



APPDYNAMICS

# The AppPerformers

50 companies that forever changed application and business performance

## **Auto-Owners** INSURANCE

“AppDynamics helped us accelerate problem resolution. Today, we can identify problems much more quickly than in the past. Issues that once required multiple days to troubleshoot are now resolved in hours.”

Tony Dean  
*Vice President of Information Systems and Technology, Auto-Owners Insurance*



“AppDynamics gives us a visibility we never had before, helping us meet the performance expectations of our digital customers.”

Kate Luxmoore  
*General Manager, Infrastructure and Operations, ME Bank*

## **The Container Store**

The Original Storage and Organization Store®

“We’ve yet to find a data point that we cannot get from AppDynamics.”

August Azzarello  
*Manager, eCommerce, The Container Store*

## **Waitrose**

“We’ve been able to spot application and database issues earlier and quicker, helping us to act faster to improve our digital services—it’s been a real lightbulb moment for the rest of the business.”

Alex Bowles  
*Head of IT Operations, Waitrose*



“AppDynamics allows us to harvest valuable business data that only application metrics can provide.”

Eric Poon  
*Senior Director, Analytics, Nasdaq*

## **okta**

“You can’t afford not having the visibility that AppDynamics provides. If we didn’t have AppDynamics, it would be really like driving a car at 100 miles per hour with your eyes closed.”

Hector Aguilar  
*Chief Technology Officer and Executive Vice President of Engineering, Okta*

# APPDYNAMICS

## The AppPerformers

The age of the connected consumer has arrived. From the first encounter with your brand through the entire customer lifecycle almost every interaction is mediated by an app. Your brand, your business, and your applications have become inseparable.

This creates an immense opportunity for the business and IT to work together to produce peak customer experiences and drive real business outcomes. The behind-the-scenes complexities of highly distributed environments and multicloud ecosystems are no excuse when competitors are just a click away.

The leaders portrayed in the following pages drive total visibility from code to customer, acting on insights in real time.

AppPerformers rely on AppDynamics to deliver application and business performance at scale because they know the agility of their business depends on the speed and reliability of their applications. We hope their stories will open your eyes to the possibilities of unified monitoring so you, too, will be able to understand and act on what's happening in your business, at every moment of every day.



# The AppPerformers

50 companies that forever changed application and business performance

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# ABN AMRO Delivers Better Banking Experiences with AppDynamics

## COMPANY:

The third-largest bank in the Netherlands, ABN AMRO Bank N.V. was named the Best Overall European Private Bank in 2016.

## SCENARIO:

ABN AMRO wanted to exceed its customers' fast-rising digital expectations.

## CHALLENGES:

- A shift to high-velocity development sometimes created elusive, multifaceted performance problems
- Even small changes could ripple across the bank's operations

## SOLUTION:

- AppDynamics' unique ability to precisely map the paths of Business Transactions helped ABN AMRO take innovative, calculated risks

## RESULTS:

- Shift from reactive to proactive monitoring
- Increased confidence in code releases
- Rapid, more agile development

REGION: Netherlands (EMEA)



“ABN AMRO is happy to start a strategic partnership in proactive monitoring with AppDynamics.”

Kees Bakker  
*Managing Director IT Services*



# Auto-Owners Insurance Controls the Risk of Code Releases with AppDynamics

## COMPANY:

Auto-Owners Insurance is a century-old, Fortune 500 mutual insurance company with more than \$3.2 trillion in net written premiums.

## SCENARIO:

In today's hyper-connected environment, customers and business partners expect responsive access to business services via a growing number of mobile platforms. To support these needs, Auto-Owners Insurance redesigned its customer portal, allowing mobile subscribers to view policies, pay bills, and download and print documents.

## CHALLENGES:

- 44,569 agents at 6,292 agencies depended on the performance of Auto-Owners Insurance applications
- Multiple code releases could occur in a given night
- DevOps teams lacked the tools to quickly identify certain system problems, which sometimes resulted in time-consuming research

## SOLUTION:

- A team member downloaded a free trial of AppDynamics after researching different options
- The trial version highlighted inefficiencies in the code base and helped pinpoint performance issues, providing an immediate benefit
- Developers began finding issues in their code that they didn't even know they had as use of AppDynamics spread throughout the organization

## RESULTS:

- Accelerated problem identification and resolution
- Issues that once required multiple days to troubleshoot are resolved in hours
- Improved application performance

REGION: United States (AMER)



“AppDynamics helped us accelerate problem resolution. Today, we can identify problems much more quickly than in the past. Issues that once required multiple days to troubleshoot are now resolved in hours.”

Tony Dean  
*Vice President of Information Systems  
and Technology*



# BforBank Collects Dividends from Investment in AppDynamics

## COMPANY:

BforBank is a specialized French savings bank for people who like to be in control. Fully online and open 24/7, BforBank empowers customers to play an active role in managing their assets.

## SCENARIO:

Recurring performance incidents were affecting the user experience, but BforBank lacked an easy, reliable means of identifying the cause of malfunctions.

## CHALLENGES:

- BforBank's complex infrastructure was split between different operators, suppliers, and host companies, limiting visibility
- The cause of repeated deterioration of the response time of different applications was difficult to pinpoint

## SOLUTION:

- AppDynamics delivered a test environment in just four days that enabled BforBank to validate the solution
- AppDynamics was deployed throughout the BforBank environment in a week
- In addition to high-priority projects focused on resolving incidents and improving response times, AppDynamics was used to guide application redevelopment

## RESULTS:

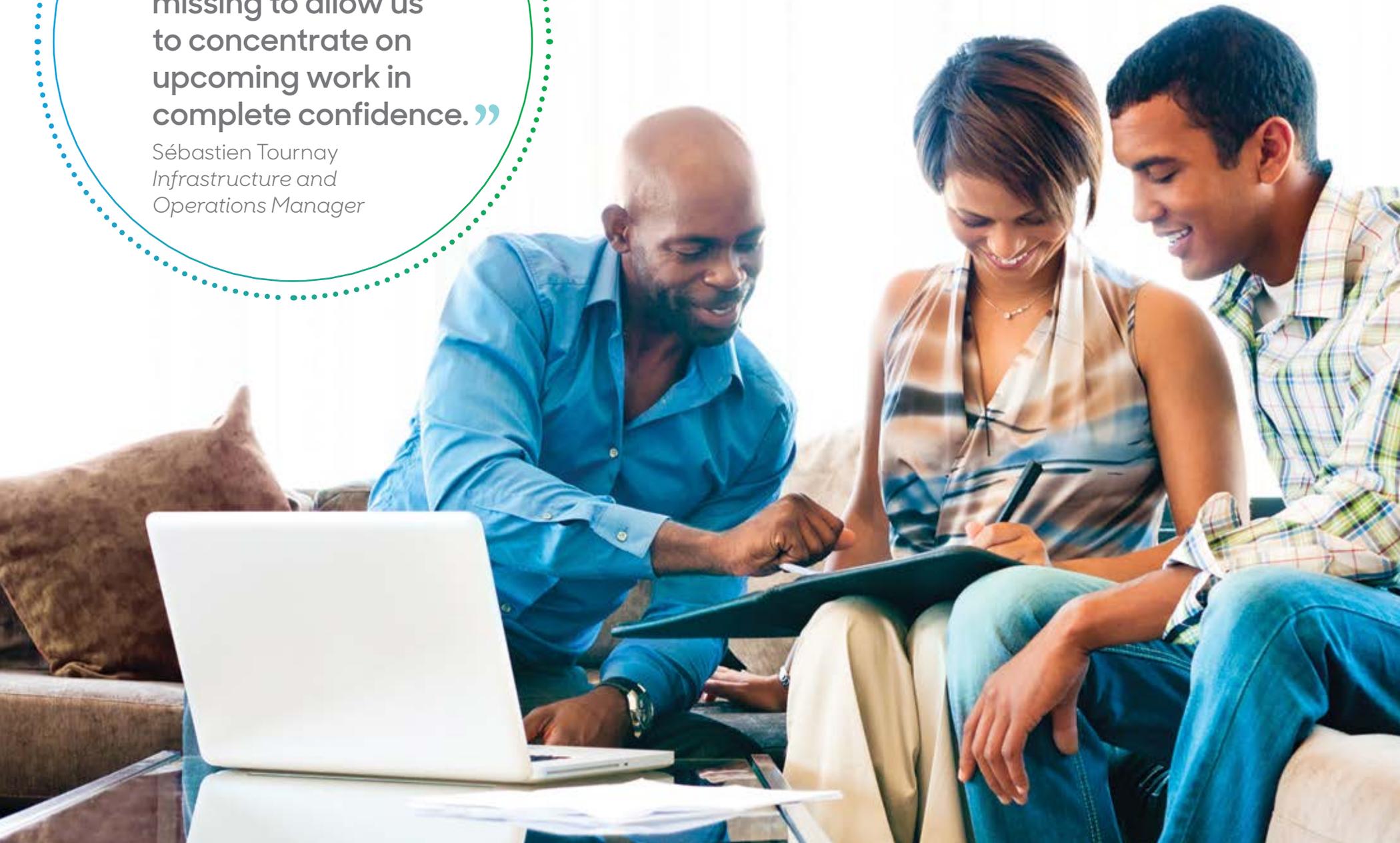
- Faster resolution
- Improved response times
- Optimized performance
- Increased reliability—new applications are operational as soon as they are produced

REGION: France (EMEA)



“AppDynamics was really the tool we were missing to allow us to concentrate on upcoming work in complete confidence.”

Sébastien Tournay  
*Infrastructure and  
Operations Manager*





# ME Bank Optimizes Online Banking with AppDynamics

## COMPANY:

Founded in 1994, ME Bank's obsession with helping everyday Australians get ahead has garnered it awards such as the Best Bank in 2016, the Savings Bank of the Year in 2016, and the Cheapest Credit Card Bank.

## SCENARIO:

Application performance was absolutely critical for ME Bank, a branchless, digital bank.

## CHALLENGES:

- To meet strong growth ambitions, ME Bank needed to limit performance issues and ensure its systems were running as smoothly as possible
- ME Bank made regular changes to applications to continue to improve the customer experience
- A solution that could proactively monitor all Business Transactions was essential to application performance

## SOLUTION:

- AppDynamics streamlined communication between ME Bank teams by providing intuitive dashboards that displayed a single, unified view of application performance

## RESULTS:

- Accurate performance management
- Much easier identification of the root causes of performance issues
- Test performance can be baselined against production

REGION: Australia (ANZ)



“AppDynamics gives us a visibility we never had before, helping us meet the performance expectations of our digital customers.”

Kate Luxmoore  
General Manager  
Infrastructure and Operations





# Nasdaq Books a Winning Trade in Application Performance Management

## COMPANY:

The world's first electronic stock market, the Nasdaq processes nearly \$2 billion worth of trades each day and is the second-largest exchange in the world by market capitalization.

## SCENARIO:

Nasdaq's Corporate Solutions Technology group manages a portfolio of applications used by companies on the exchange, as well as Nasdaq's private markets technology and its corporate web properties. Ensuring performance across Nasdaq's environment is critical to its business success.

## CHALLENGES:

- Engineers were using a variety of disparate monitoring, alerting, and log aggregation tools to ensure performance
- Finding the root cause of an issue could consume inordinate engineering resources
- Sought a unified APM solution that could be used across engineering, operations, QA business stakeholders, and management

## SOLUTION:

- AppDynamics was deployed in minutes, and the first Proof of Concept yielded results in an hour
- Allowed team members to quickly trace transactions and diagnose issues
- Provided pre-production performance insights

## RESULTS:

- Increased application stability and performance
- Visibility across the entire environment, from local data centers to the cloud
- Newfound access to valuable business data

REGION: United States (AMER)



“AppDynamics allows us to harvest valuable business data that only application metrics can provide.”

