

# BMC End User Experience Management

Proactively detect and isolate end-user performance issues before they negatively impact business reputation and revenue.

## Analyst Perspective

*The ability to link a strong end-user experience monitoring platform with a solid behavior learning engine will be particularly welcome to application support and IT operations teams.*

Gartner Research, Coradiant Acquisition Enhances BMC Software's Focus on APM, Will Cappelli, May 2011

## Business Challenge

Businesses are increasingly dependent on customer-facing applications to be competitive. However, due to more complex and dynamic application architectures, including virtual, cloud, and software-as-a-service (SaaS) environments, both business and IT managers continue to struggle to deliver expected service performance for end users. Decentralized operations further reduce visibility and control over application performance for critical business applications.

In fact, most IT organizations only see a fraction of the errors their end users receive — likely because very few are detected by existing tools and most errors go unreported.

As a result, both the business and IT are unaware that end-user productivity has been impacted until too late. This frequently leads to a negative user experience, customer attrition, and revenue risk — not to mention a loss of faith in IT's ability to deliver.

## The BMC Solution

BMC End User Experience Management proactively detects and isolates end-user performance issues before they negatively impact business reputation and revenue. It reduces the time, effort, and operational cost involved with monitoring dynamic applications by providing both IT and the business with real-time insight into application performance and its impact on user behavior. This unique product manages application performance across technologies — spanning the physical infrastructure and the cloud, internet, corporate networks, or application and content delivery networks (ADN/CDNs) — providing visibility from the data center to mobile devices.

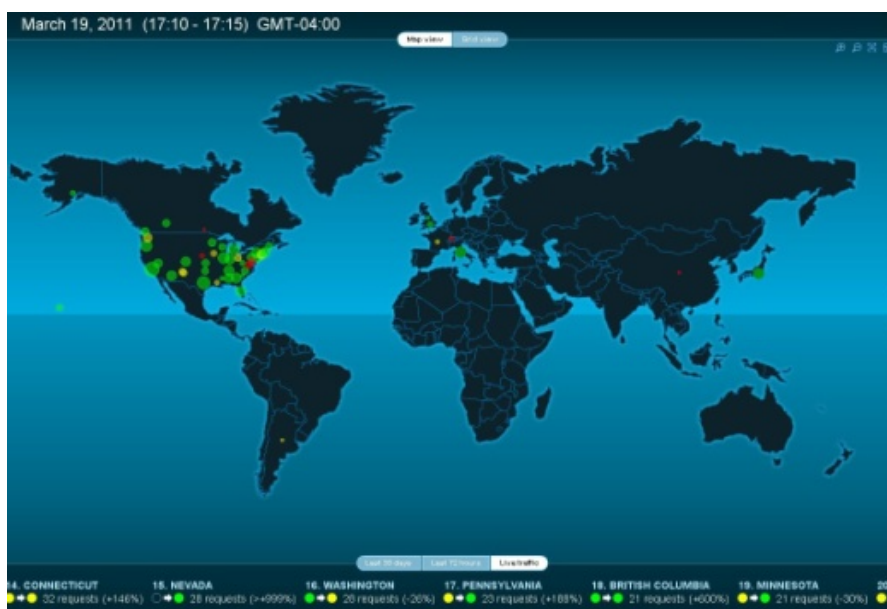


Figure 1. A global application delivery dashboard lets you see site performance at a glance.

## Key Benefits

- » Exceed service levels and avoid costly, reputation-damaging application failures
- » Ensure reliable, high - performing applications
- » Reduce costs and restore services faster
- » Exceed business expectations and increase customer loyalty
- » Speed to market with new applications, features, and technologies
- » Achieve rapid return on investment (ROI)

With BMC End User Experience Management, you will gain complete visibility, perform forensic analysis, understand end-user service quality and behavior, and monitor end-to-end application performance.

## Gain 20/20 Visibility

BMC End User Experience Management eliminates “blind spots” by accurately measuring real-time performance and presenting data based on defined policies to ensure you have all the information you need — without overloading you with unnecessary noise. Using this product, you can:

- » Provide a comprehensive view of application performance from the end-user perspective
- » Proactively identify errors affecting end users
- » Automatically trend and baseline “normal” performance for discovered applications and services
- » Identify difficult, intermittent issues that cannot be readily reproduced before end users are affected
- » Track user activity at the individual or group level — on-premise or off
- » Distinguish between broad and targeted slow-downs
- » Gain immediate insight into how well you are meeting end-user and business expectations
- » Define priorities based on who is affected, where they are, and what the impact is
- » Set easy-to-define “watchpoints” to describe what user measurements (i.e., specific users, pages, requests, or transactions) to observe and analyze

## Perform Forensic Analysis

BMC End User Experience Management automatically collects, organizes, and analyzes all end-user experience data and presents only the relevant data in a meaningful and easy-to-consume format to enable rapid problem detection and isolation.

