

CA APM Strategy and Roadmap

Redefining APM in the App Economy

December 2015



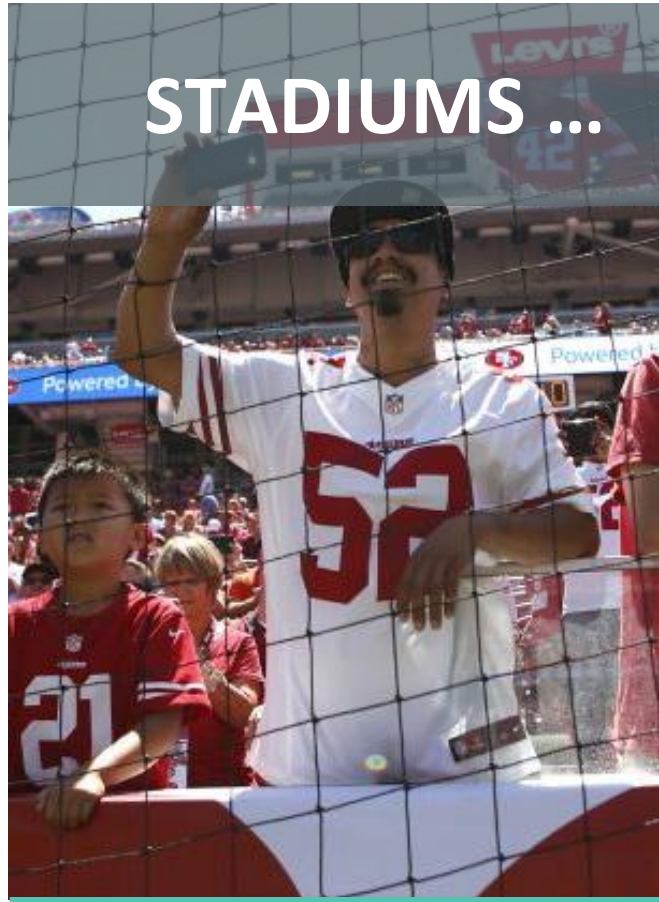
In the Application Economy...

TAXIS ...



...Are Now a Software Experience

STADIUMS ...



...Are Now a Software Experience

WINE...



