

agenda

- —Service Assurance Context
- —New Features
- —Architecture
- —APM 9 Training



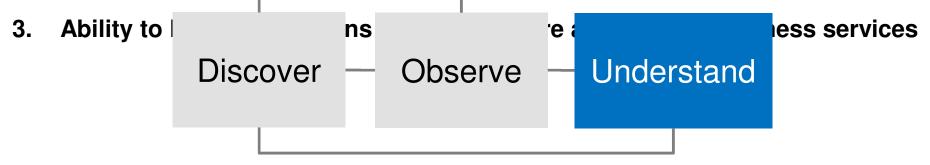
service assurance

Service Assurance is the IT practice of ensuring optimized business

service performance across any rapidly-changing environment

Service Assurance requires:

- 1. Ability to DISCOVER the entire infrastructure and maintain dynamic service model across a constantly changing infrastructure
- 2. Ability to OBSERVE all customer transactions for all application types

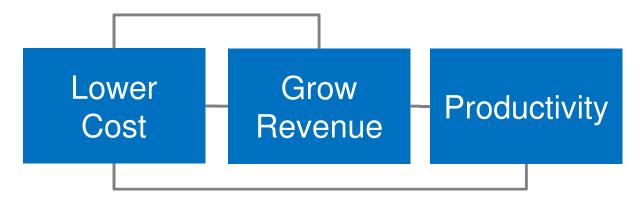




business case for CA Service Assurance

CA Service Assurance experience will ...

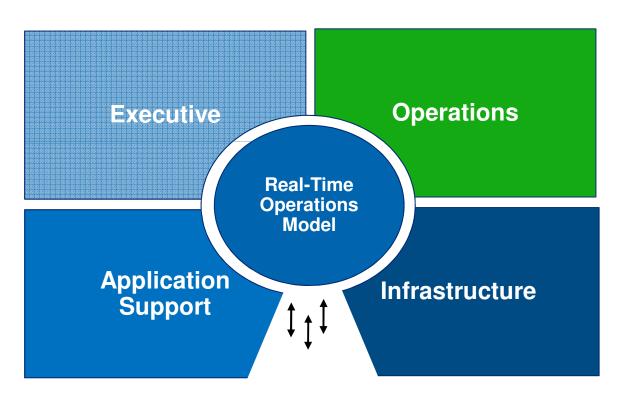
- Lower the cost to manage the IT Infrastructure supporting your most important Business Applications
- 2. Assure that All users for All applications have the best experience "Keep them coming back for more"
- 3. Focus resources on highest value functions have confidence to deploy applications faster solve problems quickly





our strategy

Deliver highly capable products that optimize the experience for well-defined roles with well-defined responsibilities



Open Standards Based Interfaces Integration to CA and 3rd Party Data Sources



our themes

—Build upon Core Competence:

 CA has a market-leading portfolio of highly capable products that together enable service assurance

—Application to Infrastructure Linkage:

 Use our transaction aware Unified Service Model to link user experience to the infrastructure

—Infrastructure to Application Linkage:

 Use our Transaction aware Unified Service Model to link infrastructure to transactions (the apps)

—Simple Service Assurance:

 Make the solution easy to use, provide rapid time to value. Align solutions along common policies for administering and using the solution

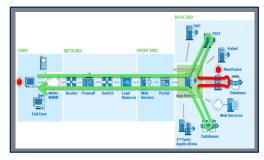


APM solution context

End-to-End Transaction Visibility







Real End User Experience Monitoring

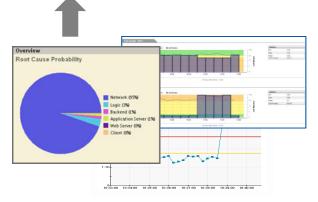


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	Incident Details - Affected Users click of any link to view mo Overview Troubleshoot Affected User Groups Affected User Affected User List for Incident 100					
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Proactive Performance Management







