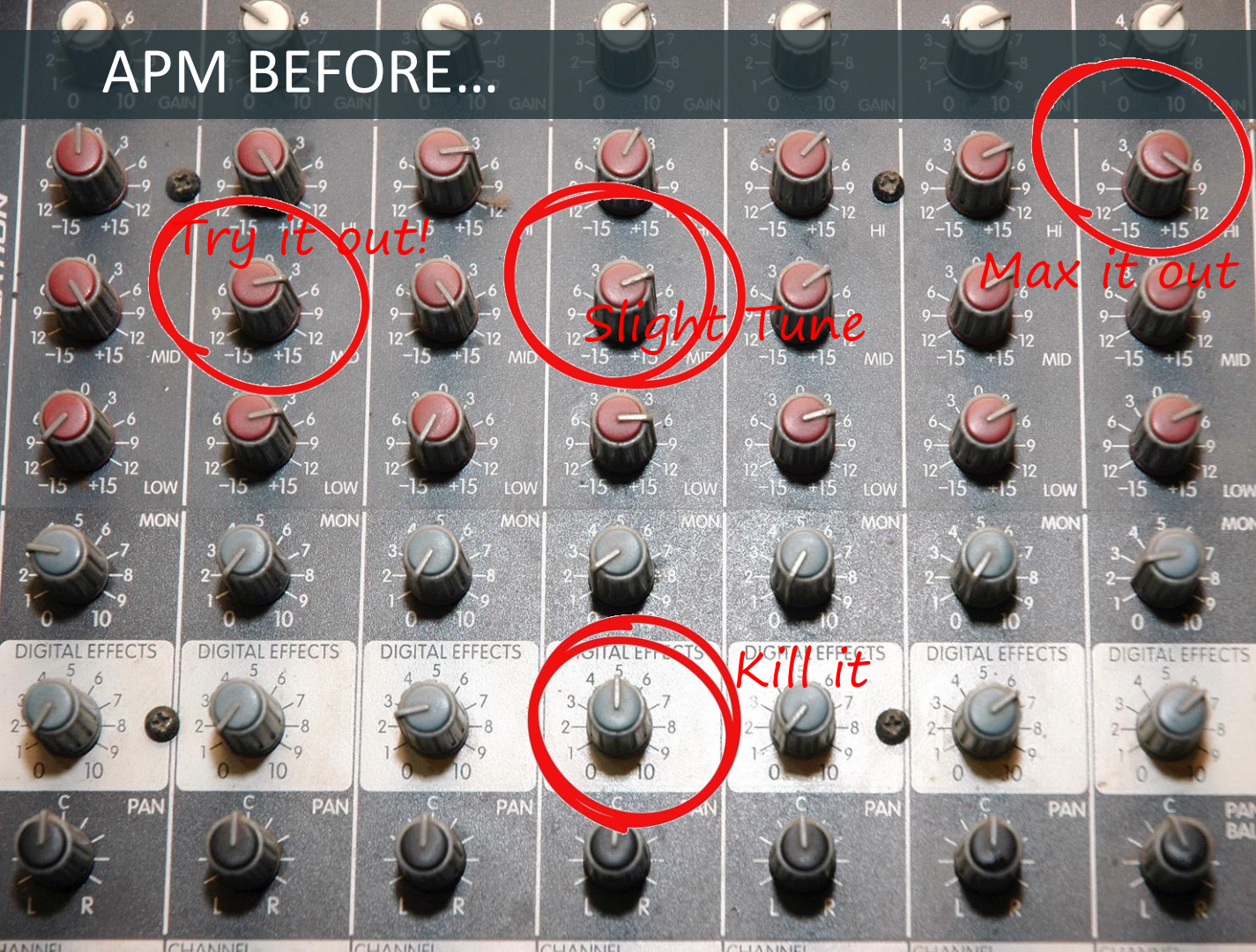
Shared notebooks

☒ EASY

☐ HARD

Simplify

APM BEFORE...



CA APM is
incredibly
powerful, but
myriad
configuration
options were
overwhelming to
new users

Simplification Improvements Completed

- A “New APM” Experience: Feels Like Home

- Analytics Woven into the Entire Journey

- Assisted Triage

- By watching known problem patterns, alert and guide novice users to effectively triage and diagnose challenging technical problems.