...Is Now a Software Experience



CA APM Roadmap Theme

Moving from
DESCRIPTIVE

to
PRESCRIPTIVE



Design is more than just **making it look pretty**



Cultural Anthropology

Unique learnings occur when we **UNDERSTAND** our users

Over 80 user interviews across 17 customers

Their aspirations, motivations...and pain

Distilled into 9 personas

Protecting Your Experts in the App Economy

> EASY

> PROACTIVE

> INTELLIGENT

> COLLABORATIVE

E P I C

BUILDING PRESCRIPTIVE APM

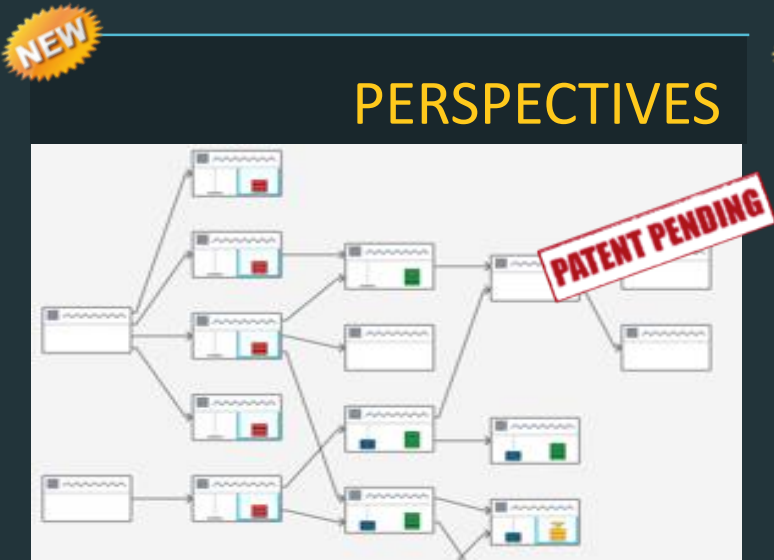
APM 10: PROTECTING YOUR EXPERTS



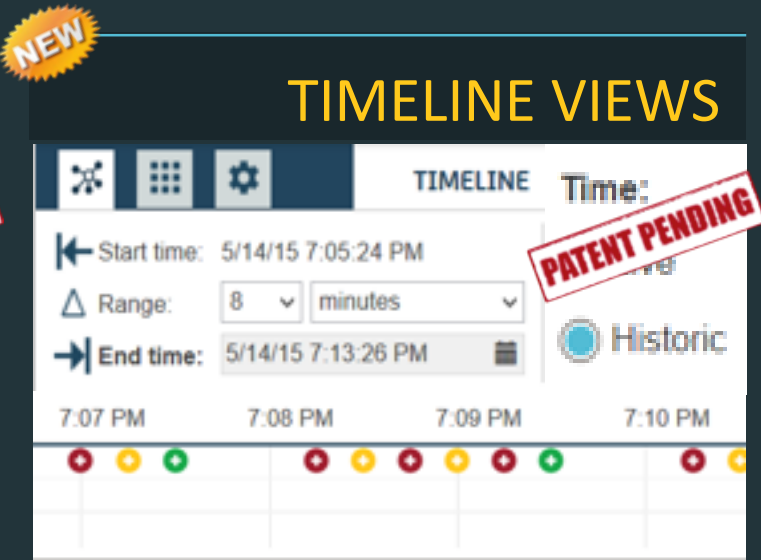
Driving Towards E.P.I.C. APM!

CA APM 10

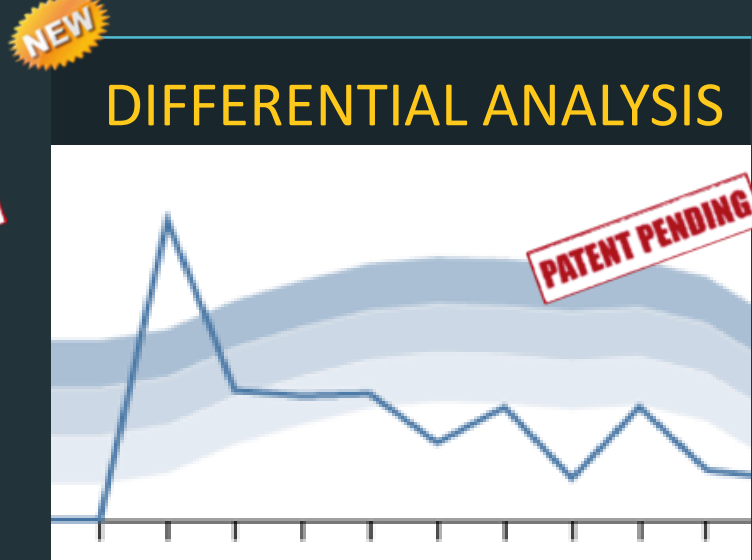
Delight your end user, protect your experts



Shared Expertise
means
Continual Optimization



Faster Resolution
drives
Improved Uptime



Higher Efficiency
reduces
Ownership Costs

CA MAA 15.4

Where visibility meets mobility



Visualization
means
Quicker Insight



Behavior Analysis
drives
App Improvements



Deep Visibility
reduces
Mean-Time-To-Repair

In the App Economy, Applications are Architected Differently

Monolithic

Tightly-coupled, dependent, waterfall, change intolerant



Microservices

Agile, loosely-coupled, independent, continuous delivery





DevOps: Getting Cake Delivered



Developer or Development ?