Link Transactions to Infrastructure

Correlate End-User-Experience To Business Impact

Detect, Triage, Diagnose Root Cause



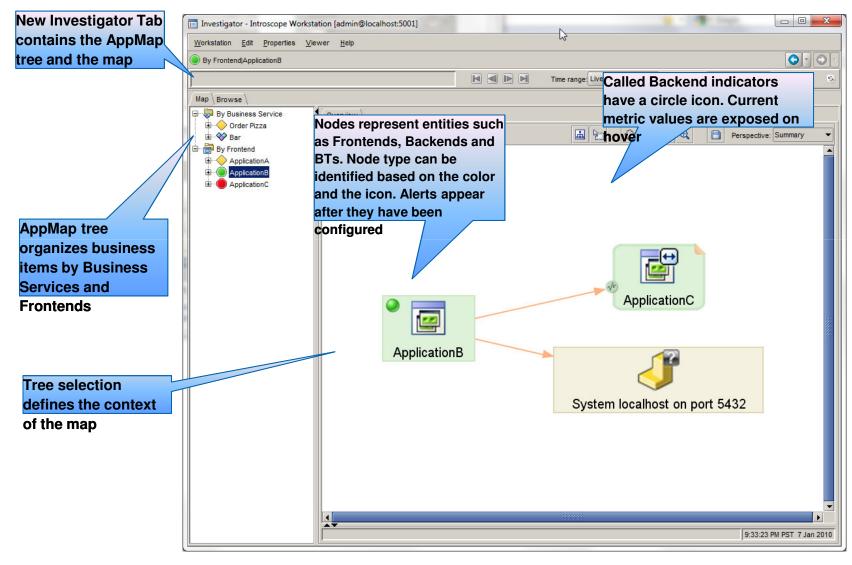


Introscope 9: marquee features

Marquee Features	Description	Business Value
Business Centric Management	Performance and Availability data presented in business centric terms (manage apps rather than agents) so users can more quickly and easily understand the health of their applications and communicate with business owners	Improve the alignment and help bridge the gap between business and IT through the ability to view a transaction in a business context while maintaining the ability to drill deeper into the application infrastructure
Application Triage Map	Faster problem triage and Mean-Time–To- Resolution with real-time visual application map, reducing need for time consuming custom dashboard creation	OOTB discovery provides instant visibility into application health, reducing TCO while improving MTTR
Dynamic Instrumentation	Non experts can customize instrumentation via UI and implement without restarts, increasing time to value	Accelerate deployment and simplify root cause diagnosis, improving time-to-value and further reducing TCO

