

5 Reasons

End User Experience
Management is Not
a Dimension of APM



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Poor user experience results in slow productivity across the company, and in customer-facing business units like call centers and retail branches, this directly translates to customer attrition.

Introduction

End User Experience Matters More Than Ever

IT operations is no longer about keeping a server up and running. It is about ensuring an optimum user experience.

The IT industry is changing. It is undergoing a revolution of perspective. The future of business requires a whole new way of looking at IT service delivery. Progressive IT departments understand that success is about serving the business goals of the company, and from an IT point of view that revolves around the End User Experience. Companies that do not adopt this approach will slowly lose their competitive edge.

The User Perspective

Users don't see anything in terms of servers or availability. They don't count nines. They don't think about the difference between planned or unplanned downtime, and they are unforgiving of both. They experience IT simply as an interaction with an application on a particular device. What matters to the user is exactly what happened while they were trying to accomplish their business objective and they expect the highest performance.

A recent Harris Poll survey on website performance and mobile shopping, covered in APMdigest, found that shoppers consult three websites on average before making a purchase, and poor website performance causes the shopper to go to a competitor. Within an organization, user experience is just as impactful to the top and bottom line of every business. Poor user experience results in slow productivity across the company, and in customer-facing business units like call centers and retail branches, this directly translates to customer attrition. It is that simple. Poor application performance results in loss of revenue and impacts customer relationships.

Also, in today's BYOD world, a user may not even complain about poor application performance. They simply switch to their own application on a personal device, and take corporate data right out the door, triggering a data protection crisis each time it happens.

You can have millions of metrics about every device in the infrastructure but the ultimate measurement of IT success is the user experience.

Finding the Right Tools

The only way to truly manage these challenges is via an End User Experience Management solution. You can have millions of metrics about every device in the infrastructure but the ultimate measurement of IT success is the user experience.

The user experience must be captured and assessed directly in real-time from the End User's perspective across all applications and devices. This requires specialized technologies built for this express purpose. IT departments cannot simply rely on legacy infrastructure monitoring tools as their only means of tracking performance. Today's IT environment demands the use of End User Experience Management tools as well.

Traditionally, companies used an ad hoc conglomeration of non-integrated tools to try to somehow replicate the End User Experience and piece it all together like a puzzle. The explosive growth and technological advancement of APM tools in the last few years has definitely helped organizations take control of application performance, and this has greatly impacted the End User Experience of customers accessing commercial and other types of websites, but most APM tools do not actually monitor the End User Experience. The intense popularity of APM in recent years has shined a light on End User Experience Management, but it sometimes obscures the fact that this is a separate tool that is also essential.

Monitoring individual components of the application delivery chain has been the traditional approach to IT infrastructure management but this is not a viable option anymore. Managing application performance and the user experience in the dynamic IT environment and the increasingly complex application delivery chain – including virtualization, cloud and Software-as-a-Service, mobile and BYOD – makes the need for a new approach even more urgent.

Each one of these new technologies makes it harder to see where a component of the chain meets the application. Each makes it harder to map a particular device to a corresponding service. As a result, it is harder to determine if there is a performance problem. You must see what the End User sees, experience what the End User experiences, in order to ensure the effectiveness of IT services.

In the last several years we have seen the emergence of comprehensive solutions designed from the ground up to monitor and manage the End User Experience. These types of tools are a critical addition to any organization's performance management initiative.

End User Experience Management is about breaking down barriers. It is about identifying a goal that both IT and business can focus on together, and that makes sense in both of their worlds.

Connecting IT and Business

In the end, a focus on the End User Experience can bridge the gap between IT and business because it is something that both sides can relate to.

APMdigest recently featured a list of 10 Bottom-Line Benefits of APM. The purpose of the list was to get people in the industry thinking about the real business value of performance management tools, rather than only the IT advantages. It seems that the IT industry, even many of the APM vendors themselves, get caught up in the IT benefits of APM such as server uptime, and forget the real reason for managing application performance, which is to support and improve the success of the business. A focus on the End User Experience clarifies this, because the end user, the customer, drives the business. The business is all about serving the needs of that user.

