APPDYNAMICS
part of Cisco

BUSINESS IQ

Business Performance Monitoring

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In today's digital landscape, business results are directly tied to the performance of a company's applications. This means business, application, & IT teams need real-time insight and actionable correlations between application performance, end user experience, and business outcomes.

Only
29%

Only
12%

Only
23%

of businesses are confident in their ability to connect analytics results to business outcomes

FORRESTER

find IT is effective at leading **Digital Transformation**

McKinsey&Company

rate their organization as effective or very effective at **business strategy and planning**

Gartner

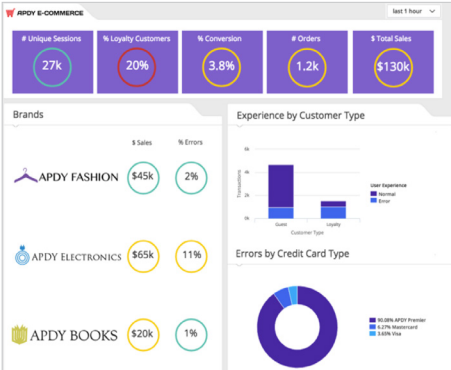AppDynamics is part of Cisco.

CISCO

Context
Real-time correlation of Application and Business performance metrics.

Action
Real-time direction of business health anomalies, automated alerts, & immediate problem isolation and diagnostics.

Unified
Application teams drive the business from a single source of truth.
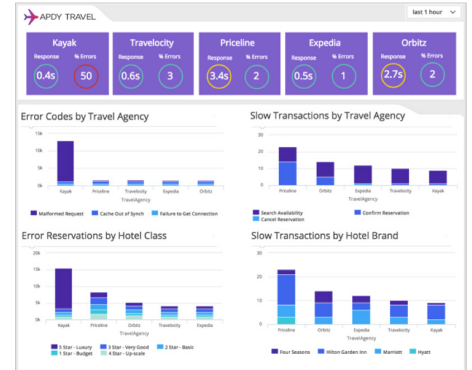
← **REAL TIME** →

Business Health

Monitor and alert on key business KPIs in real-time.

Respond immediately to business impacting events instead of responding a day or week later.
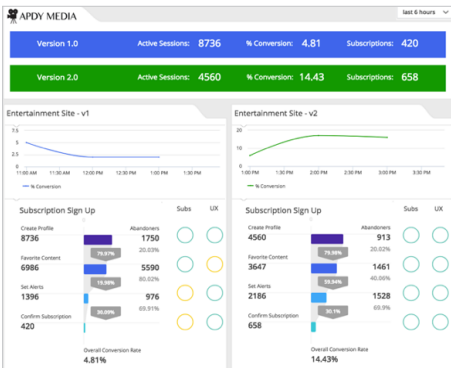

User Journey

Understand business & performance metrics across a sequential order of events.

When conversion drops, quickly know why and drill into the root cause of the issue.
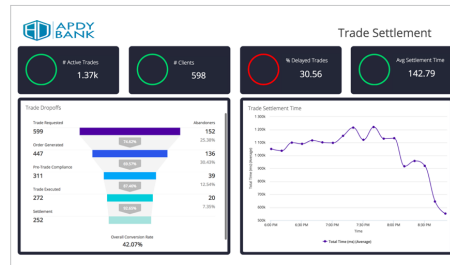

Segment Health

Gain visibility into specific KPIs across different customer or data segments.

Ability to reduce charge backs, SLA penalties, and fines by prioritizing specific segments.
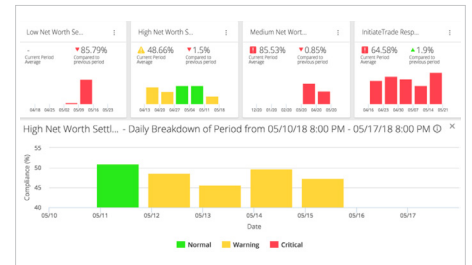

Release Validation

Validate that code releases have intended impact to customer experience and business outcomes.

Understand the business impact, feature adoption and/or usage of each release.

Business Journey

Proactively monitor business outcomes by viewing multiple distributed business events as one.

Combine different event types, services, and applications to identify gaps, risk, and business opportunities.

Experience Level Management

Automate reporting on SLAs for application and business performance KPIs across defined customer and business segments.

Drill into correlated transactions to gain insight into deviations and areas of optimization.

Customer Benefits

Revenue Generation

Revenue Recovery

Reduced Labor

Improved Customer Experience

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