React



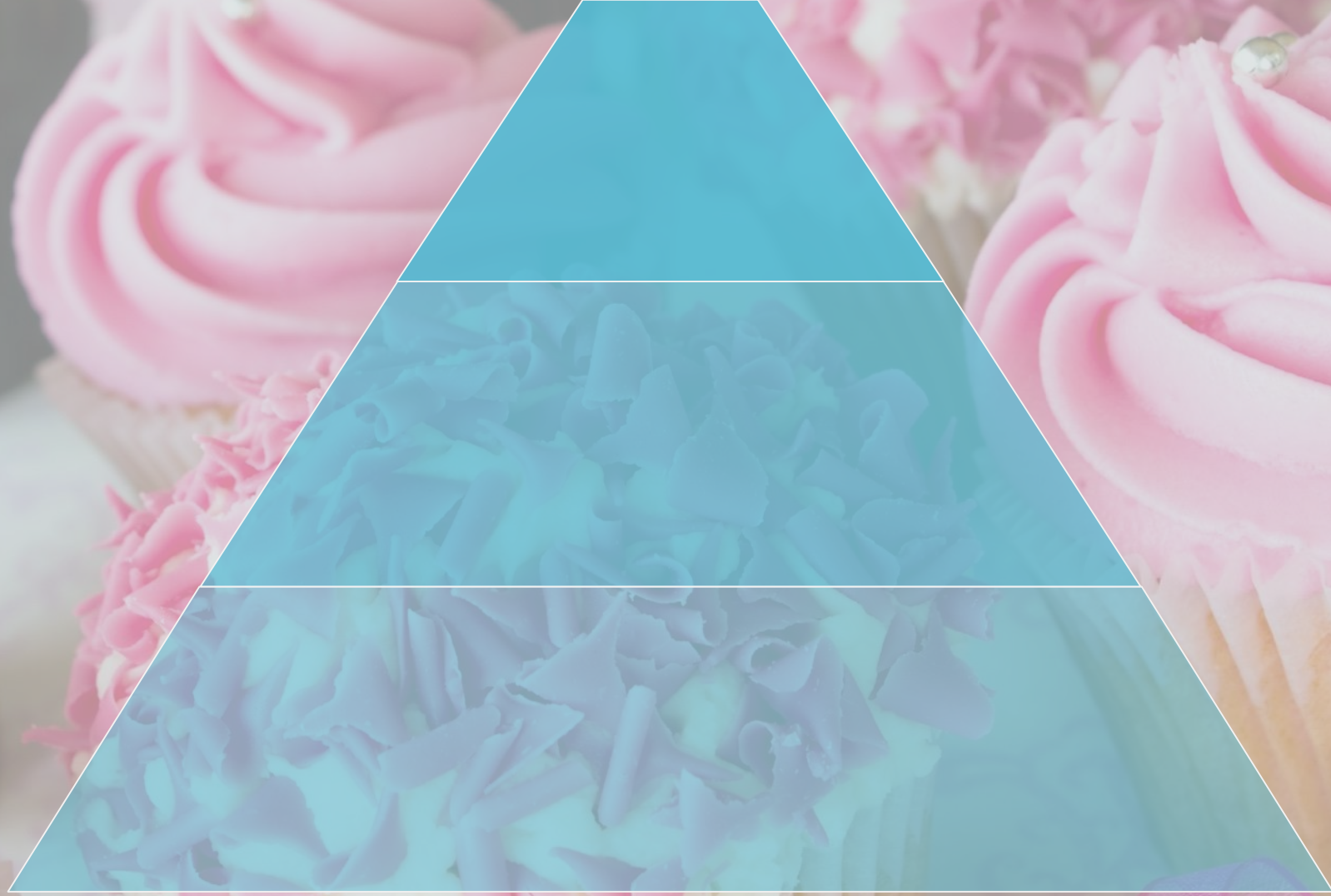
Manage



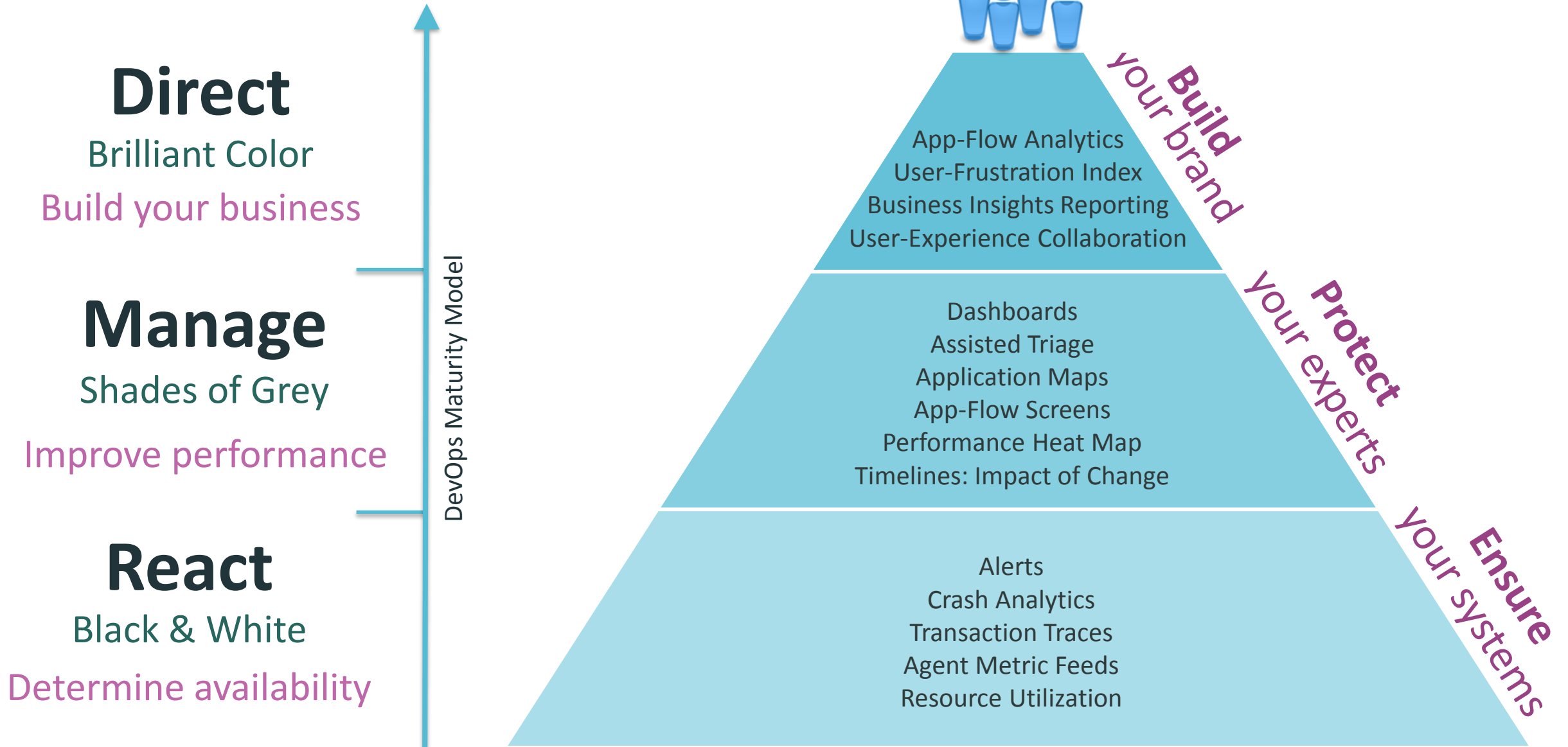
Direct



