



What is AppDynamics?

AppDynamics monitors, analyses and optimises complex application environments at scale. This helps enterprises to obtain insights into application and business performance, and user experience in order to improve decision making across both IT and the business.


What is the opportunity?

Applications are king. They are driving more sophisticated and complex architectures. Enterprises need to better connect the functional and operational performance of applications with the goals of the business.

What should you look for?

- App and service downtime or slow response times
- Lost revenue or business damage caused by poor app performance
- Excessive app troubleshooting
- New app rollouts
- High app development costs
- Frustrations with innovation time

Who should you talk to?

-  Application owners
-  IT operations staff
-  Development personnel

What should you ask?

Open

1. What challenges do you face with your apps?
2. What business or IT initiatives do you have on the horizon?
3. Are you embarking on DevOps adoption?

Explore

1. How often do you face app performance issues?
2. What is the response to these issues?
3. How long does it take for apps to return to normal?

Pain

1. What is the impact of app performance issues?
2. Does app performance affect business revenue?
3. Is there a cost impact of poor app performance?

