

How Apdex Helps Performance Management Benchmarks

Apdex Symposium 2008
December 9, 2008



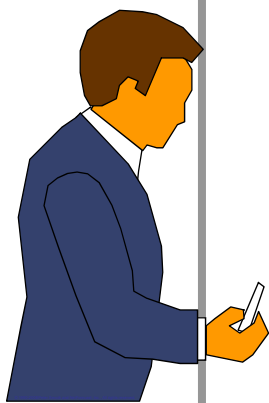
*Voice, Video and Data
Application Performance Experts*

**Apdex Symposium, Las Vegas
CMG Session 308**

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Outline



- **Performance Management Model**
- **Benchmarks Verify Model**
- **How Apdex Improves Benchmarks**
- **Best Practices: State of the Art**

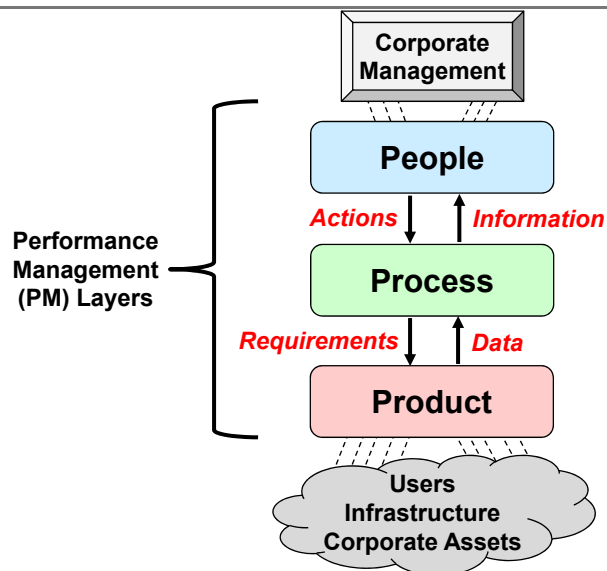
Performance Management Defined



Performance Management (PM):

A holistic approach to managing application performance that integrates all of your organizational resources with one overarching goal — to deliver application performance levels that meet the needs of your business

PM Layers



Filling in the Layers



People Perform
Best Practices

Best Practices

Actions ↓ ↑ Information

Essential Processes
Support the People

Processes

Requirements ↓ ↑ Data

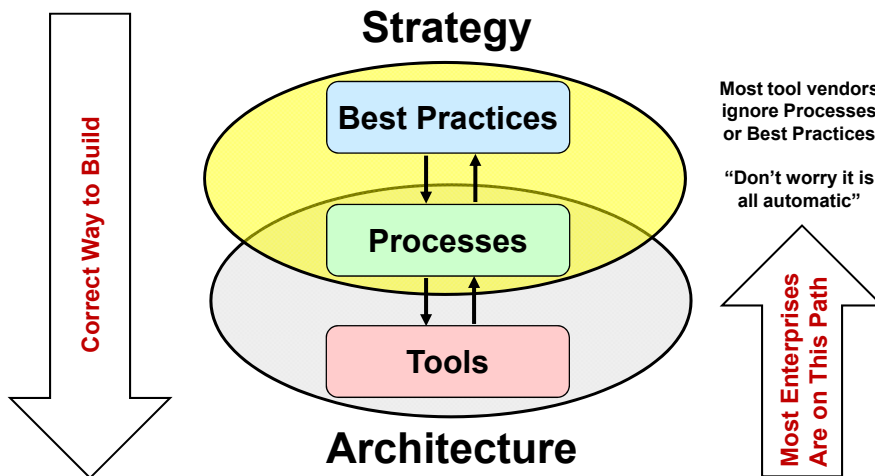
Optimal Tools Support
Processes and People