Eric Poon  
Senior Director of  
Operations & IT Analytics



## Novus Combines High-Performing Portfolios with High-Performing Apps

### COMPANY:

For hedge funds, "alpha" is the holy grail—it represents their funds' performance over benchmark indices. Novus, a portfolio intelligence platform with over \$2 trillion in client assets under management, aims to make alpha achievable with attribution, risk, and data solutions.

### SCENARIO:

Novus successfully scaled its mission-critical platform by isolating responsibilities into decoupled services. But as Novus' environment grew in scale, the method it used to diagnose problems with the platform did not.

### CHALLENGES:

- To identify the cause of an issue, engineers had to review logs from hundreds of machines
- It was difficult to associate a particular user with the correct log data, even when a user was taking down servers one after the other
- Resolving a single issue typically took three engineers working for at least an hour—a significant drag on productivity

### SOLUTION:

- After deploying AppDynamics, a single engineer could handle almost all issues in ten minutes or less
- The transaction snapshot feature correlated diagnostic data with the particular user who was experiencing a problem
- Baselining and automatic anomaly detection made it possible to determine application health

### RESULTS:

- Decrease in resolution time from weeks to minutes
- 98% increase in engineering resources freed up from issue resolution
- Consolidation of multiple monitoring solutions down to just one
- Improved user experience and customer retention

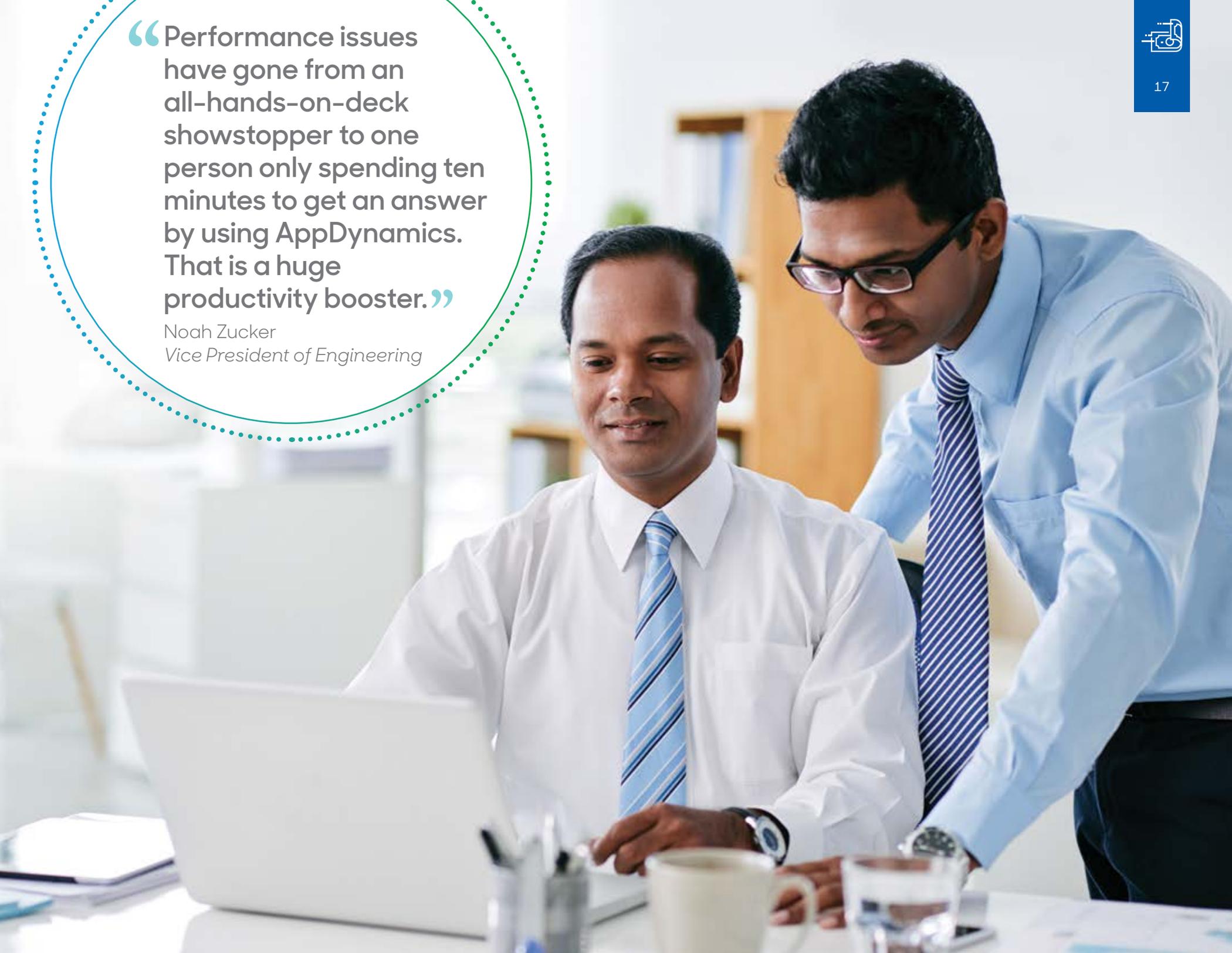


REGION: United States (AMER)



“Performance issues have gone from an all-hands-on-deck showstopper to one person only spending ten minutes to get an answer by using AppDynamics. That is a huge productivity booster.”

Noah Zucker  
*Vice President of Engineering*



## Paychex Pays America with Apps Monitored by AppDynamics

### COMPANY:

Did you get paid this week? If so there's a good chance your check was processed by Paychex, the second-largest payroll accounting firm in the United States.

### SCENARIO:

Paychex is known for simplifying payroll and benefits administration for its 605,000 clients. But behind the streamlined processes and easy-to-use web apps is a complex technology environment that requires careful and constant monitoring.

### CHALLENGES:

- Paychex hosted 15 Java and .NET applications that ran on approximately 2,400 Windows servers and 3,000 Linux servers
- The engineering team wanted to increase the frequency of software updates from three times a week to multiple times a day
- Existing monitoring tools didn't provide a deep view of the code, making troubleshooting difficult

### SOLUTION:

- After deploying AppDynamics, Paychex was able to trace transactions end-to-end across distributed applications
- Developers, operations engineers, and executives all enjoyed the same real-time visibility
- A flow map revealed everything connected in the environment

### RESULTS:

- Eliminated code bottlenecks, memory leaks, slow database queries, infrastructure bottlenecks, and slow third-party services
- Improved the end-user experience
- Consolidated five monitoring tools into one



REGION: United States (AMER)



“AppDynamics replaced five tools we once used to try to troubleshoot application problems. Today, everyone goes to AppDynamics to quickly determine the root cause of the issue.”

Jason Briggs  
Monitoring Engineering Manager



# Progressive Stays One Step Ahead with AppDynamics

**COMPANY:**

The Progressive Group of Insurance Companies prides itself on finding new and affordable insurance solutions.

**SCENARIO:**

Progressive was creating digital experiences like its new and personalized Snapshot program or its "Name Your Price Car" car insurance shopping option to better serve its customers.

**CHALLENGES:**

- Progressive's drive to provide customers with innovative insurance solutions required an end-to-end view of Business Transactions

**SOLUTION:**

- Selected AppDynamics for visibility into all user transactions and transaction flows, real-time business impact, and operation insights for decision support
- Rapid deployment into complex, agile, and dynamic environments

**RESULTS:**

- New ability to see and understand what was happening inside the business
- Reliable releases improved the customer experience

REGION: United States (AMER)



“We continue to seek new ways to improve our customers’ experience. AppDynamics will help us better understand the end-to-end view of Business Transactions and help provide our customers a better overall experience.”

Joe Blanchard  
*Director of Enterprise Software  
Services and Architecture*





# The Reserve Bank of New Zealand Cuts Pre-Production Problems by 75% with AppDynamics

## COMPANY:

While Kiwis are known for being even-keeled, the Reserve Bank of New Zealand takes the national personality trait to a new level. In charge of managing monetary policy, the Reserve Bank maintains price stability, promotes the maintenance of a sound and efficient financial system, and supplies New Zealand banknotes and coins.

## SCENARIO:

The Reserve Bank of New Zealand relies on dozens of applications for its daily operations.

## CHALLENGES:

- Support calls about performance issues were draining the resources of the development team
- Slow transactions and stalls related to .NET services were persistent problems
- The team lacked adequate visibility at the code level to quickly find and fix problems in the bank's applications

## SOLUTION:

- Deployed AppDynamics across the environment
- Among the benefits was comprehensive support for the .NET framework
- Call graphs of code execution pinpointed root causes in seconds
- With AppDynamics, the team was able to dramatically reduce time spent on support and QA

## RESULTS:

- Reduced average Mean Time to Resolution (MTTR) for production incidents by 65%
- Reduced time spent addressing pre-production problems by 75%
- Improved ability to execute enhancements and new projects
- Improved application performance

REGION: New Zealand (ANZ)

“AppDynamics has helped us build a stronger argument for getting additional resources when they’re needed.”

Greg Perrott  
*Software Architect*





# UBS

## UBS Reduces Alerts by 4x with AppDynamics

### COMPANY:

The biggest bank in Switzerland, UBS AG provides wealth management, asset management, and investment banking services for private, corporate, and institutional clients worldwide.

### SCENARIO:

A pioneer in the use of digital services, UBS required a robust application performance monitoring solution to support an ongoing program to update the platforms used by customer-facing and internal banking services to a more flexible private cloud model.

### CHALLENGES:

- To deliver flawless performance, UBS needed end-to-end visibility across its entire application estate

### SOLUTION:

- Deployed AppDynamics across hundreds of applications throughout UBS' global business units
- One of the highly complex services that AppDynamics supported was Neo, a portal platform designed to give a million UBS clients a seamless, more efficient way to collaborate, analyze, trade, and manage assets

### RESULTS:

- Slashed the time needed to spot and fix critical problems from days to minutes
- 4x reduction in the number of alerts
- 97% decrease in staff onboarding time—from one month to one day

REGION: Switzerland (EMEA)



“Using AppDynamics, we have been able to improve the speed at which we identified and remediated application issues as well as avoid incidents in the first place.”

Paul McEwen  
Chief Information Officer  
of Technology Services





# ASRC Federal Holding Company Slashes MTTTR with AppDynamics

## COMPANY:

ASRC Federal Holding Company is the government services subsidiary of the Arctic Slope Regional Corporation—the largest locally owned and operated business in Alaska, representing the interests of 13,000 Iñupiat Eskimo shareholders.

## SCENARIO:

ASRC Federal was brought in to help a federal agency optimize a case management application that was used to guide an army of 1,200 claims examiners and to make payments of \$5 billion dollars annually.

## CHALLENGES:

- The case management and payment application was a multi-tier cluster of Java application servers and a Java client component running on 1,200 user PCs distributed across 16 sites over several types of WAN connections
- Too frequently, the application would slow or suddenly stop
- The DevOps team was also managing 40 mission-critical applications across several programs; all required ongoing updates resulting in an average of 50 releases per week

## SOLUTION:

- AppDynamics offered a very low runtime impact and modest system maintenance requirements
- No configuration was needed to gain end-to-end visibility down to the performance on claim examiners' desktops
- Auto discovery of Business Transactions

## RESULTS:

- Decreased Priority 1 incidents by almost 75%
- Reduced MTTTR by more than 85%
- Increased application quality by optimizing DevOps and pre-release testing
- New ability to isolate application versus runtime platform issues

REGION: United States (AMER)

“The biggest change is now we don't have system downtime.”

Ed Hulbert  
Data Solutions  
Project Manager





texas.gov  
Take it online, Texas.

# Texas.gov Takes It Online with AppDynamics



## COMPANY:

The official website of the Lone Star State, Texas.gov is the place where the 27 million-plus residents of Texas go to access government services online.

## SCENARIO:

An A-to-Z portal of all things governmental, Texas.gov offers everything from ordering Academic Excellence statistics to connecting with Zapata County.

