

Who needs AppDynamics and why?

	Pain Points	Initiatives	Technologies
<p>1 ITOps & AppOps</p> <ul style="list-style-type: none"> - Ensure application availability - Optimize cost and infrastructure resources - Establish center of monitoring excellence - Tie incidents to business impact - Demonstrate investment ROI 	<ul style="list-style-type: none"> • Late night support calls involving their application being down • Uncertainty and unpredictability around changes to software and hardware infrastructure • Lack of automation resulting in manual/mundane processes for their team • Vendors under performing/delivering requiring additional investments or length/expensive rip and replace projects • Inability to tie application performance to business KPIs • Cannot innovate due to constant application disruptions • Low customer/employee ratings on digital properties 	<ul style="list-style-type: none"> • Digital transformation • Cloud migration • AIOps • Homegrown applications 	<ul style="list-style-type: none"> • Cloud (Azure, AWS, GCP) • IBM Mainframe • SAP • ServiceNow • PagerDuty • Evolven • BigPanda • Moogsoft • UCCE
<p>2 Engineering</p> <ul style="list-style-type: none"> - Improve engineer productivity - Increase release velocity - Ensure code can run at scale 	<ul style="list-style-type: none"> • Inability to reduce time and effort spent troubleshooting by finding root cause faster • Lack of user experience visibility • Impact of defects in production 	<ul style="list-style-type: none"> • DevOps • Rearchitecting • Replatforming • Application Modernization 	<ul style="list-style-type: none"> • Harness • Evolven • Cloud (Azure, AWS, GCP)
<p>3 Development</p> <ul style="list-style-type: none"> - Build high quality, innovative releases - Create performant mobile apps - Meet app owner timing and functionality goals 	<ul style="list-style-type: none"> • Cost through time spent on production incidents and problem management • Poor quality and robustness of code • Finding and fixing errors that aren't recorded in logs 	<ul style="list-style-type: none"> • DevOps • Continuous Delivery (CD) • Continuous Integration (CI) 	<ul style="list-style-type: none"> • Harness • Rookout (Deep Code Insights) • Cloud (Azure, AWS, GCP)
<p>4 InfraOps</p> <ul style="list-style-type: none"> • Optimize resource utilization • Manage dynamic hybrid infrastructure <p>Initiatives: Digital Transformation, Cloud Migration, AIOps, Application modernization</p> <p>Technologies: Cloud (Azure, AWS, GCP), Virtana, CWOM, Hashicorp</p>			
	<p>5 DevOps</p> <ul style="list-style-type: none"> • Improve application performance • Reduce outages and downtime • Automate code deployment <p>Initiatives: DevOps, Rearchitecting, Replatforming, Application modernization</p> <p>Technologies: Cloud (Azure, AWS, GCP), Harness, (CI/CD), Rookout (Deep Code Insights), Containerization (Kubernetes, Docker)</p>		

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?

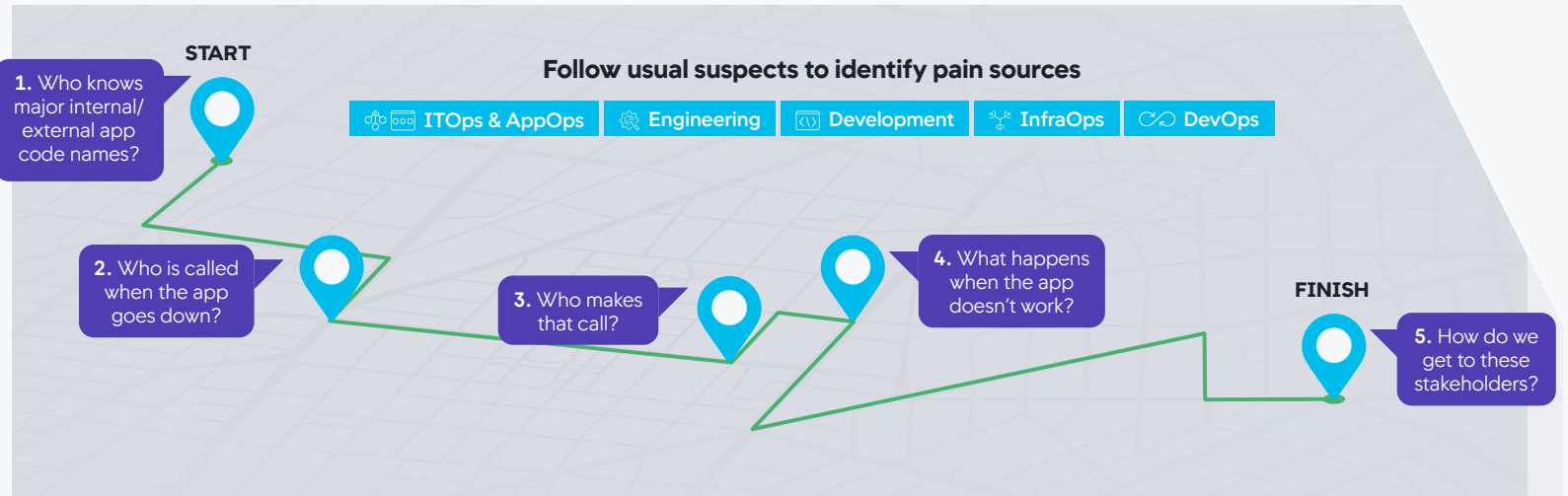
Pain

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?



Follow the suspects

1. Companies will have a name or code name for an app. Have this conversation with any of your existing relationships to identify that app name. That's the key first starting point and of huge value to the AppDynamics Sales team.
2. Who gets the call at two in the morning when this app is not working? It's usually the application operations owner. Work to get a meeting with this person as they will be experiencing a lot of pain and usually a good target to build into an AppDynamics champion. We can solve many of the problems they are experiencing today.
3. Next, let's find out who is making that call at 2am screaming that the app is not working? It's usually the App Owner, and another key person for us to meet with.



4. We want to find out what happens if this app is down or not performing as designed. Are there war rooms with many people gathered to solve? What we are trying to determine is if the problem is big enough or valuable enough to solve.
5. Let's map out how we get to these stakeholders. Most of our initial calls end up with a bounce to another person in the org. But any intel from your contacts can help reduce the bounces. Can your champion introduce us to any of these people?

Don't think that you have to go have these conversations on your own. We do this all day everyday and we can help you navigate this in your account. We can start with the people that you know and are working with today and help you progress this discussion. That's a great first starting point.

Explore integration services opportunities

There are nearly 30 vendors in the AppDynamics Integration Partner Program, and some of these feature in the monitoring maturity framework shown here.

Check out <https://www.appdynamics.com/partners/technology-partners/integration-partners/> for the latest partner list and talk to your AppDynamics CAM about how you can develop services related to supporting integrations, as part of our Central Nervous System (CNS) for IT Operations vision.

Integration Partner Solution Domains