Tools

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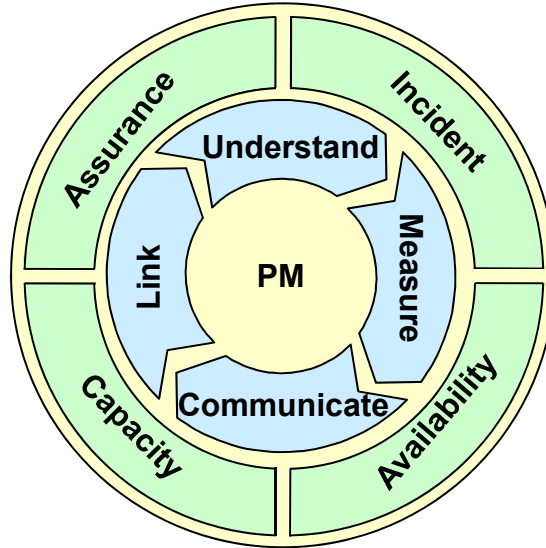
Define the Strategy First and Architecture Second



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Performance Management Model



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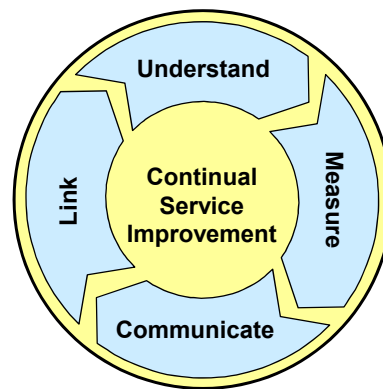
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Best Practices



People – Is your staff focused on the correct goals?

- **Understand**
 - Know your applications, users, and requirements
- **Measure**
 - Properly measure key aspects of application performance
- **Communicate**
 - Provide relevant performance reports to management
- **Link**
 - Show specific business-performance links



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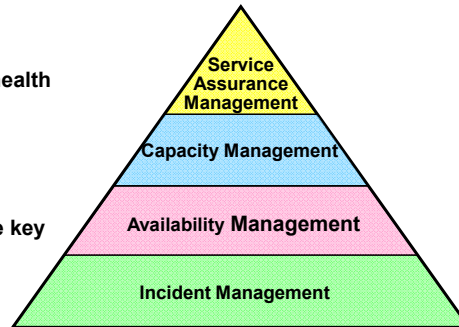
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Processes



Process – Do you have proper procedures in place?

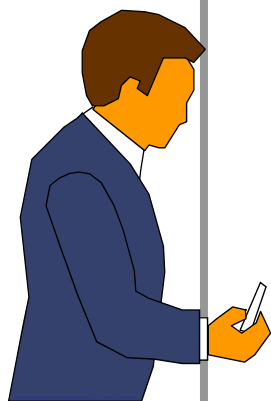
- Incident
 - Turn events into actionable alarms with good diagnostic capability
 - Goal is to restore normal service operations as quickly as possible
- Availability
 - Fundamental reporting of system health
 - Historic data determines trends
- Capacity
 - Match costs to business needs by adding or removing resources
 - “What if” analysis and planning are key
- Service Assurance
 - Service levels are tailored to meet business needs
 - Continually monitor and coordinate corrective action



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NetForecast PM Benchmarks

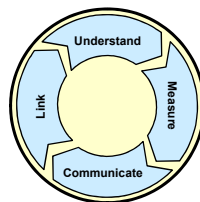
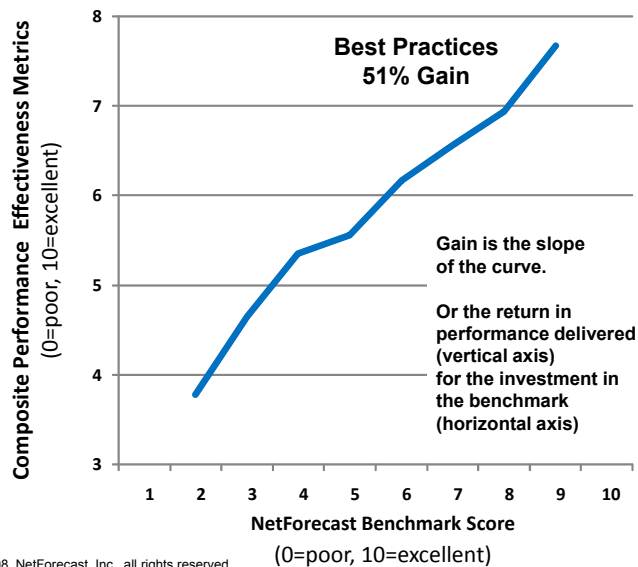