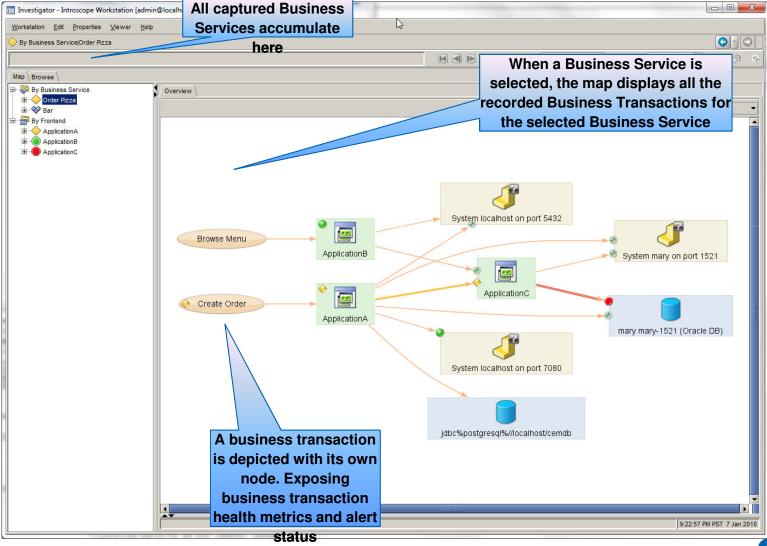


Application Triage Map: overview



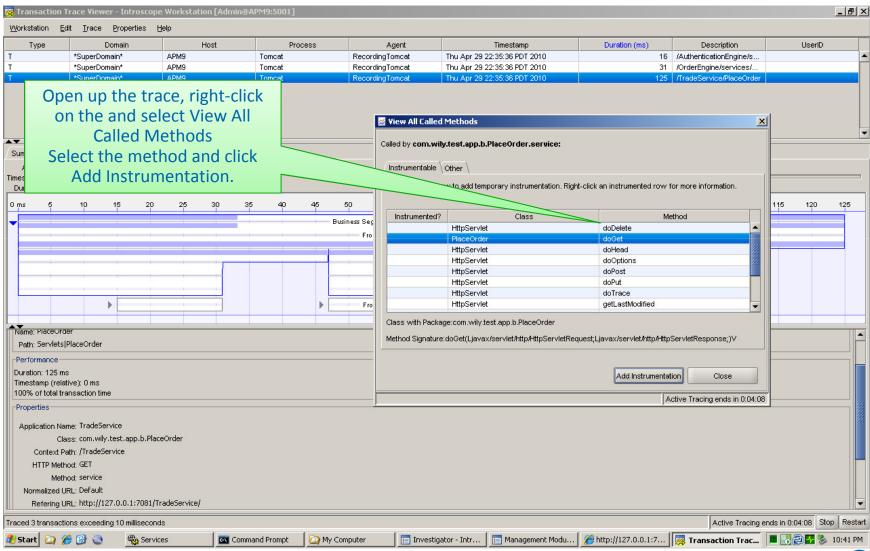


Application Triage Map:business services and business transactions



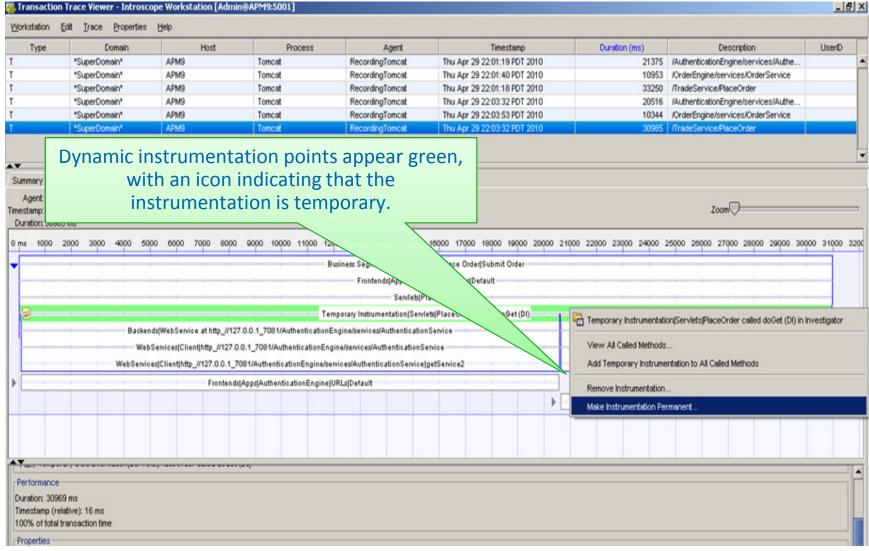


dynamic instrumentation





dynamic instrumentation





Introscope SPM 9 marquee features

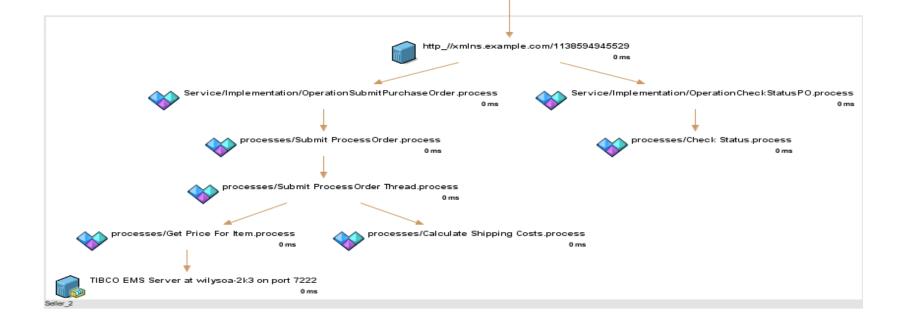
Marquee Features	Description	Business Value
Business Process Mapping & Monitoring	Presents a graphical visualization of business process flows within the SOA Enables the Application Support manager to instantly grasp the layout of the SOA in a visual manner	Increased awareness of the SOA through business process mapping, faster time to resolution, easier/clearer communications with stakeholders, and ability to optimize your SOA investment
Enhanced Transaction Tracing Visualization	Improved Sequence View to more clearly represent the path of cross-tier transactions and speed problem triage	Reduces MTTR for performance issues with complex cross-process transactions
Support for Leading SOA Infrastructure	Provides OOB performance management for TIBCO Business Works, TIBCO EMS, webMethods Integration Server, webMethods Broker, Apache CXF, and JBOSS Web Services, providing critical visibility to help IT Operations teams quickly troubleshoot distributed performance issues involving these important SOA environments.	Confidently deploy on popular SOA platforms knowing they will be effectively monitored