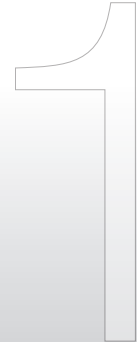
In a blog on APMdigest, Larry Dragich, the Founder of the Application Performance Management (APM) Strategies Group on LinkedIn says: “The End User Experience is at the heart of it all, and has become the focal point that allows us to make the connection to the business and speak to them in a language they can appreciate.”

End User Experience forces IT to appreciate the customer more, to understand better what the customer wants, and to run IT operations with the customer in mind. In this way, IT can make a direct positive impact on bottom-line goals such as revenue and ROI on technology investments.

Ultimately, End User Experience Management is about breaking down barriers. It is about identifying a goal that both IT and business can focus on together, and that makes sense in both of their worlds. If IT and the business join forces, the potential is massive and the possibilities are endless. End user experience management can make that happen.

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In order to see as their users see, enterprises require a monitoring strategy that supports all of the application types, devices and delivery methods accessed by their users.

The User IS King

See as Users See

- End Users want to work in the most efficient way – whether they are sitting at their desktops, accessing a virtualized application from their personal laptop, or using their mobile devices. This “anywhere, anytime” expectation is redefining how people work.
- Despite investing heavily in technology and processes to support this shift, organizations are still struggling to understand the End User Experience of their business-critical applications.
- In order to see as their users see, enterprises require a monitoring strategy that supports all of the application types, devices and delivery methods accessed by their users.
 - o Many of the world’s leading applications are not web-based, e.g. Outlook, Lync, SAP, Oracle e-Business Suite, EPIC, Lotus Notes, etc.
 - o Successful virtual desktop initiatives require IT to demonstrate that user experience is at least comparable to that on physical desktops.
 - o As users switch between devices, there is a critical need for a unified platform to monitor and measure End User performance across physical, virtual and mobile devices.
 - o Third party, cloud-delivered applications can only be monitored from the perspective of the End User as the data center is not operated by the enterprise.
 - o Multi-source environments, where each supplier is only responsible for a small part of the overall IT service, require an integrated view of how the interaction between different service providers impacts End User Experience.

The network, server, application component and code-related data that Application Performance Management tools monitor do not enable organizations to see as the users see and act on it.



APM Tools Can't See What the User Sees

End User Experience cannot be measured from the delivery vantage point of the data center; it can only be measured from the End User's perspective.

Closing the Visibility Gap

- The “Visibility Gap” is the difference between how IT perceives application performance versus how it is experienced by the End User.
- The reason for the Visibility Gap is that End User Experience cannot be measured from the delivery vantage point of the data center; it can only be measured from the End User's perspective.
- A user-centric vs. transactional-centric approach to APM closes the “Visibility Gap” by integrating multiple streams of data to deliver a clear and comprehensive portrait of End User Experience.
- The paradigm shift from a data center-centric to a user-centric computing model requires a similar shift in measuring performance and productivity.

Application Performance is Only One Component of End User Experience



The technologies required to improve the factors impacting user productivity (EUEM) are a superset of those required to address application performance problems (APM). EUEM and APM are complementary technologies that have overlapping components, but they are not dimensions of each other.

What is End User Experience?

- End User Experience is defined by the three primary components that dynamically interact to impact how End Users experience IT Services:
 - **Application Performance** – Latency, response time and “key-to-glass” transaction time for user workflows across any application, e.g., HTTP(s), RIA/AJAX, Thick Client, .NET, WPF, Native iOS and Android applications, etc.
 - **Physical, Virtual and Mobile Device Performance** – Storage, Event Log, Hung Processes, Application Crashes and Blue Screens of Death, WMI, Top Resource Consumers, Network Read/ Write, Boot and Logon Profiling, Hypervisor Performance, Remote File Share, Battery, Wi-Fi and Cellular Network, ICA, PCoIP and RDP latency, etc.
 - **User Productivity** – Application usage demographics, application usability and workflow trends, e.g. productivity at different branches, application crashes, pop-up errors and business process optimization, adoption of strategic business initiatives, etc.
- End User Experience Management (EUEM) is focused on measuring and improving all of the components of End User Experience.
- Application Performance Management (APM) is focused on identifying the areas of a web application that cause poor performance, i.e. application components, lines of code, transaction segments, etc.
- The technologies required to improve the factors impacting user productivity (EUEM) are a superset of those required to address application performance problems (APM). EUEM and APM are complementary technologies that have overlapping components, but they are not dimensions of each other.