## CHALLENGES:

- The operations team lacked the visibility to effectively troubleshoot the Texas.gov application

## SOLUTION:

- Deployed AppDynamics after reviewing all available APM solutions
- With AppDynamics, engineers had the diagnostic information they needed at their fingertips to quickly resolve issues
- Engineers and managers had access to a single pane-of-glass view of the application

## RESULTS:

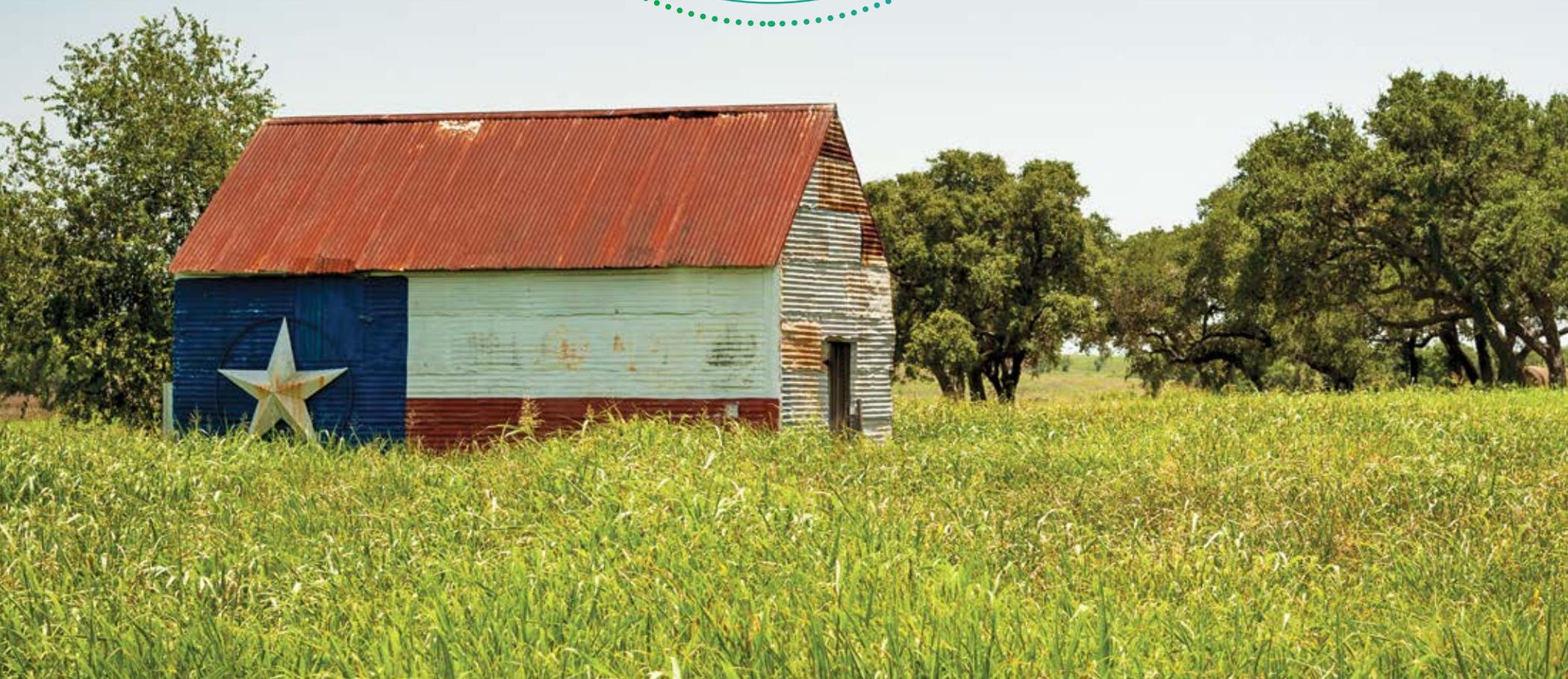
- Faster issue resolution
- Increased collaboration across the team
- Improved application performance

REGION: United States (AMER)



“The biggest challenge that our operations team had was the lack of visibility into the application... AppDynamics sold itself, we immediately fell in love with it.”

Nico Zapiain  
Enterprise  
Operations Manager





## Allscripts Connects Hospitals, Physicians, and Patients with Healthy Apps

### COMPANY:

As an IT partner to healthcare organizations around the country, Allscripts knows better than anyone that behind every healthy person is a robust suite of complex technologies.

### SCENARIO:

Allscripts' developers needed to stay on top of apps connecting 2,700 hospitals, 180,000 physician users, and 7.2 million patients.

### CHALLENGES:

- Developers required better visibility into a complex digital ecosystem
- They felt hamstrung by classic debugging tools and techniques and were increasingly concerned that their instrumentation wasn't up to snuff

### SOLUTION:

- Adopting AppDynamics provided end-to-end visibility into the root causes of application issues
- AppDynamics integrated with existing tools, minimizing disruption

### RESULTS:

- Reduced MTTR from weeks to minutes
- Scaled back on physical infrastructure and did more with less
- Improved customer satisfaction with the same or less money

REGION: United States (AMER)



“AppDynamics provides visibility we just didn't have before.”

Jeff Brady  
*Product Manager*



## McKesson Specialty Health Delivers Essential Services with AppDynamics

### COMPANY:

McKesson Specialty Health provides IT-based clinical and business support services that keep community care practitioners at the forefront of excellent, efficient care delivery.

### SCENARIO:

McKesson Specialty Health's iKnowMed, an electronic health record system, was one of the company's fastest growing products.

### CHALLENGES:

- High availability and responsive transaction performance were critical for iKnowMed and other applications
- Quick diagnosis of performance issues required end-to-end visibility from the customer's browser through the application stack

### SOLUTION:

- Deployed AppDynamics to monitor distributed Java-based applications that ran JBoss and WebLogic in a clustered SaaS environment with an Oracle backend
- AppDynamics began delivering value within two weeks, compared to previous tools that took months to get running
- The easy-to-use interface resulted in broad-based adoption across McKesson Specialty Health groups by new user communities

### RESULTS:

- Increased visibility into the customer experience
- Improved application reliability
- New ability to proactively identify and fix issues during application development

REGION: United States (AMER)



“AppDynamics provides an end-to-end view of the true customer experience—from the time our customers’ browsers enter the applications, all the way through the application stack.”

Calvin Chock  
*Vice President of Engineering,  
Customer Technology Solutions*



# CoreLogic Addresses Third-Party Performance Issues with AppDynamics

## COMPANY:

RP Data, a CoreLogic company, is a leading provider of property information, analytics, and risk management services in Australia and New Zealand.

## SCENARIO:

RP Data users, who include 70% of all the real estate agents in Australia, were frustrated by the poor performance of a third-party iPhone app.

## CHALLENGES:

- Engineers lacked visibility into the application and could not establish the true cause of the problem
- Complete, unbiased data on app performance was not available
- The RP Data team had no "early warning system" to alert them to incipient issues in their environment

## SOLUTION:

- AppDynamics provided real-time, system-wide visibility
- Even non-technical senior management found it easy to use
- Within 15 minutes of installing AppDynamics, the team isolated a key issue with the mobile app

## RESULTS:

- Faster issue resolution
- More efficient use of engineering resources
- Proactive notification of potential problems before they affected customers

REGION: United States (AMER)

“AppDynamics provides the best package and the best insight, bringing instant visibility to the entire organization.”

David Garry  
*Senior Development Manager*



# DigitasLBI Gains Real-Time Business Insight with AppDynamics and Business iQ

## COMPANY:

DigitasLBI is the world's largest full-service digital marketing agency.

## SCENARIO:

The Renault-Nissan Alliance, which is responsible for one in every ten cars sold worldwide, hired DigitasLBI to relaunch its websites and mobile platforms in every market.

## CHALLENGES:

- The project encompassed 300 websites that were projected to receive 4.5 billion views a year
- The development team had no easy way to establish a baseline of how well their apps were running

## SOLUTION:

- The team selected AppDynamics as the right APM solution for a large-scale distributed platform
- With AppDynamics, engineers were able to uncover the cause of troubling delays
- In a major win, AppDynamics revealed the existence of well-masked DNS resolution problems

## RESULTS:

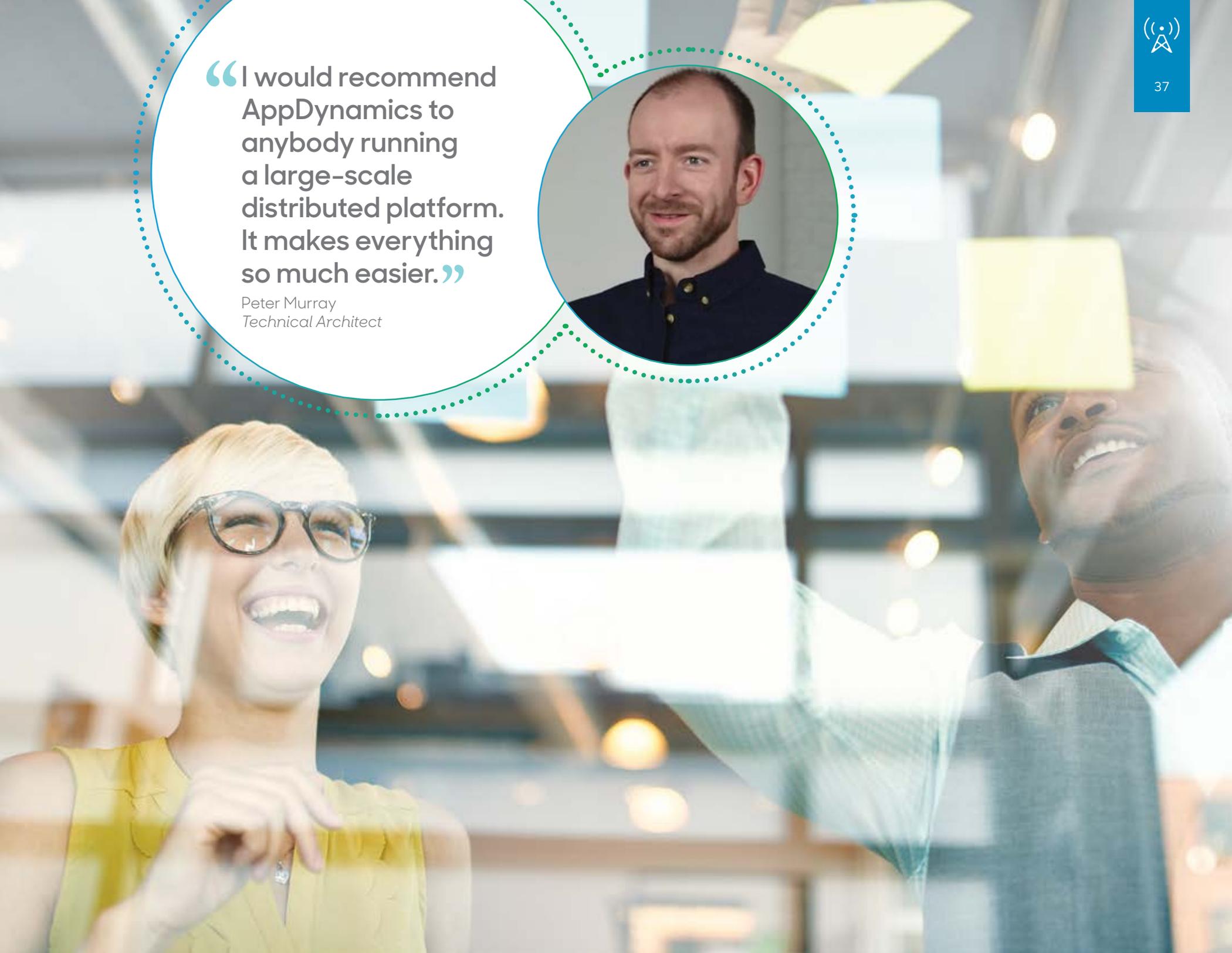
- Improved website and platform performance
- Greater transparency – both the Renault-Nissan Alliance and DigitasLBI have access to AppDynamics
- Increased business insight – AppDynamics revealed campaign performance in real time

REGION: United Kingdom (EMEA)



“I would recommend AppDynamics to anybody running a large-scale distributed platform. It makes everything so much easier.”