business process mapping & monitoring

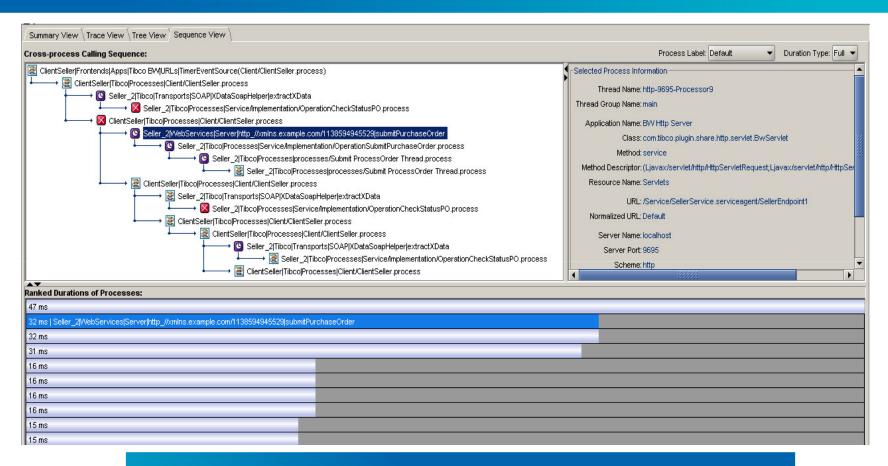
- Automatically maps & monitors complex business process flows
- Enables quick triage of distributed transaction flows







improved cross process trace visualization



- Clearly depicts cross-thread call sequence
- Enables sorting of each thread segment by response time
- Quickly triage complex multi-threaded transactions



support for TIBCO Business Works

Tibco BW - Overview

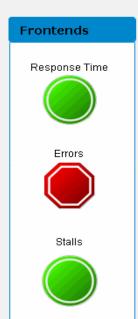


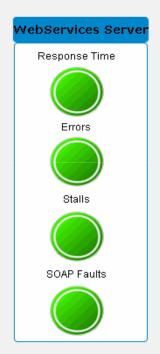


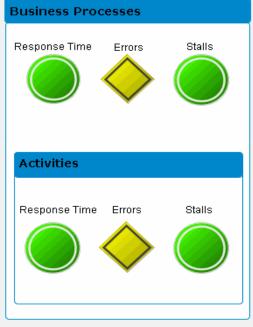
Overview Business Processes Activities

Jobs & JobPool

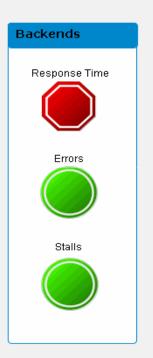
Transports











- OOB metrics, typeviews, dashboards, and cross process tracing
- Business Process Mapping