With BMC End User Experience Management, you can:

- » Report on delivered performance levels — for an entire customer group or just specific elements, such as the health and availability of the login function
- » Look at a single user and track his or her activity across an application to determine where the problem was encountered or why a particular instance of a page took a long time to load
- » Quickly assess how new applications, features, and technologies, such as virtualization, acceleration, and cloud-based services, affect application performance

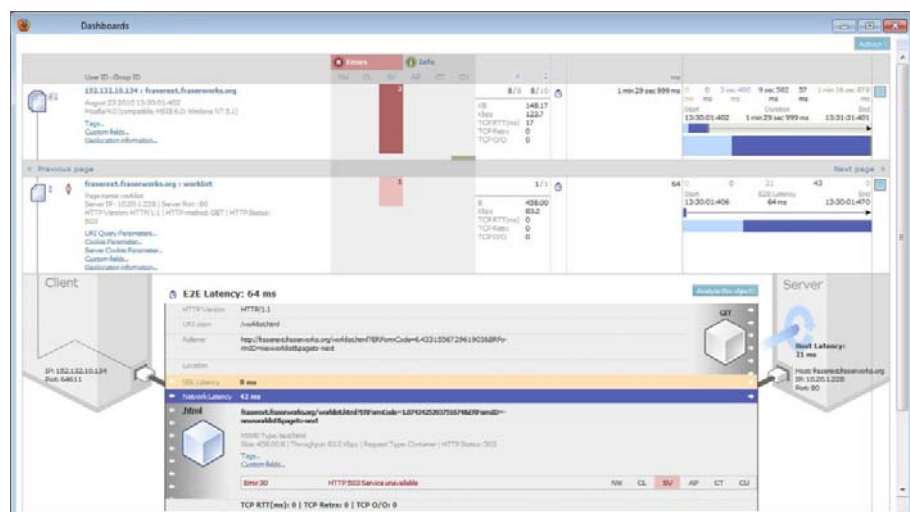


Figure 2. Object drill-down lets you quickly investigate any error; making problem isolation and resolution easy.

## Monitor End-to-End Application Performance

BMC End User Experience Management detects problems as soon as a single user experiences it — and captures all of the diagnostic data necessary to drive rapid problem isolation and resolution — for all application architectures.

With this product, you can:

- » Link end-user experience data with backend analysis for rapid problem isolation and resolution (through the integration of multiple diagnostic solutions for customer-facing applications)
- » Gain visibility into the accelerated performance of customer-facing applications delivered in the cloud using application or content delivery networks (AND/CDNs), such as Akamai
- » Feed real and synthetic end-user performance into BMC ProactiveNet Performance Management for more accurate root cause analysis and automated repair of business service performance issues

## Monitor End-User Behavior and Analyze User Impact

BMC End User Experience Management captures an end user's behavior (i.e. conversion/ abandonment rates, number of pages seen, time-on-page, completed/abandoned transactions, etc.) and ties it to application performance and a detailed record of the problems that occurred during each customer visit for real-time business and user impact analysis.

With BMC End User Experience Management , you can:

- » Assess business and user impact of poor application performance by monitoring the end-user behavior



Figure 3. Intuitive dashboards provide real-time insight into how well you are meeting end user and business expectations.

## Drive Business Value through a Unified BSM Architecture

Business Service Management (BSM) is a comprehensive approach and unified platform that simultaneously optimizes IT costs, demonstrates transparency, increases business value, controls risk, and assures quality of service. BSM simplifies, standardizes, and automates IT processes, so you can efficiently manage business services throughout their lifecycle — across distributed, mainframe, virtual, and cloud-based resources.

As part of the BSM architecture, BMC End User Experience Management will help you:

- » Exceed service levels and avoid costly, reputation-damaging application failures through improved visibility into the end-user experience
- » Ensure reliable, high-performing applications by detecting problems 90 percent faster and prioritizing issues based on service levels and impacted users
- » Speed to market with new applications, features, and technologies, such as virtualization, acceleration, and cloud-based services, by evaluating the impact of these changes on application performance
- » Reduce costs and restore services faster by automating manual processes and reducing the time spent on problem isolation by 20 percent
- » Exceed business expectations and increase customer loyalty by understanding how application performance affects user behavior — and how that behavior impacts the bottom line

## For more information

To learn more about how BMC End User Experience Management can help you shift to a proactive operations management approach, visit <http://www.bmc.com/products/product-listing/end-user-experience.html>.

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I.T. RUNS ON BMC SOFTWARE.

Business thrives when IT runs smarter, faster and stronger. That's why the most demanding IT organizations in the world rely on BMC Software across distributed, mainframe, virtual and cloud environments. Recognized as the leader in Business Service Management, BMC offers a comprehensive approach and unified platform that helps IT organizations cut cost, reduce risk and drive business profit. For the four fiscal quarters ended March 31, 2011, BMC revenue was approximately \$2.1 billion.