The Success of Key Business Initiatives Can Only be Measured From the End User's Perspective



Key business initiatives, like those listed above, can only be successfully implemented with End User Experience Management, and their success can only be measured from the End User's perspective.

Managing IT through the Lens of the End User

- Many critical business initiatives are user-centric and can only be measured via multi-dimensional views of End User Experience.
- Business initiatives that demonstrate the unique benefits of employing End User Experience Monitoring include:
 - **SLA Management** – meet SLAs by validating performance and availability of all transactions for all applications performed by all End Users on all devices against targets and baselines in order to address outliers before contractual commitments are missed.
 - **Cloud Management** – manage cloud and multi-sourced IT services through empirical evidence of application availability, performance, usage and SLA metrics as perceived by the End Users consuming the services.
 - **Staff Capacity Management** – optimize staffing by understanding user workloads, peak busy periods, process requirements and availability of human resources.
 - **VDI Migrations** – plan, design, and manage VDI solutions by comparing the impact of the change on End User Experience across physical and virtual desktop environments, different VDI solutions and the remote access experience from thin clients and mobile devices.
- Key business initiatives, like those listed above, can only be successfully implemented with End User Experience Management, and their success can only be measured from the End User's perspective.



End User Visibility Rapidly Boosts Productivity

End User visibility enables enterprises to improve service levels for every user group, application type, business process, device and IT service model, thereby boosting user productivity.

End User Activity Monitoring

- Today's workforce is constantly attached to its multitude of devices, forcing the business to ensure optimal User Experience across all IT service delivery channels.
- Server and application code performance in the data center, network latency, the capabilities of the End User's devices, application crashes, as well as other running applications are all factors influencing the response-time of an application. However, the time it takes a user to perform a business task is determined by more than the time spent waiting for the screen to refresh. Productivity is further impacted by variances in business process execution, training, application usability, staffing levels and user demographics.
- End User Activity Monitoring is the technology enabler for understanding real End User activities. It allows enterprises to "See as Their Users See," providing them with a comprehensive view of IT service availability, performance, usage and productivity from the End User perspective. It also provides visibility into the productivity of different groups of users and their capacity for change.
- This level of End User visibility enables enterprises to improve service levels for every user group, application type, business process, device and IT service model, thereby boosting user productivity.

The days where IT value is assessed by data center-centric performance and availability metrics is coming to an end. End User Experience Management is not an APM tool— it is the way forward-looking organizations assess the real value IT provides their business.

Conclusion

Application Performance Monitoring (APM) tools remain critical to IT professionals who need an understanding of how specific applications impact the End User, and provide them with the detail necessary to analyze and remediate application-code related issues. However, those tools do not provide visibility into the IT consumers' actual experience, taking into consideration how they work, where they work, what devices they use or the intricate mix of applications being accessed from a broad range of application sources. Only tools that start with the IT consumer perspective are able to provide this level of understanding.

End User Experience Management (EUEM) is far more than just monitoring application response times from the perspective of the user, it is about understanding how IT consumers work, and empowering them to work smarter and faster. Application performance information is no longer the exclusive content of the IT organization, it is now needed by the business to assess service levels and overall end user satisfaction, and help drive the initiatives that improve both.

End User Experience Management will facilitate new communication channels between IT providers and consumers, while enabling IT consumers to understand how their personal IT experience compares historically or against that of their peers. Socially-enabled EUEM capabilities will disrupt the IT service delivery models we are all familiar with today.

Businesses evaluate their IT value and impact by watching and listening to their business users. The days where IT value is assessed by data center-centric performance and availability metrics is coming to an end. End User Experience Management is not an APM tool— it is the way forward-looking organizations assess the real value IT provides their business.

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About Aternity

Any Application, Any Device, Any User

Aternity's unique, user-centric vantage point closes the "Visibility Gap" existing with network- and server-centric application performance management tools. With advanced, real-time analytics and the ability to monitor any application, Aternity transforms all physical, virtual and mobile devices into self-monitoring platforms that are user experience aware. User-centric, proactive IT management empowers organizations with faster applications while dramatically reducing business disruptions and increasing user productivity.

Learn more and register for a free trial of Aternity's End User Experience Management Platform at www.aternity.com.



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