

Best Ways to Map Impact of Application Performance Issues on Business Goals

A holistic approach to efficient application performance monitoring.

Free e-book



Table of contents

1. Introduction	1
2. The challenges	2
◆ Inability to identify and repair application performance issues.	
◆ Alerting on what matters.	
◆ Inability to map application usage to supported business processes.	
◆ Lack of visibility into application infrastructure.	
◆ Lack of visibility into end user experience.	
◆ Inability to calculate ROI from deployment of application performance monitoring solutions.	
◆ Limited utilization insights.	
3. Capabilities needed to address these top challenges effectively	5
◆ Ability to segment a delay in application response time into server, network, and application issues.	
◆ Flexible and powerful alerting.	
◆ Ability to translate application performance metrics into business metrics.	
◆ Ability to measure application performance from an end user perspective.	
4. Applications Manager can help	7
5. About Applications Manager	8

Best Ways to Map Impact of Application Performance Issues on Business Goals



Introduction

In an era fueled by continuous innovation, organizations need to realize that customer satisfaction is the catalyst for commercial success. Intermittent and chronic performance issues can deteriorate business performance and prevent an organization from focusing on new initiatives.

Sluggish applications have the biggest impact on business-to-consumer (B2C) companies, where applications are a major aspect of generating revenue. Issues with application performance can scar brand reputation, especially for organizations that rely on business applications to communicate their value proposition to customers and prospects.

As an IT administrator, you probably already know that a holistic view of your application infrastructure is necessary to pinpoint issues and restore your application's regular functions. This e-book will address the challenges of monitoring applications and will walk you through how an effective application performance monitoring tool like Applications Manager can help you overcome them.



The top concern of any successful business should be whether end users can use the company's applications to accomplish their goals.



The challenges

Organizations invest a lot of money to make sure their applications are functioning well. However, there are many roadblocks organizations face while managing their applications. Some of the common challenges are listed below.



Inability to identify and repair application performance issues

'A chain is only as strong as its weakest link.'

Although organizations have improved their ability to collect more network and application performance data over the years, many are still unable to identify and resolve performance issues on time.

Imagine your application has 500 tiers, and something is hurting your user experience. Manually examining your code would be a time-consuming and challenging task. To find the needle in the haystack, you'll need holistic visibility into each line of code, actionable insights into business transactions, and a solution that can pinpoint the root cause of issues.



According to a [survey at the AWS Summit SF 2018](#), the top three challenges faced by IT professionals while monitoring applications were alert noise, time to detect and restore, and monitoring coverage.



Alerting on what matters

Application monitoring and alerting go hand-in-hand. Together, they provide deep visibility into the health of your IT infrastructure and help you

understand user trends, as well as the impact of those trends on your business. Setting up alarms might be more complex than you think it is. If alerts aren't set up properly, you'll either be spammed with countless false alarm alert emails or you won't receive alerts for critical issues.



Inability to map application usage to supported business processes

One of the main goals of business process management is to improve employee productivity and accelerate workflows. However, in the race to improve business workflows and operational efficiency, many organizations are forgetting to tie the performance of these applications to the business processes they support.

To stay ahead of performance issues, it's crucial to discover the complete landscape of application dependencies across your IT infrastructure, and ensure that all the components of your application delivery chain are monitored. If you don't have a proper tool, it's nearly impossible to map all the interdependencies between applications, services, and processes, let alone understand how they impact each other. This lack of information only increases the time required to identify issues.



