

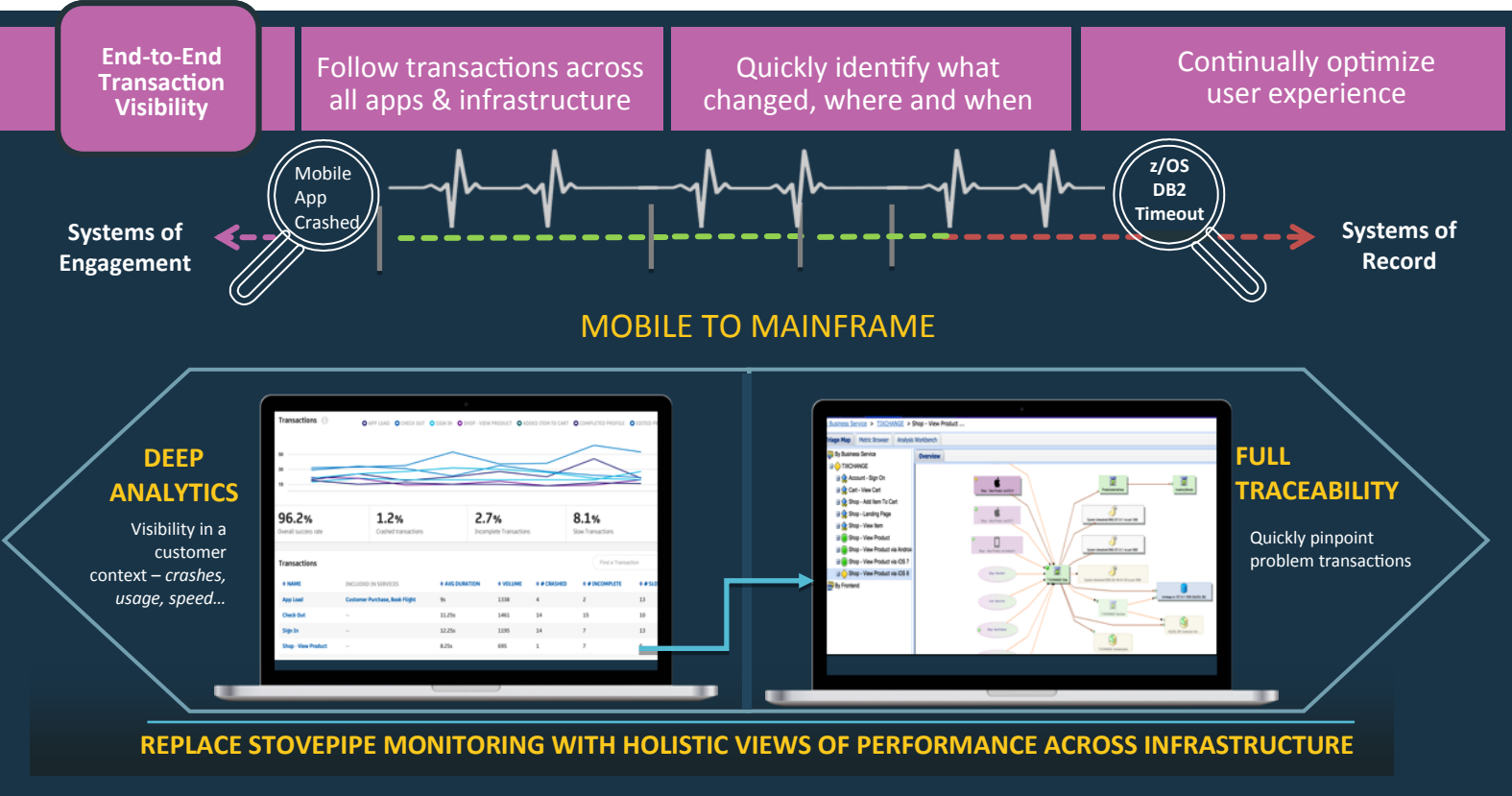
CA Application Performance Management Helps You Proactively Identify and Resolve Issues

- In a time when businesses are literally being rewritten by software, application performance management (APM) is needed to deliver a solution across the application lifecycle that is:
- **Easy** to deploy and manage with APM agents that get value in minutes.
 - **Proactive** in identifying problems via automatic transaction traces and a unified end-user view into every transaction, including mobile app, synthetic or web-based, to fix issues before users are impacted.
 - **Intelligent** use of APM big data in order to better understand your end user’s interactions with your applications, from the mobile app and device all the way to the mainframe backend.
 - **Collaborative** across the organization by reducing data complexity and providing task relevant views for every user, from developers to level one support operators, thereby instilling continuous performance improvements at every stage of the software lifecycle.