TIRCO Rusinose Works & EMS Support

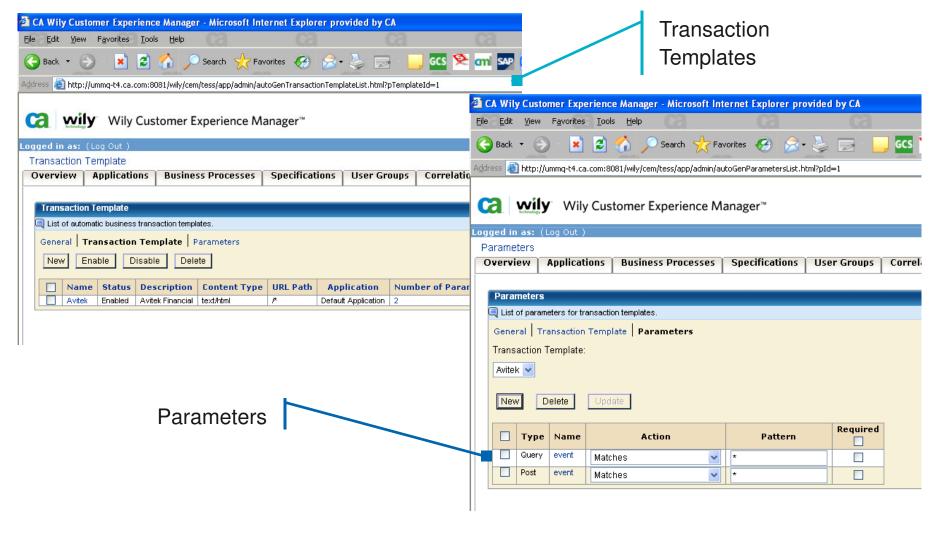


CEM 5 marquee features

Marquee Features	Description	Business Value
Common APM Transaction Model	Provides a common set of Business Service/Transaction definitions for rapid integration between CEM and Introscope when Introscope customers purchase the CEM upgrade	Rapidly achieve full value of APM by accelerating CEM/Introscope integration with a common real-time model
Automated Transaction Identification	Analyzes network traffic flows and automatically extracts prospective transaction definitions, making it possible for non experts to quickly set up CEM	Simplify and accelerate deployment, improve TTV and reduce TCO
Business Service Based Security	Segregates access to key user experience data by user groups, and secures data by business service. Enables single sign-on through Embedded Entitlement Manager (EEM).	Provide solid data security and streamlined user access

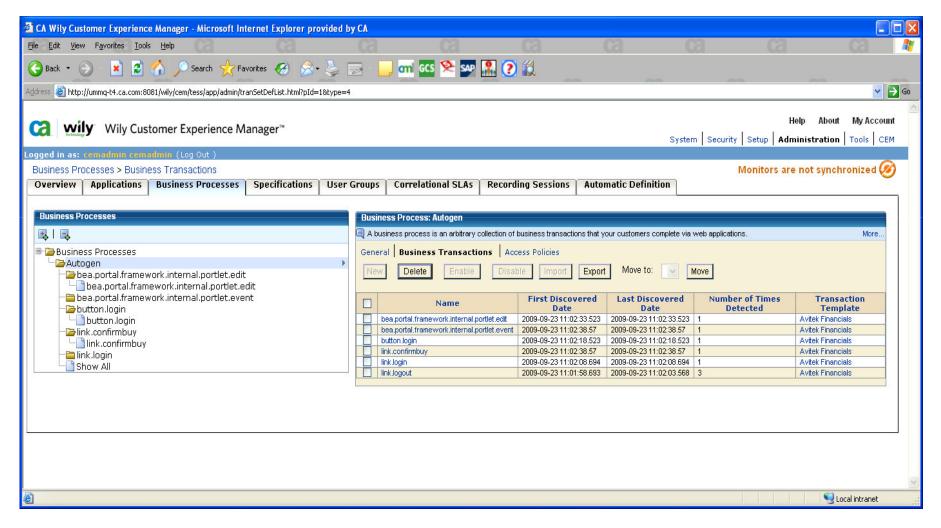


automated transaction identification





discovered transactions





business-service based security

- Resources that can be secured
 - Business Service
 - CEM Tabs
- Actions allowed on Business Service
 - View
 - Edit
 - Access secure data
- CEM/APM is integrated with CA Embedded Entitlements Manager (EEM)





CEM 5 high priority features

High Features	Description	Business Value
Monitor Transactions in Multi-Byte Languages	Provides users the ability to monitor business transactions of applications written in double-byte languages, particularly Japanese	Broader, global transaction coverage
Deliver CEM as a software appliance	Delivers APM business-centricity by integrating TESS services on EM platform. Reduces CA dependence on hardware management and overhead costs. Delivers to users a more flexible method of CEM software delivery. TIM delivered in set of CDs/DVDs.	Users will be able to use the hardware of their choice, reduce the contract cost, and further promote a unified way of purchasing APM