Peter Murray  
Technical Architect





# DIRECTV Scores Technology Touchdown with Debut of New APM

## COMPANY:

DIRECTV stands out among cable and satellite providers of digital entertainment for achieving unusually high customer satisfaction among its 21 million subscribers.

## SCENARIO:

The performance of more than 100 internal and customer-facing applications was key to maintaining customer satisfaction, but developers had not adopted an existing application performance management solution.

## CHALLENGES:

- The complex environment behind DIRECTV's entertainment service included 6,000 physical and virtual servers running a mix of Windows, Linux, and HP-UX, as well as applications built using Java, .NET, PHP, and Node.js
- It was unclear if an existing APM solution was having a positive effect
- Rather than dive in and use the APM tools, developers sent the IT Operations team screenshots of issues, a process that was time-consuming and resource intensive

## SOLUTION:

- The IT Operations team began looking for a new APM solution that combined ease of use and ease of deployment
- During a test run at the start of football season when the website and infrastructure were required to carry unusually heavy loads, AppDynamics provided significant visibility and insight
- DIRECTV decided to deploy AppDynamics, including a rollout to key development teams

## RESULTS:

- Faster resolution of performance issues
- Faster code deployments
- Proactive performance improvement replaced after-the-fact reactions to reported issues
- Improved cooperation between the development and testing teams

REGION: United States (AMER)



“We’re very comfortable with AppDynamics. We were able to deploy the agent to thousands of application instances with no impact or risk to our production environment.”

Glenn Trattner  
Associate Vice President,  
Technology, Application Services



## eHarmony Finds the Right Person Right Away to Fix Performance Issues

### COMPANY:

Why leave the most important relationship of your life to chance? Online dating site eHarmony uses patented algorithms to help its members find the perfect match.

### SCENARIO:

A major upgrade of eHarmony's infrastructure—beginning with a transition to a more stable Node.js stack—created a need for a better monitoring system.

### CHALLENGES:

- A new architecture focused on microservices required the engineering team to monitor multiple technology stacks
- The increase in dashboards with decoupled monitoring solutions hurt the team's productivity
- eHarmony tried developing a single, unified custom monitoring solution in-house, but this proved too expensive

### SOLUTION:

- After comparing different application performance management solutions, eHarmony selected AppDynamics as the solution best able to meet its specific requirements
- AppDynamics gave the engineering team an end-to-end view of distributed transactions, starting with the public-facing Node.js layer, throughout the internal microservices and into the various databases and cache backends

### RESULTS:

- Critical new insights into distributed transactions
- Faster incident response—on-call engineers now identify an issue and notify the right person right away
- Fewer outages in production

REGION: United States (AMER)



“I can actually glow about the support from AppDynamics. Out of about any vendor I’ve worked with... supporting any question that we’ve had has been great.”

Stace Baal  
*Director, Engineering*



# Macmillan Supports Life-Long Learning with AppDynamics

## COMPANY:

A global trade book publishing company, Macmillan's business is helping people learn new things.

## SCENARIO:

Macmillan supplements its textbooks with online course materials, which require fast and scalable applications that can deliver a satisfying user experience.

## CHALLENGES:

- Macmillan's applications ran in the Microsoft Windows Azure Cloud, with identical versions hosted in data centers around the world
- It was difficult to identify performance bottlenecks with the monitoring tools available in Windows Azure
- Very few third-party APM solutions were designed to run in the Windows Azure environment

## SOLUTION:

- AppDynamics provided visibility into how different services were interacting
- Within a few hours of getting license keys, developers identified the root cause of a problem they had been trying to resolve for more than a month
- Developers achieved new insight into third-party service calls
- AppDynamics proved equally useful for performance optimization and capacity planning

## RESULTS:

- Reduced MTTR from weeks to hours
- Increased the speed of end-user calls by as much as 80%
- Improved the end-user experience

REGION: United States (AMER)

“AppDynamics gives us a much better visualization of what’s going on under the hood in our applications. It shows you the difference between what you think you’re doing in code and what’s actually being executed in the application runtime. Ultimately, that’s helped us improve the end-user experience for our students.”

James Graham  
*Project Manager*





# Mohegan Sun Takes No Chances with Its Casino Apps

## COMPANY:

With three casinos, live entertainment, a luxury hotel, spa, and golf course, Mohegan Sun is Connecticut's answer to Las Vegas.

## SCENARIO:

One of the largest entertainment and gaming destinations in the United States, Mohegan Sun's highly complex distributed environment delivers everything from gaming applications to the casino bank, as well as hotel management, entertainment ticketing, loyalty, and business operations applications.

## CHALLENGES:

- Mohegan Sun had tools to monitor infrastructure but not applications
- Needed a unified view into the performance of distributed IBM WebSphere applications, and custom-developed Java, XML, and .NET applications
- Engineers were about to release 20 new Java applications into production

## SOLUTION:

- A review of APM solutions revealed that only AppDynamics had the ability to automatically tag and trace Business Transactions
- Within an hour of installing AppDynamics, engineers were able to track and fix critical code-level issues before they came to a customer's attention
- AppDynamics also provided data needed to optimize the WebSphere application server environment

## RESULTS:

- Reduced troubleshooting time by 42%
- 5x performance improvement on slow-running transactions
- Reduced logging by 70%
- Improved customer engagement with gaming and loyalty apps

REGION: United States (AMER)



“Conservatively,  
slow transactions  
have increased in  
performance by 90%.”

George Lee  
*Lead Application Architect*





# The Motley Fool Invests in Performance with AppDynamics

## COMPANY:

The Motley Fool was founded to give individual investors the information they needed to obtain financial freedom through websites, podcasts, books, and more.

## SCENARIO:

Built on a diverse range of technologies—specifically .NET, Python, and Django application stacks—The Motley Fool had outgrown the profilers and log analysis it had been using to diagnose performance issues.

## CHALLENGES:

- It took almost a week to fix even minor performance problems
- Slow SQL was a known culprit, but the team lacked an easy way to get insight into the actual SQL itself
- .NET monitoring was a pressing need
- Meanwhile, the agile engineering process at Motley Fool sometimes involved releasing code multiple times a day

## SOLUTION:

- The Motley Fool deployed AppDynamics across .NET and Python applications for real-time insight into live production issues
- Previously laborious troubleshooting tasks were simplified as AppDynamics revealed the root cause of an issue from a single UI
- End-to-end visibility of both code and database issues revealed problematic SQL statements

## RESULTS:

- Increased productivity across the engineering organization
- Deeper understanding of application performance supported business goals
- Improved user experience



REGION: United States (AMER)



“We know immediately what the root cause of a problem is simply by looking at a snapshot in AppDynamics.”

Nick Travis  
*Web Operations Engineer*





Cornell University®

# Cornell University Stabilizes Key Financial App with AppDynamics

## COMPANY:

Cornell University, the largest Ivy League school, educates more than 20,000 students each year at 14 colleges and schools.

## SCENARIO:

The university's division of financial affairs was struggling to cope with an unstable application that was crashing or becoming unresponsive several times a week.

## CHALLENGES:

- Many of Cornell's employees depended on the Quali Financial System to do their jobs
- Fixing an issue in development didn't ensure it would be fixed in production
- Solutions such as YourKit and JavaMelody incurred too much overhead to be useful in production

## SOLUTION:

- AppDynamics provided visibility and low overhead in production so engineers could correlate symptoms with a problem
- Engineers were able to identify which transactions took the most processing time and to refactor code to eliminate unnecessary requests
- The request snapshots capability enabled engineers to write better code

## RESULTS:

- Reduced the turnaround time on user complaints to within half a day
- Identified and eliminated bottlenecks in transaction processing
- Actionable data improved transactions

REGION: United States (AMER)



“AppDynamics has reduced the turnaround time on complaints drastically.”

Bryan Hutchinson  
*Application Programmer*





# JUF Streamlines Application Performance Management with AppDynamics

## COMPANY:

The mission of Jewish United Fund of Metropolitan Chicago is to provide help and hope to those in need while building community across the spectrum of Jewish life.

## SCENARIO:

The engineering team at JUF was getting bogged down trying to diagnose application errors and resolve performance issues.

## CHALLENGES:

- JUF sought to reduce the operating expense associated with maintaining 30 applications, including an internal donor management system and web-facing donor portal
- The tech team was expending valuable time manually searching through a database table for errors and exceptions
- As a nonprofit, ease of use and deployment were particularly important

## SOLUTION:

- Implementing a trial version of AppDynamics yielded immediate insight into application issues
- Access to a single pane of glass for all performance-related monitoring information streamlined application management
- End-to-end visibility gave the tech team a newfound sense of control

## RESULTS:

- Faster issue resolution
- Increased efficiency as accurate diagnostic information is now easily shared
- Proactive, rather than reactive, performance management

REGION: United States (AMER)

“I love that I can send diagnostic information to a developer with the exact cause of a performance problem.”

Teresa Nguyen  
*Senior Software Architect*



# Autotrader Fine-Tunes Its App Engine with AppDynamics

## COMPANY:

Autotrader offers one-stop shopping for new and used cars from more than 250,000 private owners and 40,000 dealers.

## SCENARIO:

Existing tools for monitoring Autotrader's complex environment had become too cumbersome to use.

## CHALLENGES:

- The team was overwhelmed by the large amounts of data generated by basic performance issues
- It was taking almost an entire day to diagnose problems
- Autotrader needed a solution that could provide insight into which SOA component was malfunctioning

## SOLUTION:

- With AppDynamics, a single tool monitored application health in all environments, including production
- DevOps consolidated multiple tools into a single interface
- Business Transactions were correlated across a stack of distributed applications

## RESULTS:

- Dramatically decreased the time required to find various production problems
- New ability to pinpoint previously unknown production errors and quickly publish fixes
- New ability to compare releases and ensure overall metrics remain healthy between deployments
- Immediate and accurate alerting on performance thresholds

REGION: United States (AMER)



“AppDynamics is more powerful than the competition and yet easier to use, so we get much better adoption internally.”

Morgan White  
*Senior Application Engineer*



# Carhartt Solves Business and IT Challenges with Business iQ

## COMPANY:

Established more than 128 years ago, Carhartt created the first purpose-built bib overalls for railroad workers. Today, Carhartt's emphasis on quality and value attract consumers from all over the world.

## SCENARIO:

As Carhartt began to expand its global footprint to serve consumers in Europe and Asia, it discovered limitations in its existing infrastructure.

## CHALLENGES:

- System glitches began to affect the consumer experience, contradicting Carhartt's standards of reliability
- Due to slowed service times in the online ordering process, consumers began to contact Carhartt's customer service department with increased frequency
- The lack of a real-time monitoring system began to cause difficulties as the IT team worked to diagnose the root cause of performance issues

## SOLUTION:

- Carhartt implemented AppDynamics to gain end-to-end visibility and regain control of the consumer experience
- Carhartt set up Business iQ dashboards ahead of 2016's Black Friday to help track consumer behavior in real time
- Carhartt's IT team observed issues, such as dropped orders, in real time and worked to fix them before they negatively impacted the consumer
- Working with AppDynamics allowed Carhartt to achieve a single source of truth for both the IT and business functions of the company

## RESULTS:

- Improved application performance
- Improved consumer experience
- Better decision making
- Better use of IT resources

REGION: United States (AMER)



“One of the key advantages that we have seen from Business iQ is that it provides a vehicle for both business colleagues and IT colleagues to collaborate together around a single source of truth.”