Business challenges

While impeccable performance is the key to a flawless end-user experience, there are challenges to ensuring great performance:

- **Speed and complexity** across the application delivery chain requires performance management that can span across physical to virtual, on-premises to hosted components and support new modern application technologies.
- **A wealth of data** quickly becomes too much data. Billions of metrics a day require new approaches to visualization and intelligent analytics to sift through the metrics and identify the relevant variables.
- **Mobile access** can no longer be considered special and must be fully integrated into the performance picture.
- **Performance must be tested continuously**, pre- and post-production to ensure customer satisfaction and retention.



Key features

- Team Center Perspectives
- Team Center Timeline
- Differential Analysis
- Mobile-to-mainframe APM
- APM Command Center
- Smart Instrumentation
- Modern application support

Marquee benefits yielding \$2.6M per year in savings are detailed on the reverse side of this document in order to show examples of business value achievable through this CA Application Performance Management approach



Key benefits and results

- Easily deploy and manage APM to gain value quickly.
- Proactively manage the user experience to create a competitive advantage.
- Utilize system intelligence through advanced analytics and smart instrumentation for rapid triage.
- Fuel collaboration across the organization to enable continuous performance and quality improvements.

For more information, please visit ca.com/apm





Business Value Estimations

CA Application Performance Management benefits can be quantified via a wide range of benefit scenarios. A selection of these is listed below to show common areas measured.



Business Value Proposition	Business Value Enabler	Specific Measurement	Solution Area	Impact Range ¹	Key Resources Affected	Average ² Resource Value	Projected ³ Savings / year
Reduced frequency and duration of triage / crisis management calls	improved visibility into failed application and infrastructure components reducing MTTR	cost reduction in crisis response resource time	Application Performance Management	30 - 40%	crisis management FTEs	10	\$455,000
Improved business services availability for revenue producing customers	improved management of application infrastructure	revenue loss protection	Application Performance Management	5 - 15%	annual revenue impacted by downtime	\$5,000,000	\$500,000
Proactive SLA compliance prediction and management	increased management insight into SLA compliance	reduction in cost associated with SLA compliance	Application Performance Management	20 - 30%	annual SLA compliance costs	\$210,000	\$52,500
Improved service desk staff productivity	automation of events, actions, and notifications per ITIL best practices	cost reduction in service desk management resource time	Service Desk Integrations	15 - 35%	service desk FTEs	19	\$617,500
Reduction in development costs of pre- and post –production application tuning	Improved visibility into application performance through gathered performance metrics	cost reduction in development time tuning applications	Application Performance Management	25 - 35%	developer FTEs	8	\$312,000
Productivity improvement for business end users	increased application availability for critical job functions	cost reduction in end user resource time	Application Performance Management	5 - 15%	end user downtime per event	50	\$650,000

This table shows some **key benefits** of **CA Application Performance Management**. Your CA Technologies representative can also share additional and more detailed ROI business case examples for this solution by engaging the CA Business Value Analytics Team. This team works with CA’s customers to develop and analyze a comprehensive set of assumptions and environment specific metrics in order to build customized projective business cases.



- ¹ The Impact Ranges shown above are estimations derived from the analysis of benchmark data which is a composite of data derived from industry analyst published information, interviews with subject matter experts and experiential data from prior projective analyses.
- ² The Average Resource column shows resource values representative of those used in business case analyses by the CA Business Value Analytics Team.
- ³ The Projected Savings may be representative results for organizations whose Average Resource values are similar to those in this table. Labor rates for all FTEs are assumed to be \$65/hour. Actual calculations may include additional parameters. Your CA Technologies representative can provide detailed benefit calculations for values in this column. The values expressed in this table are not a guarantee of achievable results and will vary depending upon your current infrastructure, people, and processes as well as the appropriate, effective implementation, adoption, and use of the CA solution.