Lack of visibility into application infrastructure

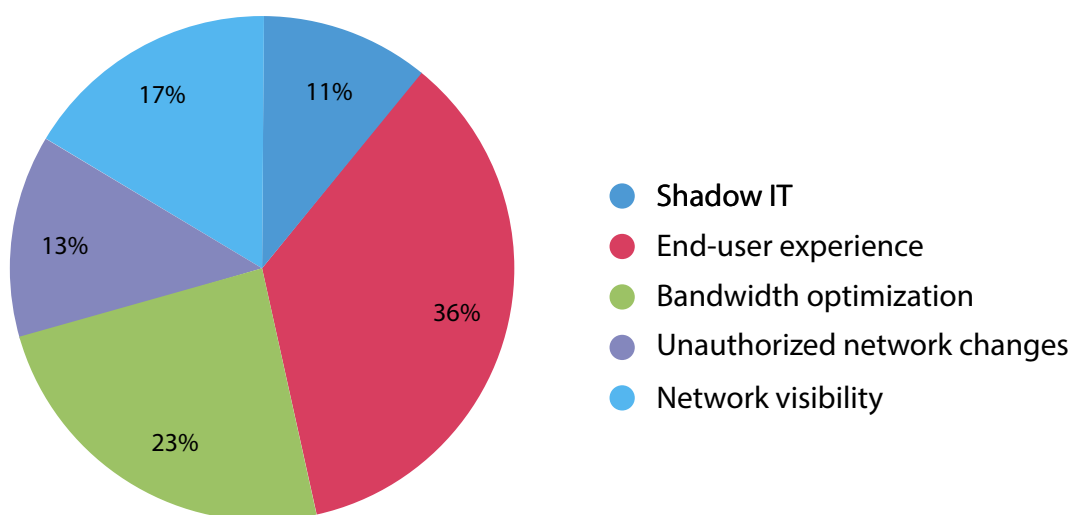
'You can't protect what you can't see.'

One lingering concern in many organizations is complete lack of visibility into their application infrastructure. Organizations often evaluate the performance of business-critical applications solely on uptime and average speed. Identifying what parts of your underlying application infrastructure require attention can be a roadblock. Is there a performance issue in the application? Is it a network error? Perhaps an internal server error? Are the threshold levels violated? Are the resources being overutilized?

Without proper visibility into underlying application infrastructure, you're essentially flying blind.



Lack of visibility into the end user experience



In a recent survey conducted by ManageEngine, 36 percent of IT admins said that end user experience is one of the top blind spots they're trying to fix in 2019.

Imagine a user accessing your web application and facing huge load times. Frustrating experiences like these lead to a loss of potential customers and thereby revenue. It wouldn't be a stretch to say that application slowness is as big of a problem as application downtime.

End users typically wait [two to four seconds](#) for a page to open before they get frustrated and abandon the session. A single outage can lead to a proverbial sea of red flags for your business as a whole and could impact productivity negatively—all without you even knowing about it.

To resolve the disconnect between your organization and its end users, your organization needs a solution that gives you visibility into real-time application performance metrics like response time and resource utilization, as well as a breakdown of slow queries.



Inability to calculate ROI from deployment of application performance monitoring solutions

Many organizations don't invest in solutions for resolving application performance problems because they are not able to conduct the right cost-benefit analysis. Even though these organizations know what type of investments they need to optimize application performance, they often don't gather enough information to understand the ROI of these solutions.

Entangled in this confusion, many organizations delay taking action to improve performance, causing deterioration of critical business metrics like revenue growth, cost savings, and brand reputation. Without the right tools to resolve application performance issues, organizations often reach a dead end.



Limited utilization insights

One of the major roadblocks large organizations face while monitoring applications is the inability to plan resource utilization. To improve application performance, your organization needs to analyze historical data to better plan resource utilization in the future and gain better visibility into application infrastructure.

You should always know how resources are being used as well as what the available capacity of those resources is. Underprovisioning limits your organization's ability to forecast future demands, while overprovisioning can lead to resource contention issues and ultimately affect application performance.



Capabilities needed to address these top challenges effectively

From the challenges addressed above, it's clear that application monitoring

tools are a must-have for organizations, and when implemented correctly, they can boost the end user experience. The key to success, though, lies in addressing these challenges effectively. The following features can help your organization do just that.



According to Google, 53 percent of visits are abandoned if a mobile site takes longer than three seconds to load.



Ability to segment a delay in application response time into server, network, and application issues

In organizations with multi-tier applications, there are many complex interdependencies. One problem can cause a ripple effect across tiers, leaving admins to troubleshoot widespread issues without understanding where exactly the problem lies. Knowing which parts of the enterprise infrastructure are causing which issues will allow you to quickly identify the root cause of performance issues and resolve them.