- **Second annual survey of enterprises to characterize their current APM practices and assess results**
 - Surveys completed in February 2007 and July 2008
 - Sample size of approximately 300 enterprises both years
- **Survey had questions on performance management methodology along with effectiveness metrics**
 - How problems are found
 - Time to solve problems
 - Performance meeting business needs
 - Availability
 - Response time
- **Benchmark and effectiveness scores were determined for each enterprise**

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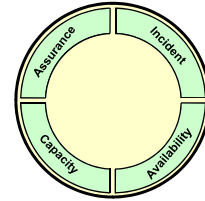
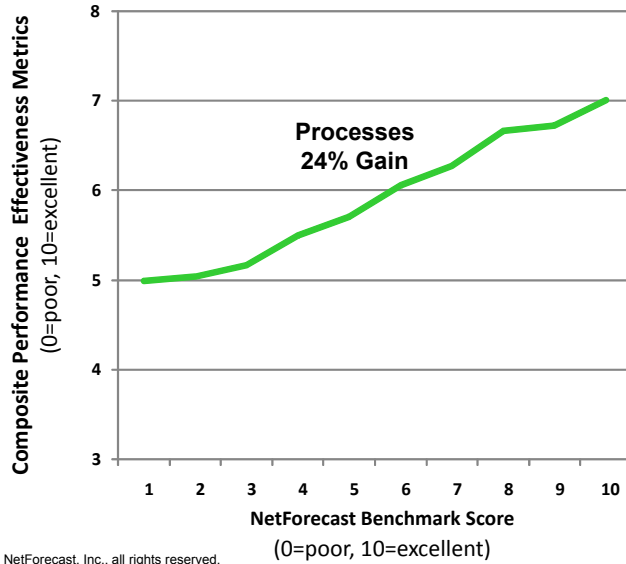
Best Practices Results



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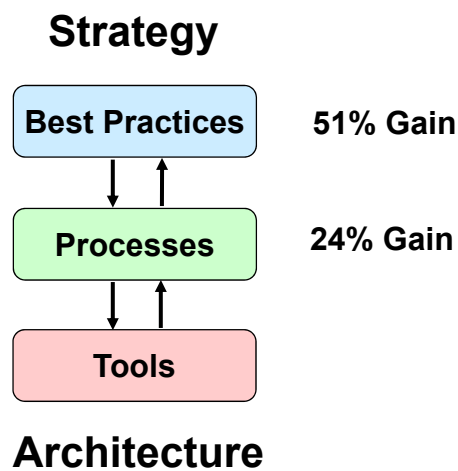
Processes Results



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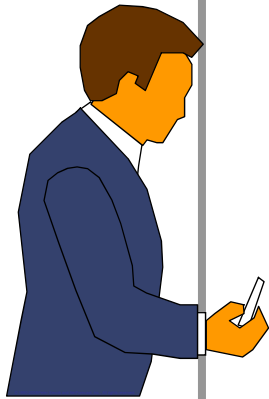
The PM Model Works