- Zero-Config Agent

- Simplify agent management, add safety harness

- Streamlined Server Installation

- APM Marketplace

We’ve undertaken
a number of
efforts to ensure
APM is
immediately
valuable after
installation

Planned Simplification Improvements

- Zero-Config Agent Enhancements
 - Automatic agent upgrade using bootstrap agent
 - Marketplace direct integration
- User Interface Consolidation
 - Migration according to use-case workflow
- Easy APM Server Upgrade
 - Upgrade an entire APM server cluster in as little as 15 minutes

Continued investment in making APM easy while retaining the fine-grained tuning needed for complex environments

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Monitoring in the Clouds

Announcing CA APM on AWS

APM On Demand: Pay-As-You-Go Metered Billing

- Use CA APM billed by agent-hour
- Activate and scale as needed; pay only what you use
- Procured and billed directly through Amazon
- Fully supported by CA

USE CASES

- Sporadic Pre-production Load Testing
- Cloud-Migration Testing
- Elastic Scaling



Available Now!

<http://cainc.to/AWS>

Planned Cloud-Monitoring Simplification

- Pay as you Go
 - CA APM on Azure
 - CA APM on Docker Marketplace
- APM SaaS for Production
- APM SaaS for Development
- Cloud-based Extensions
 - Docker (external Swarm flow maps)
 - AWS (automatic perspectives, performance, attributes)
 - Azure (automatic perspectives, performance, attributes)
 - OpenShift (performance)
- Lightweight-Footprint Microservices Agent

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for Cloud (AWS, Azure,
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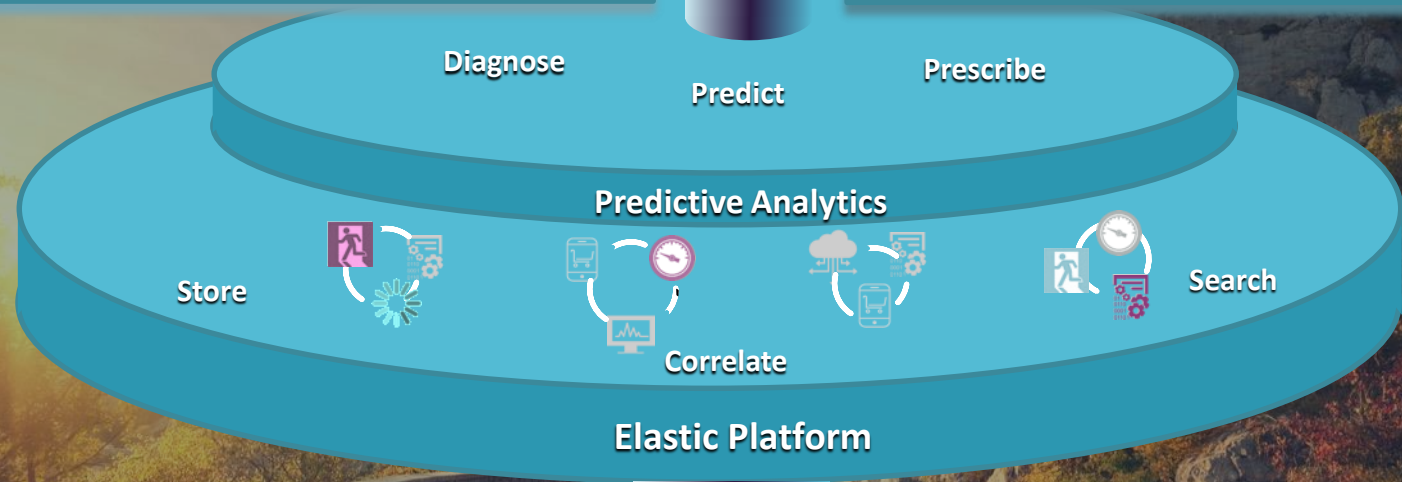
Putting Pieces Together