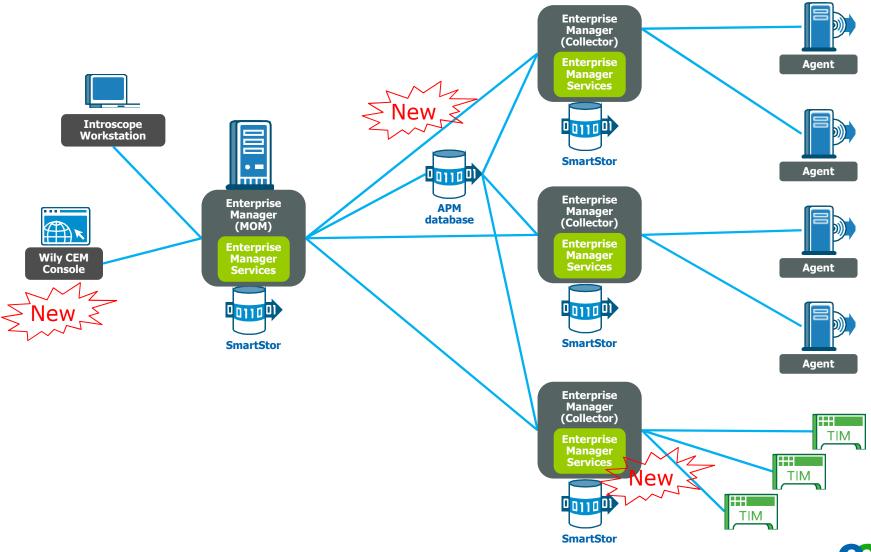


architecture change highlights

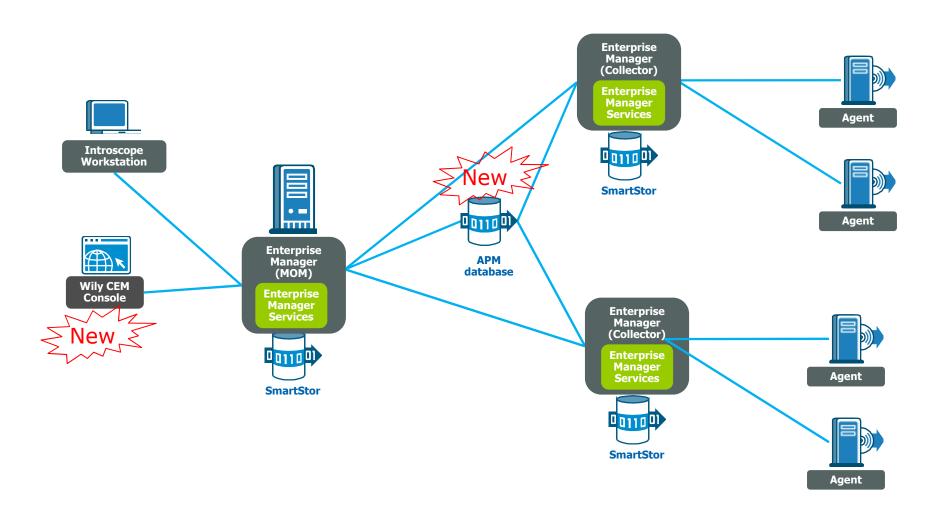
- TESS services run inside the Enterprise Manager
 - TIM Collection Service
 - Database cleanup service
 - Stats Aggregation service
- MOM is mandatory for APM
 - The Wily CEM Console is served by MOM
- Introscope uses APM Database (PostgreSQL) for storing Application
 Triage Map data
- TIM now delivered as a software appliance; customers buy their own supported hardware



APM 9 architecture



Introscope 9 architecture







APM 9 training

09CEM20071 200	CA Wily Customer Experience Manager r5: Up and Running
09CEM20080 refer to catalog	CA Wily Customer Experience Manager r5: Differences 200 :
09ITS20610	CA Wily Introscope r9: Differences 200 : refer to catalog
09ITS2062B : Jun 28-Jul 2	CA Wily Introscope for Java r9: Up and Running Bundle 200**
09ITS20671	CA Wily Introscope r9: EM Capacity Management 200
09ITS20681	CA Wily Introscope r9: Plug-In Development 200
09ITS2069B Bundle 200**	CA Wily Introscope for Microsoft.NET r9: Up and Running
09ITS20740	CA Wily Introscope r9: SOA Performance Manager 200
08ITS2017B Running Bundle	CA Productivity Accelerator for Wily Introscope for Java r9: Up and
09ITS30041	CA Wily Introscope (9: Al Diagnostic Tools and Customizations 300 technologies