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Apdex Defined

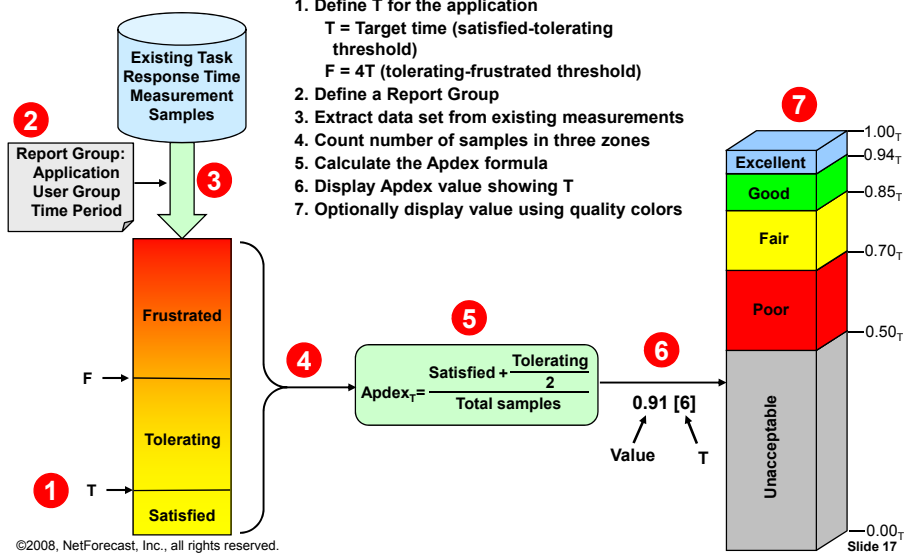


- Apdex is a numerical measure of user satisfaction with the performance of enterprise applications
- It defines a method that converts many measurements into one number
 - Uniform 0-1 scale
 - 0 = no users satisfied
 - 1 = all users satisfied
- Standardized method that is a comparable metric across
 - Applications,
 - Measurement approaches, and
 - Enterprises

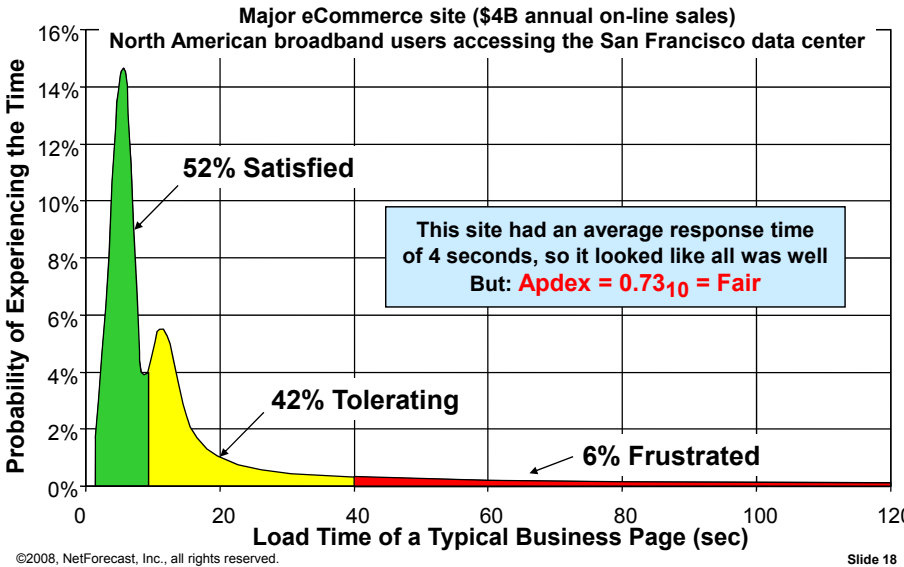
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How Apdex Works



Apdex Example



Apdex Methodology



- Measure
- Gather baseline data
- Test Apdex Parameters



1) Work with users to set T

A T

2) Work with business managers to define the service objective for A



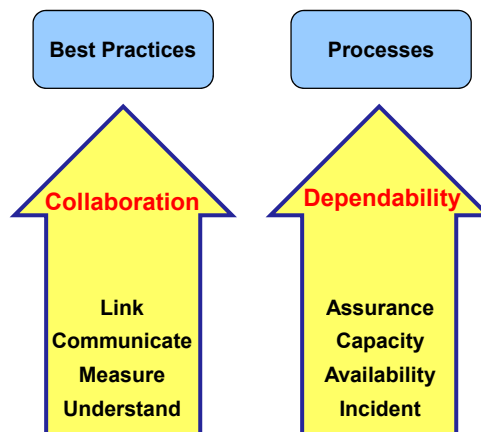
- Apdex reports & trends
- Improve performance where needed
- Continual performance & process improvement