DevOps Maturity Model



DevOps Journey



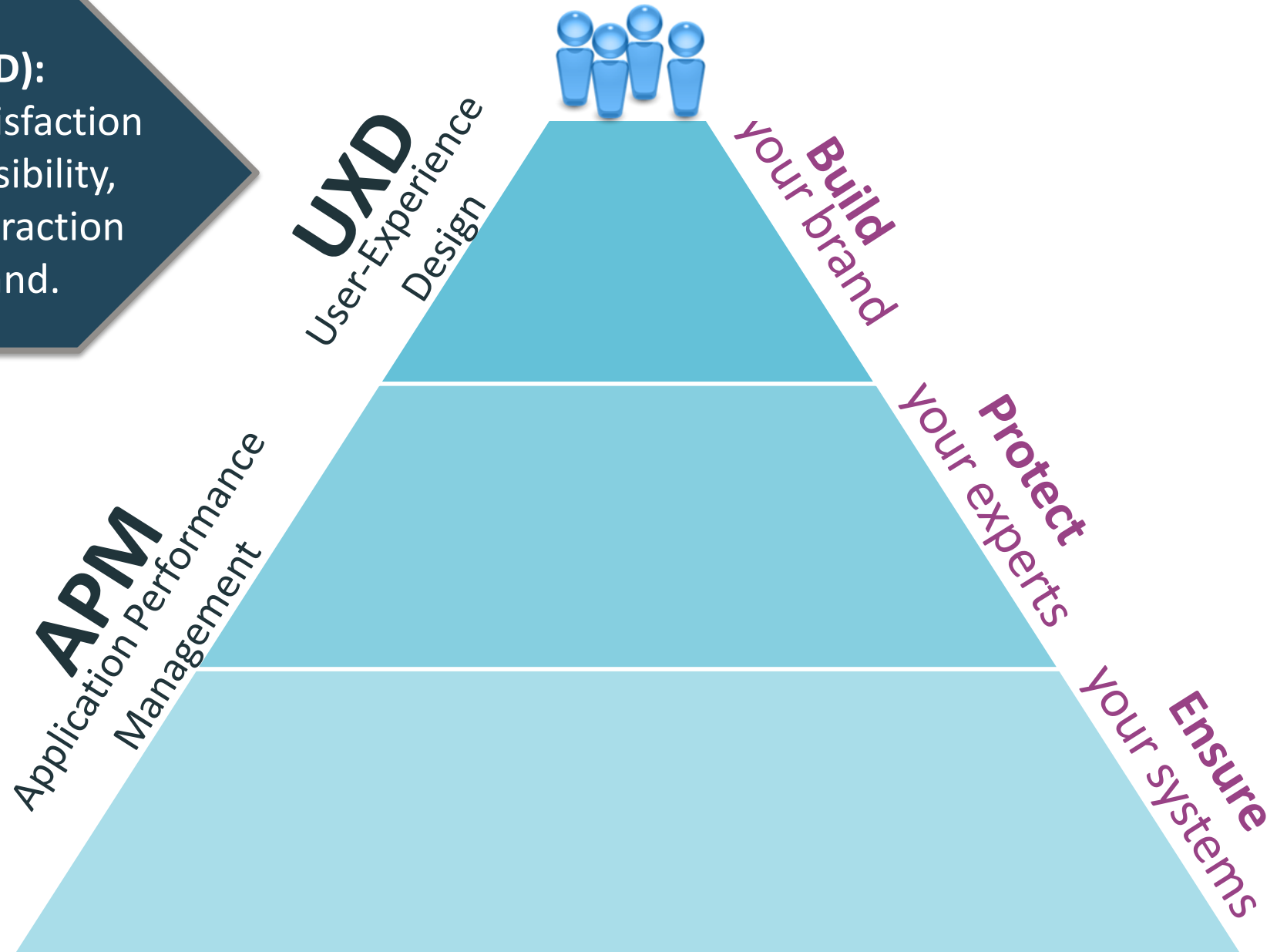
User Experience Design (UXD):