Building a Modern Platform



Business Insights

Operational Excellence



Abandonments

Conversions

Function usage

Load

Response times

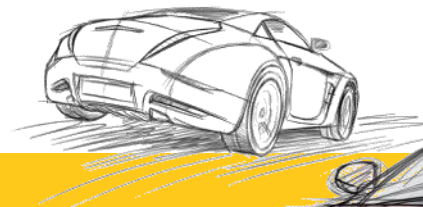
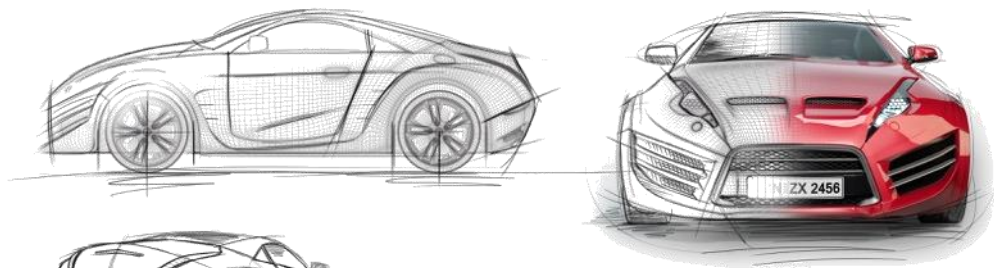
Latency

Web and Apps

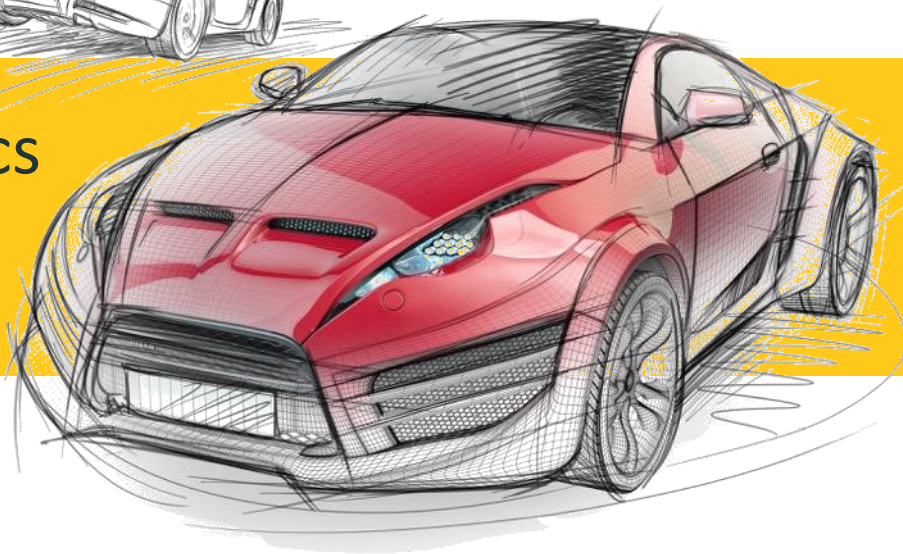
Servers

Systems

Cloud



CA App Experience Analytics “Concept Car” Scenario



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APM and AXA Platform
Convergence

User Sentiment & Funnel
Analysis

AXA Concept Car

Data Scientist in a Box

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for Cloud (AWS, Azure,
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Tie User Journey to
Operational Root Cause

Infrastructure on App
Perspectives

Planned – Building E.P.I.C. APM and AXA

As of January 2017

[Details](#)

EASY

PROACTIVE

INTELLIGENT

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Modern Technologies that Power the App Economy

Broad Platform Support: C++, Java, PHP, Node.js, .NET, Browser, Mobile, Cloud Agent Enhancements

Release Velocity

APM 10.1

- Node.js
- Docker
- Cloud Foundry
- Microservices
- Hybrid Cloud POC

APM 10.2

- Enterprise ATC
- Universes
- ACC Agent Builder
- Mainframe integration

APM 10.3

- Rapid-triage enhancements
- Generic JMS Support
- Evidence collection

APM 10.5

- New workflow and home page triage
- Root-cause analytics powered by Assisted Triage

Oct
2015

Dec
2015

March
2016

April
2016

June
2016

Dec
2016

MAA 15.2

- Custom metrics for LOB
- Visual App Map
- Contextual link to APM

MAA 15.4

- Heat Maps
- App Flow
- Analytics for wearables
- Video Session Playback improvements

MAA 16.1

- Role based access
- Support Kony Mobile App Dev Platform
- HTTP Error Trends
- Android wrapping enhancements

AXA 16.3

- Evolution of MAA
- User Experience Analytics Across Web, Mobile and Wearables
- Data Studio
- SaaS

AXA 16.4

- Single-page apps
- Direct APM correlation
- On premise

Enjoy the Journey!

Thank You

ca®
technologies