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Keys to PM Success



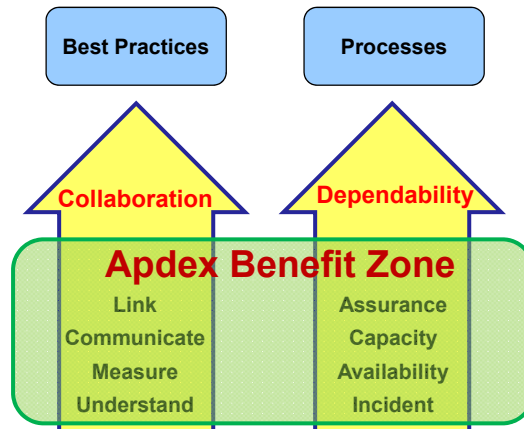
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Leveraging Apex for Success



The Apex methodology forces organizations to achieve better PM



Apex is a numerical measure of application performance relative to business objectives.
 The Apex open standard is managed by the Apex Alliance – see apex.org.
 The Apex Alliance has more than 800 individual and 10 vendor members.

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How Apex Helps PM



Apex dialog supports collaboration

Open standard Supports dependability

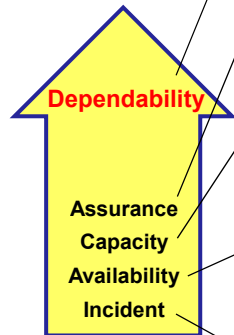
Selection of T and the Apex score is the link to business needs

Best Practices

Processes

Excellent foundation For meaningful SLAs

Facilitates technologists and non-technologists communications



Trend analysis helps find capacity problems

Defines measurement taxonomy

Can be applied to availability analysis

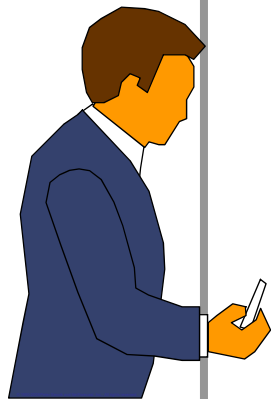
Forces you to understand your applications and users

Discovers hard to find incidents

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What Are Best Practices?



- **Understand**
 - Have a good definition of which technical parameters are important
 - Good understanding of which applications are mission critical
 - Good understanding of which users are more important
 - How well the above is documented
 - How well these understandings are distributed within the IT organization
- **Measure**
 - How well the important technical parameters are measured
 - How well the measurements are tracked over time
 - Setting critical thresholds for the important parameters
 - Formal processes to ensure that these measurements are carried out
 - Automation for efficient data gathering and correlation

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What Are Best Practices? (con't)

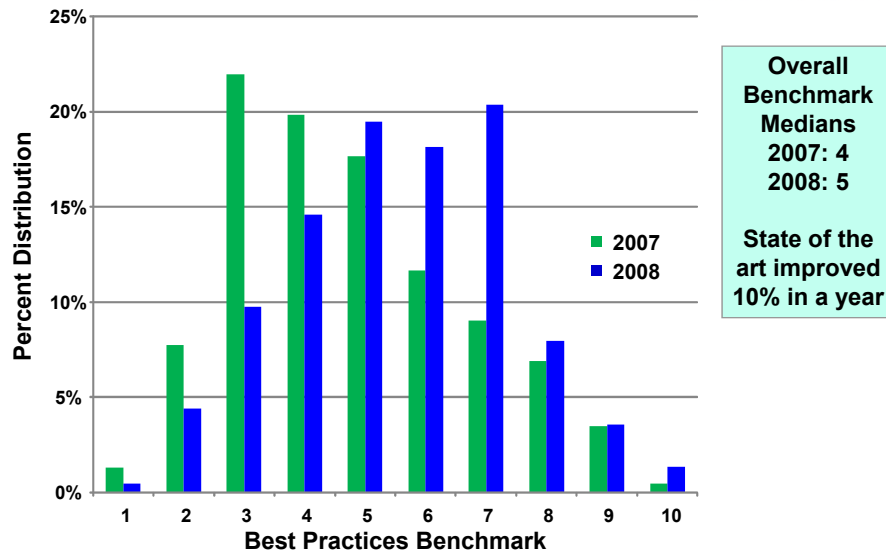


- **Communicate**
 - Provide relevant performance reports to management
 - Ensure that the reports are meaningful to non-IT staff
 - Measurements are communicated throughout the enterprise
 - Distribute information on a regular basis
 - Don't limit information thinking the recipient won't understand it
- **Link**
 - Performance targets are agreed upon with business managers
 - Applications monitored are confirmed to be business critical
 - Performance targets are confirmed to be relevant to the business
 - Application-level SLAs are in place
 - Meet with business managers periodically to review the above