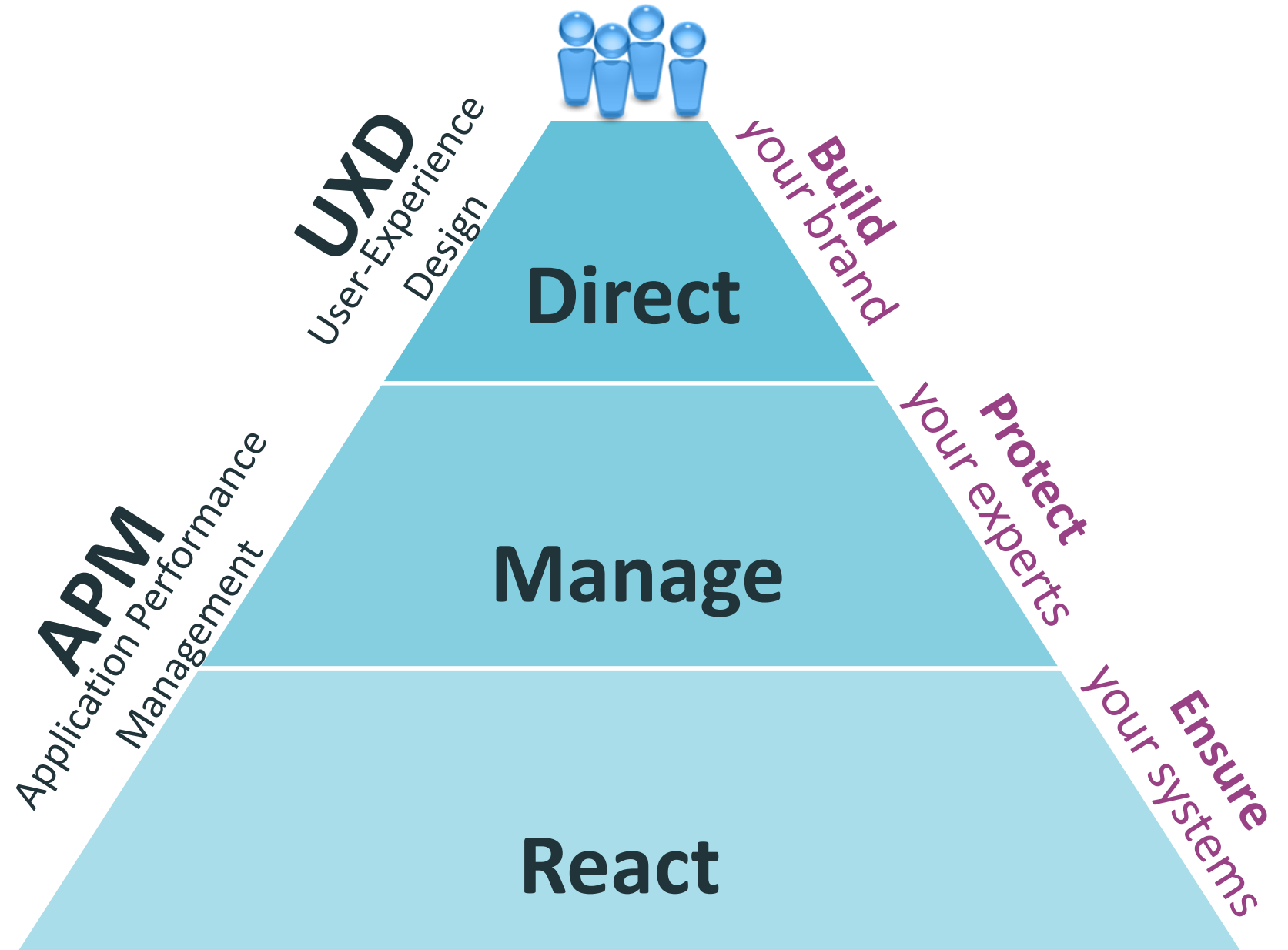
The process of enhancing user satisfaction by improving the usability, accessibility, and pleasure provided in the interaction between the user and the brand.