John Hill  
*Chief Information Officer*



# Dixons Carphone Unites Business and IT for a Blowout Black Friday

## COMPANY:

Dixons Carphone is a multinational electrical and telecommunications retailer and services company headquartered in London, United Kingdom.

## SCENARIO:

Dixons needed to ensure the performance of its website on Black Friday, when the volume of visitors was expected to increase by an order of magnitude. It also wanted full visibility into the customer experience and sought a solution that would deliver both goals.

## CHALLENGES:

- An inability to correlate the infrastructure with the customer journey meant the detection and resolution of issues could potentially take hours or days
- Existing infrastructure metrics showed systems health but not the quality of the customer experience
- The team had less than two months to roll out a new application performance management solution to ensure prompt issue resolution and gain the desired insight into the customer experience

## SOLUTION:

- Deployed 1,500 AppDynamics agents across 39 first-tier applications over two weeks
- Established performance baselines and identified bottlenecks
- Established command centers where observers could track both technology issues and the customer experience
- Developed Business iQ dashboards for business leaders that revealed customer behavior in real time

## RESULTS:

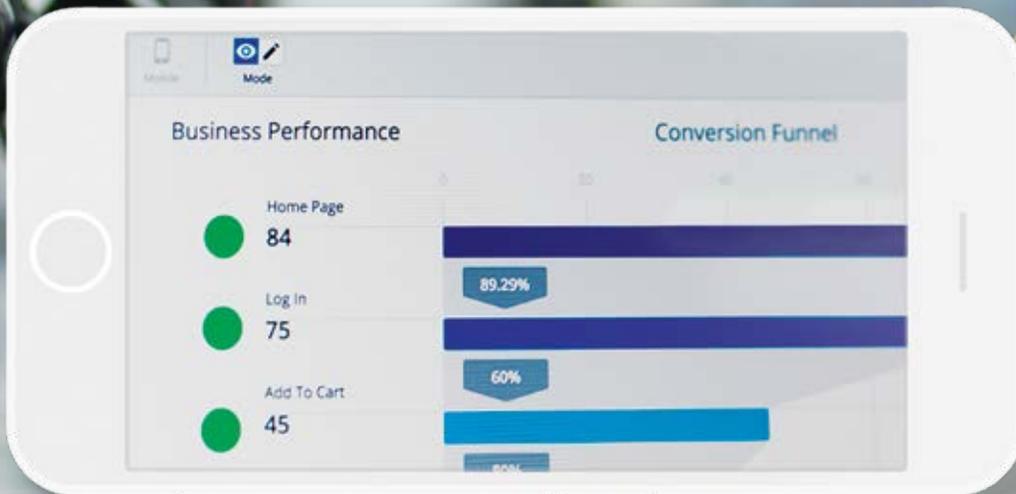
- Achieved record-high sales on Black Friday
- Responded to one billion database queries
- Business leaders were able to track new customers, customer sales, product searches, and more as they happened
- The technology team had the visibility it needed to quickly resolve performance issues

REGION: United Kingdom (EMEA)



“We managed to successfully deploy AppDynamics across hundreds of servers, deploying thousands of agents across multiple applications, and also have the dashboards built and ready on Black Friday.”

Qasim Ali  
*Director of Group IT Services*





# Hallmark Speeds Business Transactions with AppDynamics

## COMPANY:

Hallmark is known primarily for its iconic greeting cards, but the true secret of the company's success lies in more than a century of technological and business innovation.

## SCENARIO:

Hallmark UK was in the midst of a business transformation project that required a shift to a complex .NET/SQL development environment.

## CHALLENGES:

- The new environment was critical to business operations, covering everything from backend systems to warehousing and inventory systems, as well as desktop and web applications
- The team lacked adequate tools for troubleshooting and debugging
- Any new monitoring tools needed to be selected and installed without any impact to the project plan, which included very little time built in for contingencies

## SOLUTION:

- The team selected AppDynamics over a patchwork of tools
- AppDynamics' level of monitoring in production exceeded expectations
- Engineers were able to pinpoint application issues at the code level before they affected the project timeline
- Beyond the prevention of stalls, outages, and crashes, AppDynamics was used to optimize application responsiveness

## RESULTS:

- Streamlined debugging processes
- Slashed troubleshooting time from days to minutes
- Reduced the number of escalations
- Identified and resolved slow Business Transactions affecting auditing, inventory, and web services

REGION: United States (AMER)

“AppDynamics is capable of replacing the entire toolkit that I otherwise would have assembled from a number of vendors.”

Chris Tranter  
Technical Lead





# Jostens Fixes Issues in Two Hours with AppDynamics



## COMPANY:

Jostens transforms traditional rites of passage with digital tools that let customers design everything from class jewelry to yearbooks.

## SCENARIO:

Multiple IT teams were being called upon to perform redundant and time-consuming troubleshooting to address performance issues in business-critical systems.

## CHALLENGES:

- Jostens' environment was as complex as the services it supported and included Java-based applications, eCommerce websites, production, Oracle SQL-based databases, and more
- Each time a performance issue occurred, every technology that touched the application had to be evaluated
- Meanwhile, each technology had its own monitoring tool, providing the team with a patchwork of information rather than a complete view
- Because of the nature of Jostens' business, production problems caused by technology issues could add millions of dollars in cost

## SOLUTION:

- Rolled out AppDynamics in Jostens' production environment in just two days
- Issues that hadn't been resolved in three years were fixed in two hours
- Junior and senior IT staff easily mastered the intuitive interface

## RESULTS:

- 99% reduction in time to resolve outstanding issues
- Increased customer satisfaction thanks to fewer glitches
- More efficient use of IT resources

REGION: United States (AMER)

“When I heard what AppDynamics could do, I said it was too good to be true. I didn't believe there could be that kind of magic out there.”

Theresa Chasar  
*Senior Director of IT Infrastructure,  
Operations and Services*



# Kiabi Increased Operational Efficiency with AppDynamics

## COMPANY:

Must-have French fashion must be expensive, right? Wrong. Kiabi, the largest French retail fashion brand, is where budget-conscious Europeans shop to remain à la mode.

## SCENARIO:

Fashion changes every season, and in Kiabi's world, so do fashion websites.

## CHALLENGES:

- IT needed to operate with maximum efficiency to launch new versions of the site every three months
- Troubleshooting performance issues was taking an inordinate amount of time due to the lack of a complete view of the application infrastructure
- Interconnection with hosted payment solutions and loyalty point programs added complexity

## SOLUTION:

- Kiabi rolled out AppDynamics after exploring key features and experiencing AppDynamics' ease of use during a Proof of Value demonstration
- With AppDynamics, engineers not only fix problems faster, but they are also able to proactively optimize application behavior

## RESULTS:

- Increased operational efficiency
- Reduced time spent diagnosing issues
- Improved site responsiveness

REGION: France (EMEA)



“Six months after the implementation of these solutions, we are already seeing significant gains at the operational level.”

Bernard Theyry  
*Chief Web Information Officer*



# NET-A-PORTER's App Is Dressed Up and Ready To Go with AppDynamics

## COMPANY:

The rise of pret-a-porter, or ready-to-wear designer fashions, revolutionized the garment industry in the 19th Century. Fast forward 100 years and meet NET-A-PORTER, the go-to website for luxury apparel in the 21st Century.

## SCENARIO:

Just as department stores once competed to provide the most attentive service to their luxury clientele, NET-A-PORTER views a highly responsive application as key to its customers' experience.

## CHALLENGES:

- NET-A-PORTER is a very content-heavy site, increasing load times
- Engineers struggled to track individual transactions through the Scala and Node.js front end to the Maya backend
- Multiple point monitoring systems failed to deliver the desired visibility
- Uncompleted transactions had a direct impact on revenue

## SOLUTION:

- Deployed 1,000 AppDynamics agents across a hybrid cloud environment
- Built customized dashboards for individual delivery and operations teams
- The global heat map revealed the end-user experience

## RESULTS:

- Improved operational stability and site performance
- New ability to correlate site performance with Business Transactions and revenue
- New ability to proactively measure the quality of the customer experience
- More efficient use of existing infrastructure

REGION: United Kingdom (EMEA)



“The global heat map was a pretty awesome feature. We could actually see what the end-user performance was looking like.”

Shabe Razvi  
*Head of Engineering Services*





# Tesco Reinvents Grocery Shopping with AppDynamics

## COMPANY:

Tesco's 6,809 stores cover the globe from China to the Czech Republic, making it one of the world's most recognized grocery chains.

## SCENARIO:

One of the first retailers to embrace data analysis, Tesco sought a deeper understanding of the customer experience across its channels.

## CHALLENGES:

- Needed greater visibility into customer-facing websites
- Regular code releases created issues that affected the customer experience
- Wanted to improve demand management during peak periods

## SOLUTION:

- Deployed AppDynamics to identify and quickly resolve issues with applications in production
- Added AppDynamics to development and test phases to better identify problems before new code releases

## RESULTS:

- Increased insight into customer behavior across all channels
- Reduced downtime
- More reliable code releases

REGION: United Kingdom (EMEA)

“AppDynamics gives us a greater level of insight, providing us with the data needed to continue delivering the best possible customer experience.”

Luke Fairless  
*Technology Director*



# The Container Store Puts Application Issues in a Box with AppDynamics

## COMPANY:

The Container Store turned the battle against household clutter into a \$884 million business, offering a seemingly endless variety of attractive boxes, bins, and baskets for neatly stowing excess stuff.

## SCENARIO:

The operations team at The Container Store lacked the tools to proactively uncover performance issues, and they worried about the toll that continued outages and slowdowns were taking on customers.

## CHALLENGES:

- Operations only learned of an issue after a problem or outage had already had an impact on a customer

## SOLUTION:

- Deployed AppDynamics and set up alerts to notify a developer when repeat problems occurred
- Operations began performing daily load testing and performance testing
- Deviations from The Container Store's baseline, along with any errors, were found and fixed in the test environment

## RESULTS:

- New proactive approach to performance management
- More efficient use of development resources
- Improved customer experience

REGION: United States (AMER)

“We’ve yet to find a data point that we cannot get from AppDynamics.”

August Azzarello  
Manager, eCommerce



## Kraft Heinz Handles Holiday Crowds with AppDynamics

### COMPANY:

With a brand that is synonymous with comfort food, it's no wonder that The Kraft Heinz Company's products are found in 98% of American households.

### SCENARIO:

The holiday season was rapidly approaching and traffic to the company's flagship consumer website, KraftRecipes, was expected to jump by as much as 40%.

### CHALLENGES:

- Engineers working on a redesign of the Canadian version of the recipes site were concerned the new site could not handle the spike in traffic
- The team lacked a comprehensive, end-to-end view of the application environment
- Diagnosing an issue was sometimes like "throwing darts in the dark"

### SOLUTION:

- AppDynamics was deployed less than two weeks before Christmas and immediately provided unprecedented visibility into the root causes of slowdowns and outages
- A year later, AppDynamics was deployed on the U.S. website after it started to falter under an onslaught of Thanksgiving visitors
- By exposing issues that affected scalability, AppDynamics removed barriers to future growth

### RESULTS:

- Successful launch of new website
- Faster resolution of performance issues
- Improved scalability



REGION: United States (AMER)



“Without AppDynamics, you’re just throwing darts in the dark.”

Shawn Griffin  
Technical Project Manager



## Waitrose Monitors eCommerce Performance in Real Time with AppDynamics

### COMPANY:

Waitrose, one of Great Britain's leading supermarket chains, is dedicated to offering quality food that has been responsibly sourced, an approach that has won it a royal warrant to supply groceries, wine, and spirits to Queen Elizabeth II and Prince Charles.

### SCENARIO:

Waitrose's online portfolio included specialist shops such as Waitrose Cellar, Waitrose Florist, Waitrose Gift, and Waitrose Kitchen.