Flexible and powerful alerting

Speedy detection is essential when it comes to application monitoring, and alerting plays a major role in helping you detect problems quickly. But setting up alarms manually and speculating about the right threshold levels can be exhausting and ineffective. With automated alerting, baseline performance metrics can be customized to meet minimum requirements like maintaining the uptime and performance of your applications.



Ability to translate application performance metrics into business metrics

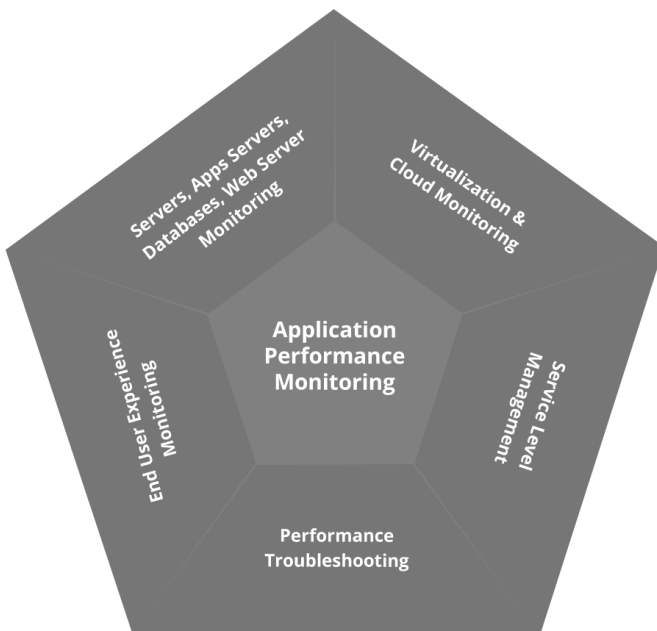
Organizations need to bridge the gap between IT and the business metrics

they're monitoring when evaluating application performance. In a rapidly growing IT environment, the pressure to deliver quality applications can be overwhelming, especially since manually gathering data from multiple sources is both inefficient and tedious.


This is where dashboards come in handy. Dashboards allow business executives to correlate IT metrics like application availability, page load time, and application response time with business metrics such as revenue generation, conversion rate, page views, and customer satisfaction. This will enable your organization to calculate ROIs and make more educated decisions about investments that will optimize key business processes.

Applications Manager can help

With Applications Manager, our application performance monitoring tool, you can:



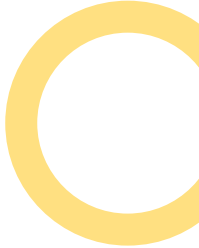
- Monitor performance metrics for different components of your application infrastructure—including servers, databases, virtual machines, cloud applications, big data stores, middleware and messaging components, services, and ERP suites—all in one place.
- Easily see the relationship between various application components.
- Pinpoint performance bottlenecks quickly and resolve them before they impact service delivery. Code-level diagnosis allows development teams to pinpoint slow transactions in both the front and back ends by locating the time-consuming SQL statements.



Applications Manager monitors the quality of the end user experience with synthetic transactions that simulate user behavior, and offers valuable insights to optimize your business applications so you can deliver the best possible user experience.



Highlights of Applications Manager

- Out-of-the-box monitoring for over 100 business applications
 - Automated application discovery and dependency mapping
 - End user experience monitoring
 - Fault management with root cause analysis
 - Dynamic baselining for anomaly detection
 - Code-level diagnostics for DevOps
 - Capacity planning
 - Analytics powered by machine learning
 - Custom business dashboards
 - Integrations with other portals and services
- 



About Applications Manager

ManageEngine Applications Manager is an application and server performance monitoring tool that provides deep-dive performance monitoring for 100+ business applications, spanning physical, virtual and cloud environments. Our application performance monitoring tool will help you quickly detect, isolate and resolve performance issues, effectively plan capacity, and ensure optimal performance of your applications.

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