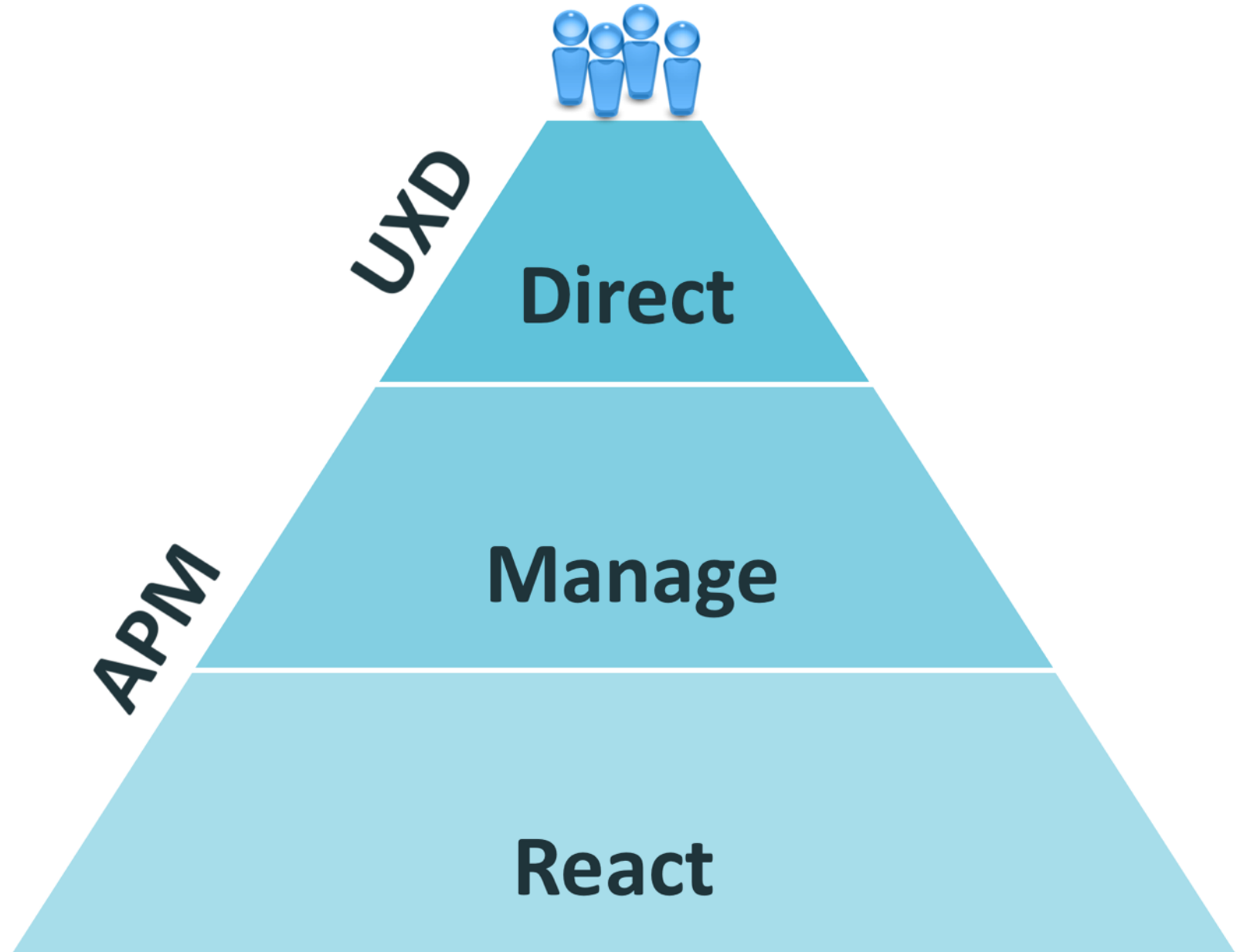
Manage

React

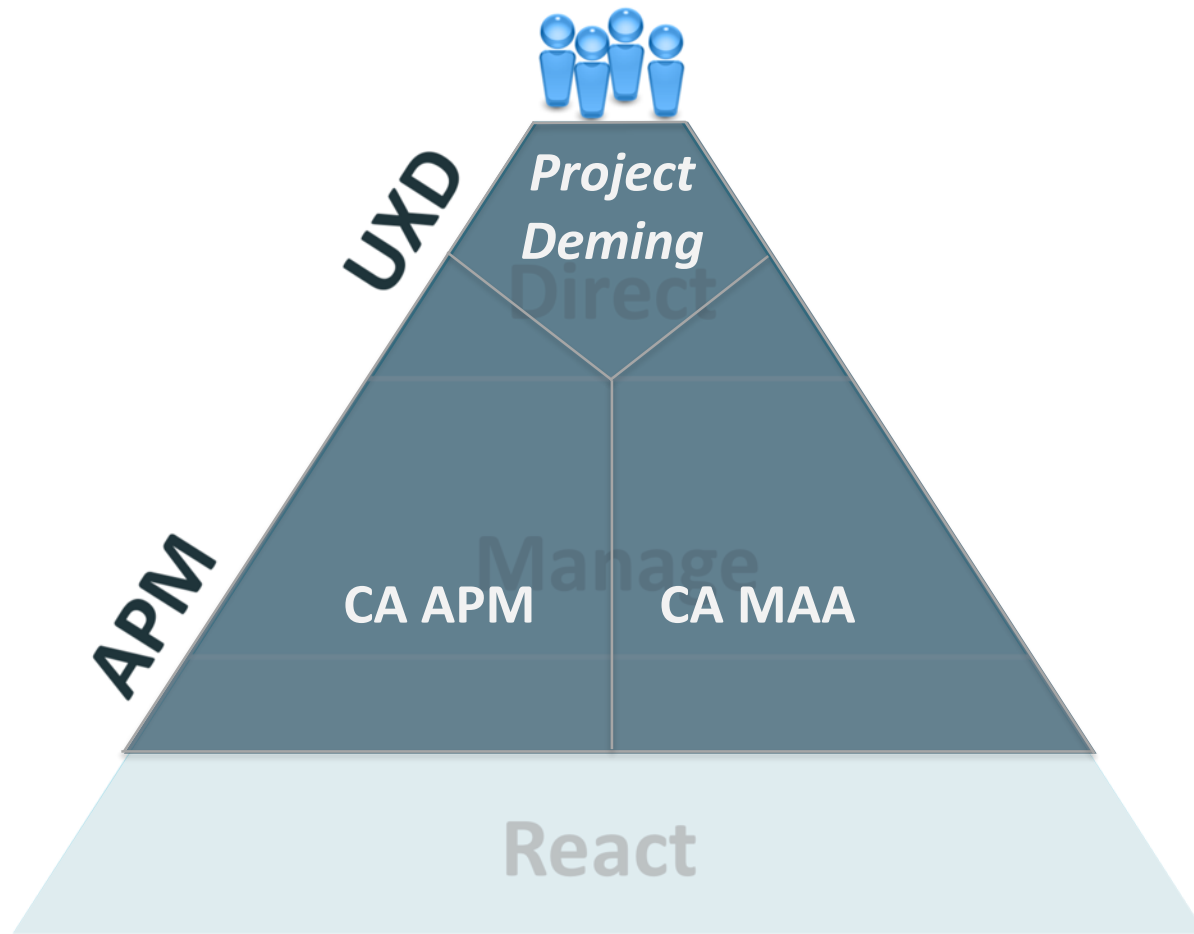
DevOps Maturity Model







Building Roadmaps in the App Economy : Durable Problems



UXD Portfolio

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

User-Frustration Index

APM Portfolio

Assisted Triage
Zero-Config Agent
Impact of Change

Mean Time to Resolution (MTTR) < 0



Marquee Features Delivered

Delivery Cadence Quickens

New Platforms
Supported



CA APM 9.7 – December 2014

- Smart Instrumentation (SI) – Automatic Evidence Collection
- End-to-end Mobile-Transaction Monitoring
- New PHP agent
- Enhanced Real-time Business-Transaction Metrics
- Java 8 Support
- Modern integration SDK (EPAgent RESTful API)