### CHALLENGES:

- Waitrose was determined to provide an intuitive omnichannel experience in tune with the quality, personalized service customers received in its 344 physical stores
- Flawless application performance played a critical role in guaranteeing customers could access a desired product or service as quickly and seamlessly as possible

### SOLUTION:

- During initial trials, AppDynamics enabled Waitrose to spot previously invisible code and database-level issues that were impacting application performance and, consequently, the user experience
- Aside from eCommerce, non-technical teams derive value from using Business iQ to inform strategy on how to improve the customer journey

### RESULTS:

- New, proactive approach to application delivery
- Improved application performance
- Accelerated pace of improvement of digital services

REGION: United Kingdom (EMEA)



“We’ve been able to spot application and database issues earlier and quicker, helping us to act faster to improve our digital services—it’s been a real lightbulb moment for the rest of the business.”

Alex Bowles  
Head of IT Operations



# Apartments.com Helps Customers Feel at Home with AppDynamics

## COMPANY:

Apartments.com, the most-trafficked apartment listing network, takes the anxiety out of apartment hunting with a suite of innovative digital tools that let apartment hunters preview potential pads, plan their commutes, and more.

## SCENARIO:

Apartments.com needed to performance test and put into production a major upgrade to its massive website before planned marketing activities led to an eight-fold increase in traffic.

## CHALLENGES:

- The DevOps team was struggling with a capability gap in their performance monitoring solution
- A transition from purely synchronous calls to heavy use of asynchronous calls required a monitoring solution that could track traffic across multiple tiers and the enterprise

## SOLUTION:

- AppDynamics supported asynchronous calls of .NET-based web services
- For the first time, DevOps had true enterprise drill-down and performance diagnostics

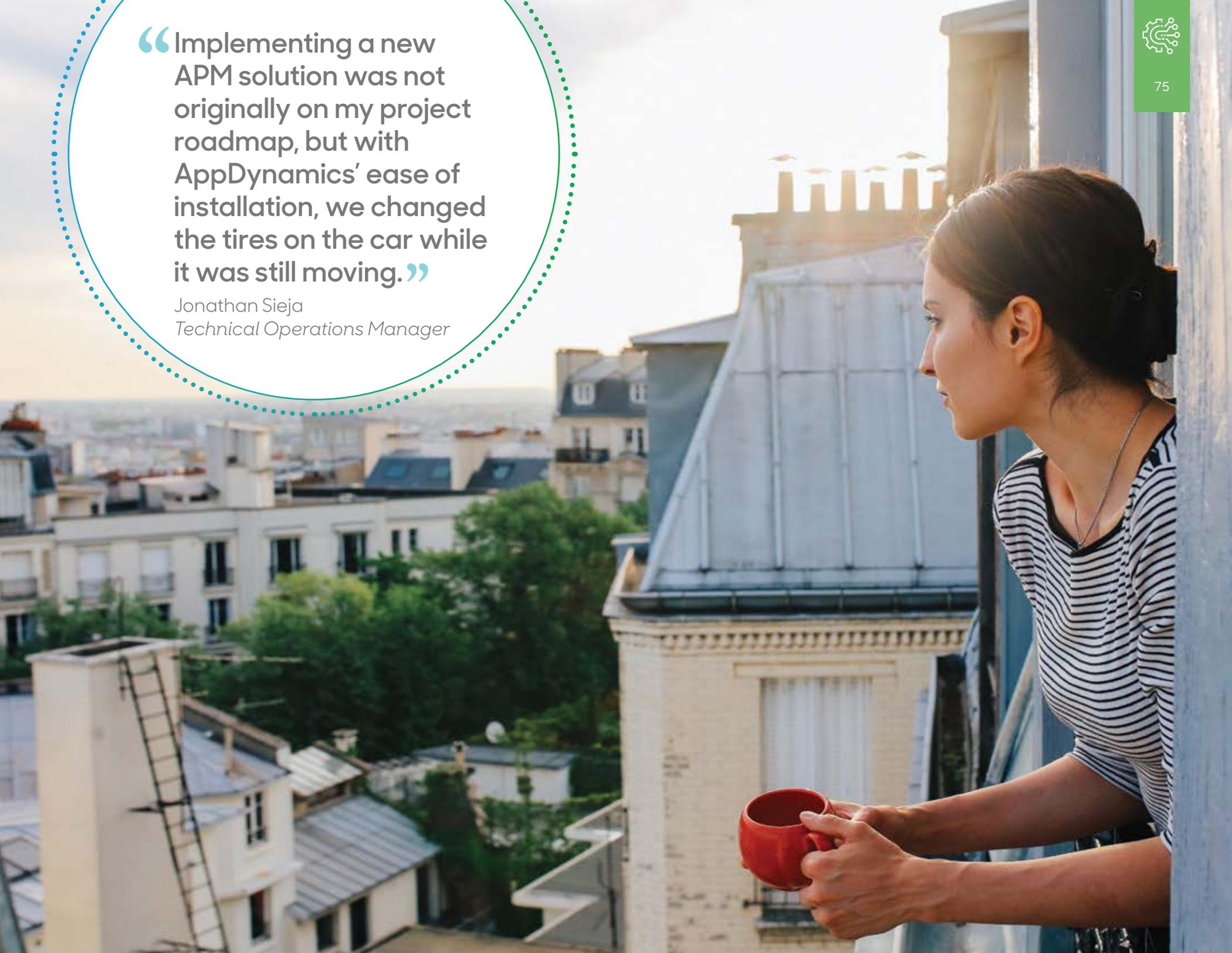
## RESULTS:

- Improved SQL call performance by 625% (from 500 milliseconds to 80 milliseconds)
- Resolved in 10 seconds problems that the previous APM solution had not even found
- Exceptional ease of implementation supported corporate-wide adoption
- A junior developer was able to write a script in an hour and deploy AppDynamics to 60 servers in a day

REGION: United States (AMER)

“Implementing a new APM solution was not originally on my project roadmap, but with AppDynamics’ ease of installation, we changed the tires on the car while it was still moving.”

Jonathan Sieja  
*Technical Operations Manager*





# CGI Ensures End-to-End Service Delivery with AppDynamics

## COMPANY:

CGI is one of the largest IT and business process service providers in the world.

## SCENARIO:

One of CGI's major infrastructure contracts required end-to-end service delivery, but the complex nature of the environment made that difficult to achieve.

## CHALLENGES:

- In addition to a core application stack built from technologies like Oracle, MySQL, Java, and .NET, there were upstream and downstream systems managed by third parties
- CGI needed an efficient way to measure business transactions end-to-end to comply with its SLA

## SOLUTION:

- A customer and business partner recommended AppDynamics
- AppDynamics was easily integrated into the existing environment and immediately began providing insights into system performance
- Leveraging AppDynamics, the team built a more robust process between development, testing, and the production environments

## RESULTS:

- Complete end-to-end visibility of Business Transactions
- Demonstrated SLA compliance
- Improved application code with a robust feedback loop

REGION: Canada (AMER)



“I haven’t used a solution like this before...that’s anywhere near as good as what AppDynamics provides.”

Steve Perkins  
*Service Delivery Manager*



# Cisco Secures the Cloud with AppDynamics

## COMPANY:

The world's largest networking company, Cisco makes products that transport digital information around the globe.

## SCENARIO:

Cisco Cloud Web Security (CWS) was wasting valuable time and resources responding to tens of thousands of false positive alerts each year generated by applications in its data centers.

## CHALLENGES:

- The CWS environment was especially complex, with 2,000 physical servers and 5,000 virtual machines serving more than 200 applications in 23 data centers
- Daily transaction volumes were exceptionally high, growing from an average of 5.5 billion to 6.37 billion in a year
- CWS needed an APM solution that could scale

## SOLUTION:

- CWS engaged AppDynamics to run a Proof of Concept across its main security scanners
- Achieving true end-to-end visibility convinced CWS to roll out AppDynamics globally in every data center
- 15,000 agents were deployed in just one week, all reporting into a single AppDynamics-hosted SaaS controller

## RESULTS:

- Dramatically reduced false positive security alerts
- Better utilization of NOC team resources: even if the NOC team only spent an average of five minutes looking at each erroneous alert, that amounted to over 7,000 man hours per year
- A more than 4% increase in memory utilization across the entire platform after performance issues were found and fixed

REGION: United States (AMER)



“AppDynamics was rolled out globally across 23 data centers—deploying a total of 15,000 agents in just one week—all to a single AppDynamics report server.”

Nitin Thakur  
*Technical Operations Manager*



# Citrix Takes Proactive Approach to App Performance with AppDynamics

## COMPANY:

Citrix provides digital workspaces that allow companies to deploy new technology without disrupting their existing infrastructure.

## SCENARIO:

Citrix needed an application management solution to identify issues affecting the performance of GoToMeeting and other core products.

## CHALLENGES:

- It was critical that an APM solution did not hinder system performance
- The solution also had to work in a very complex, distributed environment with a high degree of confidence
- Ease of deployment and maintenance were important considerations

## SOLUTION:

- AppDynamics' production-ready, low-overhead architecture proved to be a good fit
- Citrix was able to realize value right out of the box
- Transaction snapshots revealed the exact location of latency

## RESULTS:

- More efficient detection and diagnosis of performance issues
- Improved use of operations' resources
- Enabled shift from reactive to proactive technical support

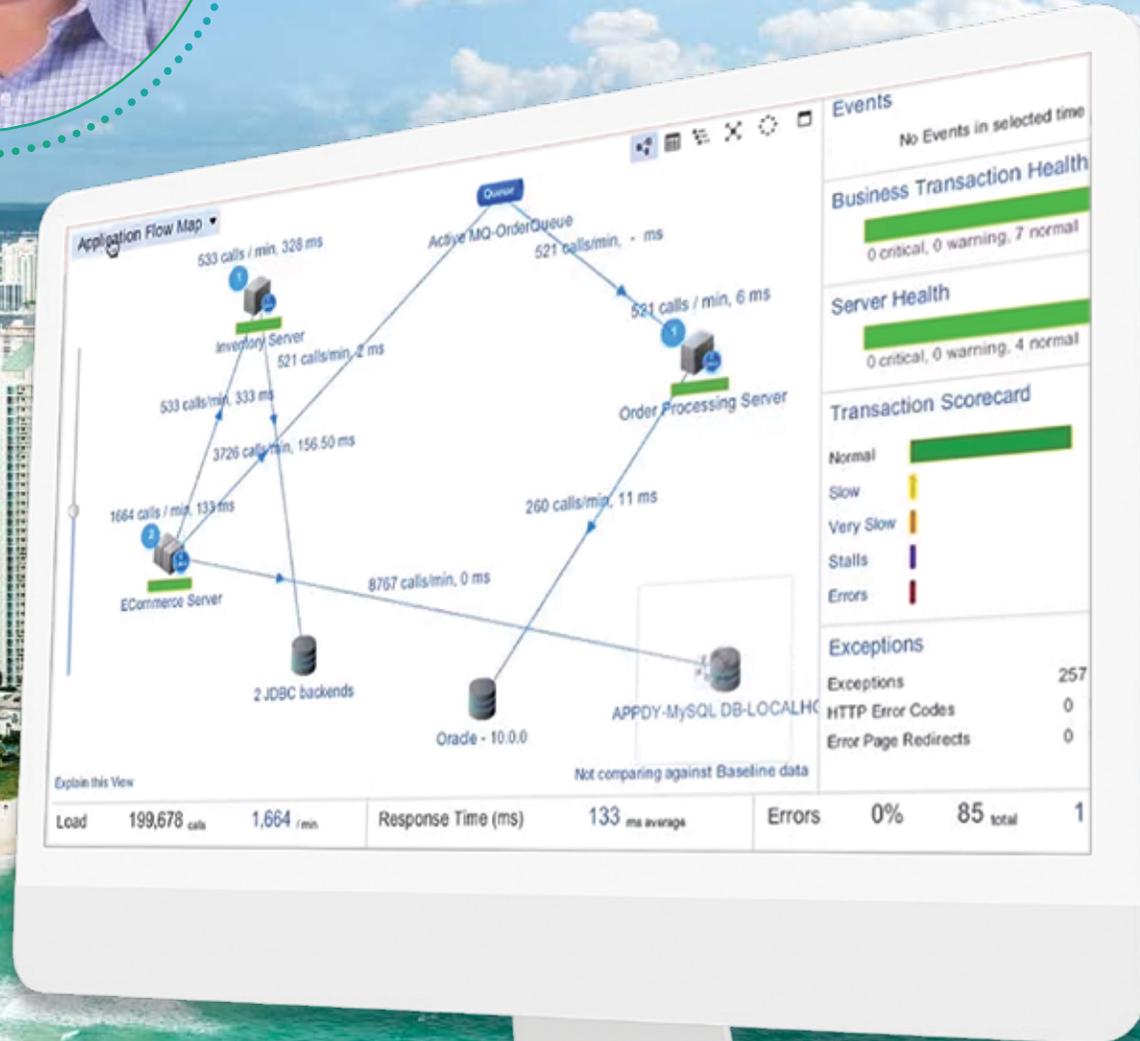
REGION: United States (AMER)



“The ease of implementation, the maintenance, and the value you get right out of the box is just amazing.”