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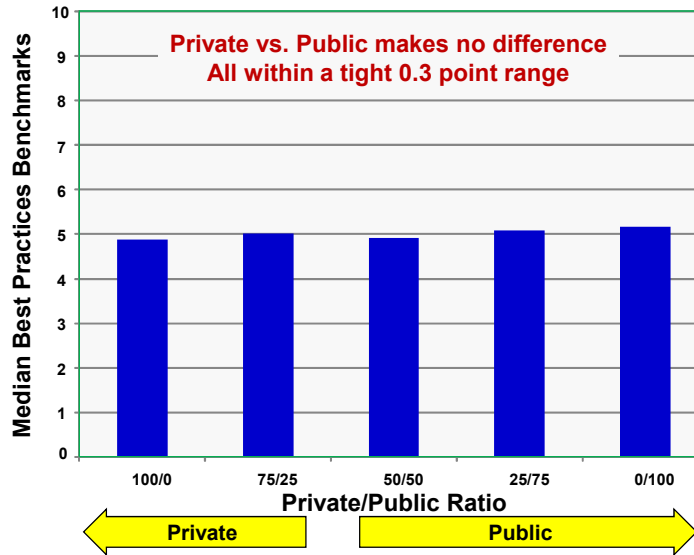
Best Practices Benchmarks Industry State of the Art



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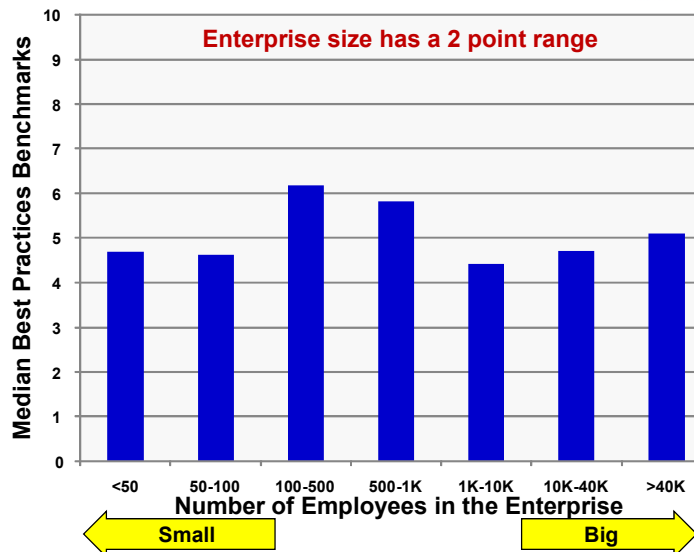
Private/Public Traffic in 2008



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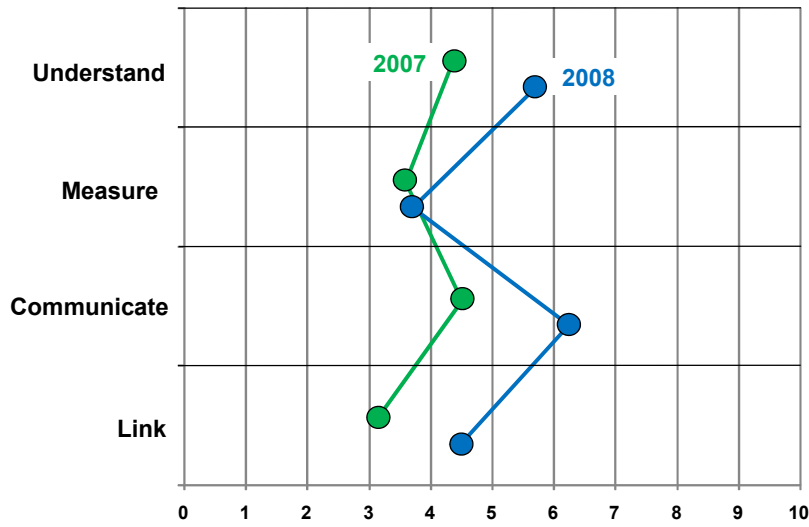
Impact of Enterprise Size in 2008