CA APM 10.0 – June 2015

- All-new UI in APM Team Center with Custom Perspectives
- New Timeline View
- Analytics: Differential Analysis
- All-new Browser Agent
- APM Command Center 1.1: Agent-Management API's
- HTTP Correlation & REST Support
- Smart Instrumentation: Automatic Entry-Point Detection



CA APM 10.1 – October 2015

- New Node.js Agent
- Team Center API's for custom-attribute decoration
- Team Center uses traces to create map relationships
- Domain changes require no EM restart
- ACC: Remote Controller Upgrades
- Maintenance Updates

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Planned – Building E.P.I.C. APM/MAA/Deming

As of November 2015

EASY

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

APM Team Center:
Continuing User-
Centered UI Design

APM Command
Center: Elegant
Control at Scale

APM Simplification
Initiative

PROACTIVE

Proactively Manage
the User Experience

Automatically
Organize Complete
End-to-End Env.

Cluster-less Team
Center: Untangled
Transaction Visibility

Triage for App Owners
App Effectiveness

INTELLIGENT

Simply Guide Users to
Difficult-to-Find
Conclusions

Assisted Triage:
Expert in a Box
(Phase I)

Patient Zero:
Understand the
Impact of Change
(Phase II)

COLLABORATIVE

APM is the Catalyst for
Collaboration Across
App Lifecycle

*Ad-hoc Business
Insights Reporting*

Real-World Context
Attributes:
API/Automation

DevOps: Using APM to
Lower the Risks of
Continuous Delivery

E.P.I.C. – Modern Technologies that Power the App Economy

Broad Platform Support, Node.js, .NET, Native-Mobile & End-User Monitor (Proxy Agent) Enhancements

Under Consideration – Building E.P.I.C. APM/MAA/Deming

As of November 2015

EASY

PROACTIVE

INTELLIGENT

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

Proactively Manage
the User Experience

Simply Guide Users to
Difficult-to-Find
Conclusions

APM is the Catalyst for
Collaboration Across
App Lifecycle

APM Team Center:
Continuing User-
Centered UI Design

Zero-Configuration
Agent Initiative

Automatic Business
Transaction Identification

Automatically Organize
Complete End-to-End
Env.

Historical Analysis of
Problematic Components

*User-Experience
Collaboration*

App Effectiveness

Assisted Triage
(Phase II)

Understand the
Impact of Change
(Phase III)

Adaptive Smart-
Instrumentation
Analytics

Infrastructure on App
Perspectives

DevOps: Automatic
Test-Case Creation

*Automated Business-
Insights Discovery*

*Mobile-Friendly
Business Reporting*

E.P.I.C. – Modern Technologies that Power the App Economy

Broad Platform Support, Node.js, .NET, Native-Mobile & End-User Monitor (Proxy Agent) Enhancements

CA APM Open-Source Developer Community

Extending the Reach of CA APM

Come & Contribute

Updated API

EPAgent RESTful API now makes it easier (and more efficient) than ever to integrate outside data sources into CA APM.

Hackathon

CA recently held an event to foster innovation and collaboration. 18 new ideas were conceived and prototyped for fieldpacks.

Teamwork

Learn from those who have done it before. Code examples, tips & tricks, recipes and more are all available.

Join Today!

http://bit.ly/caapm_dev/



CA APM Beta Community

Come Peek Inside the APM Factory

Collaborate & Influence the Evolution of APM!

Details

Gain access to more-detailed information about planned and under-consideration features.

Feedback

Share your voice in design reviews and solution concepts long before the traditional beta-testing phase.

Access

Touch the software and features while the paint is still wet and updates can be made.

Join Today!

http://bit.ly/apmbeta_instructions



Easy. Proactive. Intelligent. Collaborative.

Driving Toward

E.P.I.C. APM

*The Key to Stimulate User Loyalty and
Differentiate Your Business in the **App Economy***