Spencer Schwab  
Staff Application Engineer





# Jostle Answers a Performance Imperative with AppDynamics

## COMPANY:

Without Jostle, getting employees excited about a new corporate initiative can be a thankless job. Jostle's radically better intranet delivers employee participation that is 5x higher than industry norms.

## SCENARIO:

Jostle's customers expected their intranet to respond at the speed of on-premises software, creating a performance imperative.

## CHALLENGES:

- Jostle was relying on a hodgepodge of monitoring tools that sometimes left engineers feeling as if they were looking into a black hole
- The tools did not reveal the root cause or even the existence of some egregious issues like an errant query that fired five million times
- The team had no proactive way to prevent slowdowns from occurring

## SOLUTION:

- Jostle selected AppDynamics primarily because of its comprehensiveness
- Other considerations included low performance impact and ease of configuration
- Once AppDynamics was installed, the misfiring query was found and fixed in minutes
- Today, Jostle monitors around 20 production servers using AppDynamics

## RESULTS:

- Replaced multiple tools with one unified solution
- Reduced database response time and front end web response time
- Cut MTTR in half
- Reduced workload for the operations team

REGION: Canada (AMER)



“Our MTTR has been cut in half, given the visibility that we have now.”

Teg Ryan  
*Director of Technical Operations*





# Okta Extends Identity Management to Apps with AppDynamics

## COMPANY:

Employees are using apps like never before, creating additional work for IT teams responsible for protecting corporate assets. Okta helps ease the burden by providing identity and access management as a service to more than 3,000 customers in more than 185 countries.

## SCENARIO:

Originally founded to connect people and apps, today Okta is evolving its service to connect applications with applications as well.

## CHALLENGES:

- Okta's customers pioneered new uses of the service, adding value for their businesses but also creating risk
- Some customer changes—such as app-to-app links—could cause performance issues
- Having specificity in the application data was critical to ensuring app-to-app connections worked as they should

## SOLUTION:

- Okta deployed AppDynamics to proactively identify and resolve issues in its environment
- The end-to-end visibility provided by AppDynamics also enabled Okta to monitor app-to-app connections
- With AppDynamics, Okta was able to monitor customer changes proactively without enforcing limits or restrictions

## RESULTS:

- Increased business agility
- Increased customer satisfaction
- Decreased performance risk

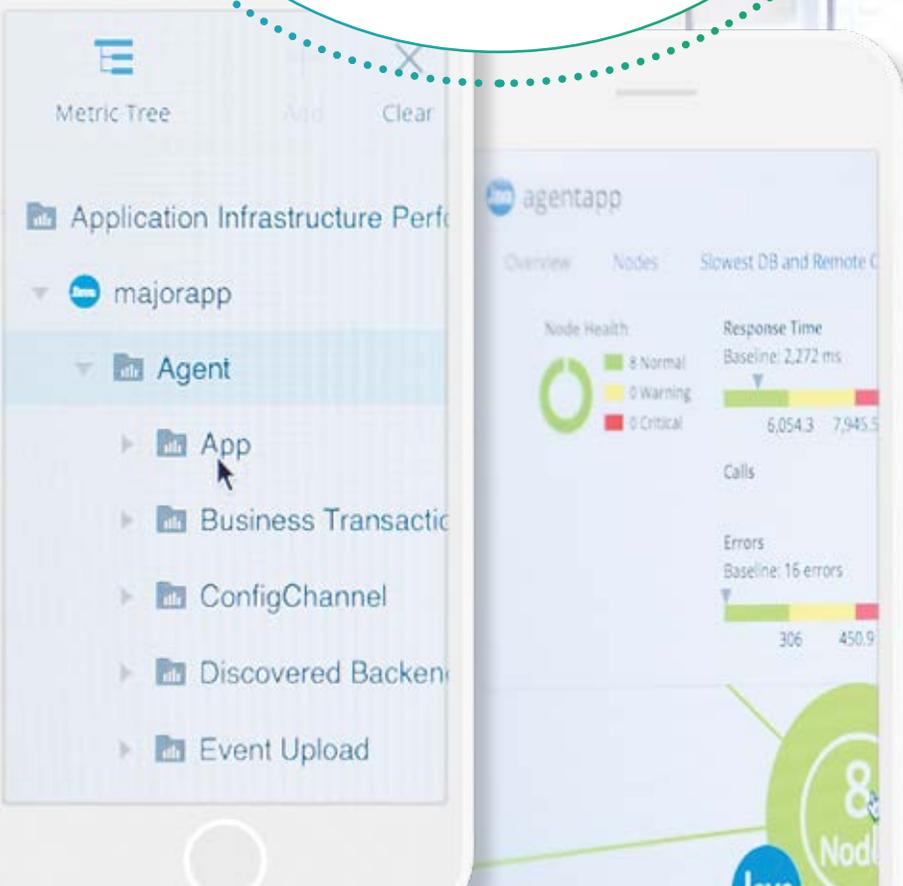
REGION: United States (AMER)



“You can’t afford not having the visibility that AppDynamics provides. If we didn’t have AppDynamics, it would be really like driving a car at 100 miles per hour with your eyes closed.”



Hector Aguilar  
Chief Technology Officer and Senior Vice President of Engineering



Okta | AHK-tuh | n.

MINDS ARE LIKE PARACHUTES;  
THEY WORK BEST WHEN OPEN

**BE CURIOUS**  
DO THE RIGHT THING

# Qorvo Tunes Its Apps to the Right Frequency with AppDynamics

## COMPANY:

Ever wonder how your iPhone always manages to pluck your calls, texts, and Instagram photos out of the ether wherever you are? The answer lies in a chip made by a semiconductor company called Qorvo, whose radio-frequency technologies allow devices of all sizes to talk to each other.

## SCENARIO:

Qorvo's manufacturing process depended on myriad .NET applications. If one app crashed or slowed, the effect could cascade through the fabrication plant and onto the shop floor, resulting in late delivery, overtime costs, and lost revenue.

## CHALLENGES:

- "Nugget," Qorvo's core application, was a complex collection of web services and Oracle, MySQL, and SAP databases, each populated by applications from legacy systems written in multiple languages on different architectures
- As Qorvo grew, Nugget developed performance issues
- Qorvo lacked effective monitoring tools and was relying on piecemeal log analysis
- An in-house attempt to write custom application monitors was unsuccessful

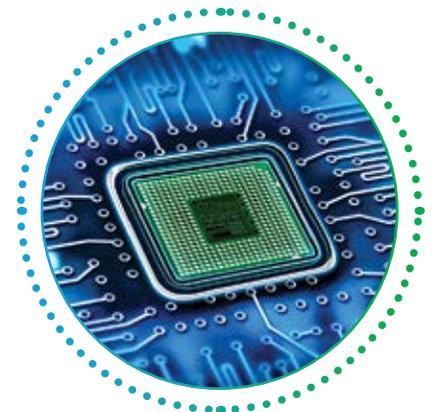
REGION: United States (AMER)

## SOLUTION:

- Deployed AppDynamics for end-to-end monitoring across the entire distributed system of applications
- Easily identified the location and root cause of performance degradation
- Found and fixed database slowdowns
- Pinpointed delays in Active Directory

## RESULTS:

- Reduced production interruptions by 60-70%
- Accelerated the discovery of root causes
- Improved application performance





“As soon as I saw  
AppDynamics in  
action, I was hooked.”

Aparajit Saigal  
*Manufacturing IT Team Lead*

# Salesforce Strengthens DevOps Collaboration with AppDynamics

## COMPANY:

If one-on-one interactions represent marketing nirvana, the Salesforce Marketing Cloud is an obligatory stop on the road to bliss.

## SCENARIO:

The Salesforce Marketing Cloud sought a monitoring solution to improve the performance of its core application suite.

## CHALLENGES:

- The Salesforce Marketing Cloud's .NET application environment was very complex, with thousands of VM guests
- Any monitoring solution had to handle both legacy components and new technologies

## SOLUTION:

- AppDynamics was up and running in just six hours on the first day of the Proof of Concept—a competing product was still not functioning after two weeks
- AppDynamics exposed previously hidden issues and sparked a collaboration between the operations and development teams to fix them
- Principal architects on the development team began routinely asking, "What does AppDynamics see?"

## RESULTS:

- Improved application performance
- Improved code base
- Closer collaboration between the development, operations, and infrastructure teams

REGION: United States (AMER)



“We chose AppDynamics because we felt it was incredibly agile; we literally had it working in about six hours on the first day of the Proof of Concept. In comparison, the other vendor still wasn't working even after two weeks!”

Kevin Siminski  
*Chief Customer Officer*



# Scicom Infrastructure Services Delivers Stability and Efficiency with AppDynamics

## COMPANY:

Scicom Infrastructure Services is one of those quiet companies that get the job done, which in Scicom's case means supporting global infrastructure for leading private and public sector organizations.

## SCENARIO:

Scicom Infrastructure Services provides a full suite of IT services—everything from infrastructure to application development and management—to casinos, hospitals, public safety departments, governments and municipalities, medical IT companies, and more.

## CHALLENGES:

- Scicom's support of mission-critical environments required fastidious attention to performance
- Sought a solution that would provide deep diagnostics while having a low-to-negligible impact on an environment

## SOLUTION:

- Rolled out AppDynamics to Scicom's support team and largest customers after a successful Proof of Concept
- Business iQ allowed Scicom's customers to understand both the technical and business impact of an issue on their systems
- Ease of use encouraged adoption

## RESULTS:

- New ability to correlate application performance and revenue growth with Business iQ
- Enhanced application stability
- Faster, more efficient troubleshooting

REGION: United States (AMER)



“With AppDynamics, we can troubleshoot application performance for our customers without a lot of overhead.”

Sid Roy  
Vice President  
Operations





# TiVo Hits the Pause Button on Application Errors with AppDynamics

## COMPANY:

When TiVo introduced the digital video recorder in 1999, it liberated the television-watching masses from the tyranny of the networks' broadcast schedules and permanently changed how we watch television.

## SCENARIO:

The TiVo IT team was seeking relief from recurring fire drills. When a performance problem occurred, it was common for six to eight people to get up in the middle of the night to spend the next six hours troubleshooting.

## CHALLENGES:

- TiVo was powered by hundreds of individual Java and proprietary applications running in a highly distributed environment
- Custom-written, proprietary monitoring tools did not provide enough visibility

## SOLUTION:

- Implemented AppDynamics in hours versus days or weeks required by competitors
- With AppDynamics, engineers could monitor performance down to the class and method level
- One developer was able to solve issues in minutes that used to require six to eight people

## RESULTS:

- Accelerated troubleshooting by 93% (six hours to ten minutes)
- Increased software reliability and uptime
- Enhanced productivity
- Improved code quality

REGION: United States (AMER)

“With AppDynamics,  
we’ve reduced the time  
to find the root cause of  
significant application  
problems from six hours  
to ten minutes.”