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Benchmarks Compared



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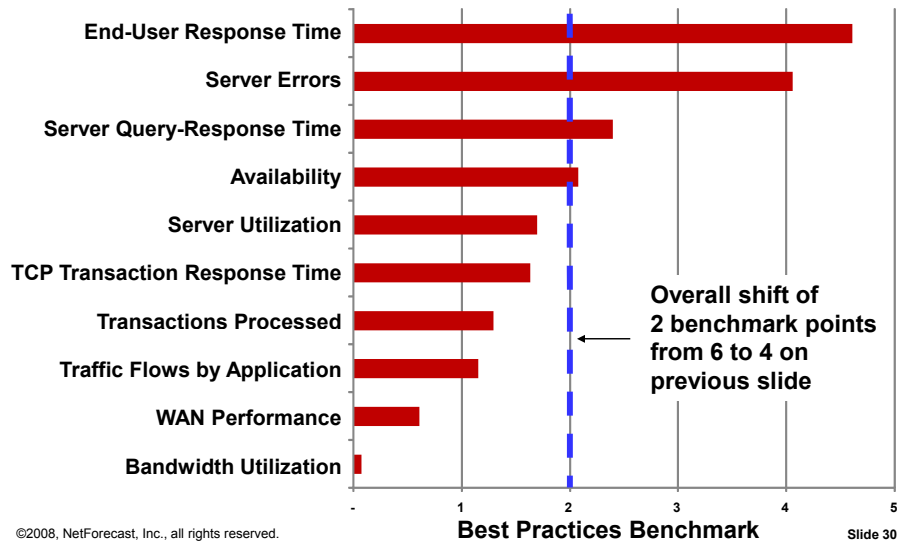
Median Best Practices Benchmark

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Why Measure is Less Than Understand



Contribution to the Difference Between Understand and Measure



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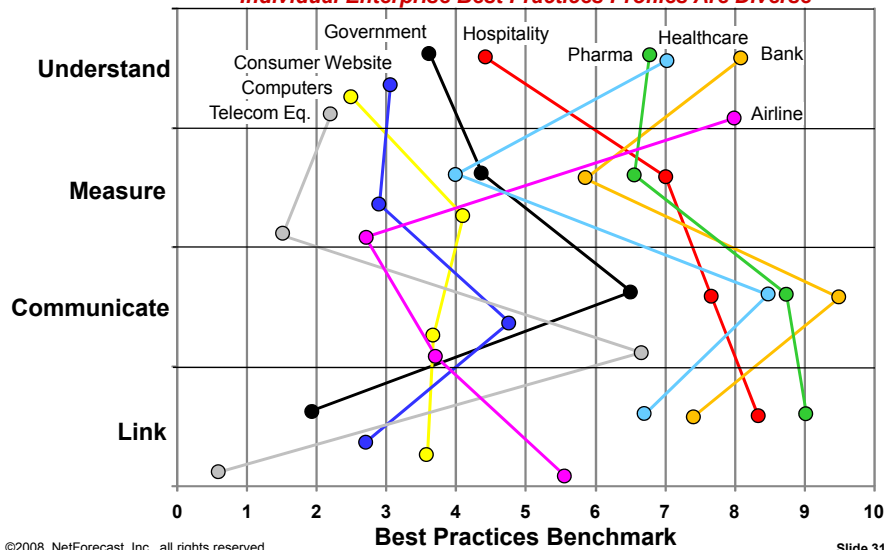
Best Practices Benchmark

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Real Company Examples



Individual Enterprise Best Practices Profiles Are Diverse



NetForecast Benchmark Service



Benchmark how well your enterprise is delivering the Best Practices and essential Processes

Rank your benchmark scores against industry norms (database of more than 600 enterprises)

Gap Analysis shows where you Best Practices and Processes excel or are deficient

Workshop meeting that defines your successful performance management *strategy*

Thank You



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measurement, analysis, and management
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