Richard Rothschild  
*Senior Director of IT*



# Bouygues Telecom Dials in App Performance with AppDynamics

## COMPANY:

Bouygues Telecom provides mobile phone, Internet, and other communications services to 16.6 million French customers.

## SCENARIO:

Bouygues Telecom required an application performance management solution to provide its customers with the quality of service they expected.

## CHALLENGES:

- Bouygues Telecom needed to guarantee the high availability of its servers
- Multiple stakeholders were involved in the choice of a new APM solution

## SOLUTION:

- During a two-month Proof of Concept, AppDynamics demonstrated swift deployment and ease of use
- The drill-down depth and feature set impressed the operations team
- The business model, which was based on the number of JVMs, satisfied the purchasing department

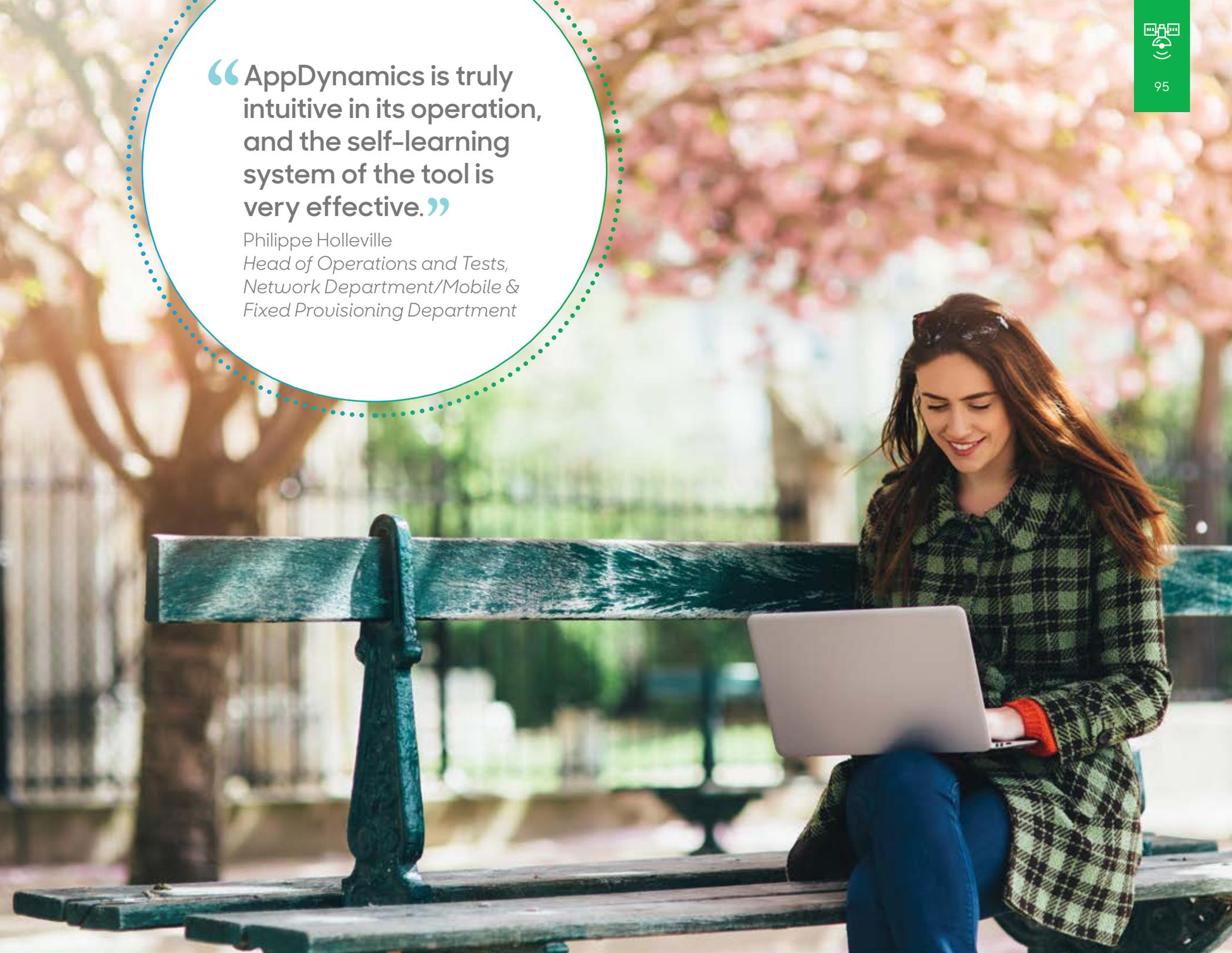
## RESULTS:

- Faster detection of complex incidents, including hard-to-detect memory leaks
- Improved capacity planning with real-time detection of system saturation
- Improved quality of combined Bouygues Telecom and partner services with newfound insight into partner applications

REGION: France (EMEA)

“AppDynamics is truly intuitive in its operation, and the self-learning system of the tool is very effective.”

Philippe Holleville  
*Head of Operations and Tests,  
Network Department/Mobile &  
Fixed Provisioning Department*



# Charter Communications Deploys Reliable Code Daily with AppDynamics

## COMPANY:

Charter Communications is the second-largest cable operator in the United States, serving 25 million customers in 41 states.

## SCENARIO:

Charter considered new and existing apps to improve the customer experience to be as important as the availability of cable service, deploying new code on a daily basis.

## CHALLENGES:

- Charter Communications lacked a single solution to monitor the health and performance of customer-facing and internal apps
- Issues were investigated using a time-consuming combination of custom scripts, log file analysis, and application-specific tools
- Engineers lacked the ability to zero in on an issue or trouble spot or to identify performance issues other than the ones they happened to be looking for
- A unified monitoring system was particularly important as Charter's customers consumed more content on their mobile devices

## SOLUTION:

- More than 150 Charter team members began using AppDynamics' application performance management and end-user monitoring to proactively manage application performance and the customer experience

## RESULTS:

- Reduced MTTR by 50%
- More effective use of development resources
- Significantly large time-savings thanks to more rapid issue identification

REGION: United States (AMER)



“We looked at some of the other solutions around and nothing came close to what AppDynamics is already doing.”

Jeff Gutterman  
*Vice President of IT Infrastructure*



# Gogo Helps Airline Passengers Stay Connected with AppDynamics

## COMPANY:

Gogo is a business traveler's best friend. Its inflight Internet and communications-related services are installed on nearly 2,400 commercial aircrafts, turning downtime into uptime with every departure.

## SCENARIO:

Gogo sought a performance management solution that could help ensure operational readiness for its complex and rapidly growing business applications.

## CHALLENGES:

- Gogo's environment was comprised of a complex collection of servers and systems
- Existing performance monitoring tools failed to deliver the visibility needed to find and fix issues quickly

## SOLUTION:

- During a Proof of Value review of AppDynamics, Gogo was able to identify and resolve application incidents faster than before
- Among other benefits, AppDynamics showed the end-to-end application flow in greater detail

## RESULTS:

- Increased visibility into transaction processing
- New ability to instantly drill down to pinpoint performance issues
- New ability to proactively tune performance across multiple production applications

REGION: United States (AMER)

“AppDynamics demonstrated outstanding support, from implementation to delivery of high-value use cases, which are already paying off. AppDynamics illustrated that they are a true enterprise partner.”

Mike Rupert  
*Vice President of Network Operations*





# Telkom Correlates End-User and App Performance with Business iQ

## COMPANY:

Telkom SA SOC is South Africa's largest telecommunications company, serving homes, businesses, and payphone customers.

## SCENARIO:

Telkom's complex infrastructure supports more than 3.2 million telephone access lines in service and 1,077,939 ports connected via MSAN access.

## CHALLENGES:

- Poorly performing applications were impacting employee productivity
- Existing tools did not provide real-time insights into application performance
- Executives sought a deeper understanding of the end-user experience and its connection to business outcomes

## SOLUTION:

- Deployed AppDynamics across the 13 applications and 400 microservices that encompassed Telkom's on-premises and SaaS environments
- In every store, sales systems are monitored end-to-end and performance is reported back into headquarters
- Business iQ rapidly correlates end-user and application performance, providing valuable insights, such as the number of transactions being carried out by each sales rep

## RESULTS:

- MTTR for P1/2 incidents fell by more than 92%
- The IT team demonstrated value back to the business in less than a week
- Reduced time spent finding and fixing application issues
- Improved business performance

REGION: South Africa (EMEA)

“AppDynamics was easy to roll out and from a staff training perspective we had a much quicker adoption rate than with previous tools. Its analytics capabilities have also given us the insights we need to make quicker, data-driven decisions.”

Wynand Beukes  
*IT Executive*





# Expedia Books a 25% Boost in Performance with AppDynamics

## COMPANY:

Planning a trip? There's a good chance you're getting help from Expedia, the world's largest online travel company and owner of brands like Travelocity, Orbitz.com, and Hotels.com.

## SCENARIO:

The operations team at Expedia Affiliate Network (EAN) was responsible for helping 7,500 partners in 33 countries turn their web traffic into hotel bookings, but they lacked adequate APM tools for diagnosing system glitches.

## CHALLENGES:

- EAN's existing tools functioned mostly as a notification service for severe issues
- It could take hours for the team to become aware of a minor issue
- Determining the cause of a malfunction required extensive legwork

## SOLUTION:

- After a successful Proof of Concept, EAN began using AppDynamics to monitor hundreds of nodes in EAN's production environment
- The newfound visibility showed the team what was happening within their API and web applications
- Armed with real-time data, upstream technology partners began to fix issues before they affected downstream customers

## RESULTS:

- Achieved full ROI in just over a year
- Reduced MTTR for Severity 2/3 Incidents from hours to minutes
- Improved performance of key Business Transactions by 25%

REGION: United States (AMER)

“Thanks to AppDynamics,  
we’re finally able to  
be proactive about  
application performance.  
And it’s paying off.”

Andrew Mulholland  
*Operations Architect*



## iJet Limits App Performance Risks with AppDynamics

### COMPANY:

In an uncertain world filled with natural disasters, terrorist attacks, transportation disruptions, and virulent pandemics, iJet helps its customers operate globally with confidence.

### SCENARIO:

iJet's risk management solutions safeguard more than 100,000 assets across five continents and track more than 14 million business trips each year.

### CHALLENGES:

- As a risk management specialist, it was particularly important for iJet to provide a rock-solid technology platform
- Only a unified monitoring solution could ensure the performance of iJet's complex, Java-based environment, which included a microservices infrastructure based on AWS and Spring Boot micro-frameworks

### SOLUTION:

- Deploying AppDynamics provided end-to-end visibility throughout iJet's environment, including the performance of partner applications
- With AppDynamics, engineers identified the cause of the poor performance of a third-party authentication tool and were able to inform the vendor, so they could fix it
- Development, quality assurance, operations, and database teams began collaborating around AppDynamics to ensure the success of updates and new products

### RESULTS:

- Successful launch of a next-generation risk management platform
- Improved platform reliability
- Increased ability to hire and retain talent



REGION: United States (AMER)



“AppDynamics has given me and all of us an uncanny ability to look under the covers and see what’s happening, and immediately get real metrics around error rates.”

Nuno Pereira  
*Chief Technology Officer*



# The AppPerformers

50 companies that forever changed application and business performance

## BY COUNTRY

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### CANADA (AMER)

CGI ..... 74

Jostle ..... 80

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BforBank ..... 8

Bouygues Telecom ..... 92

Kiabi ..... 60

### NETHERLANDS (EMEA)

ABN AMRO ..... 4

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# APPDYNAMICS is the Application Intelligence company.

With AppDynamics, enterprises have real-time insights into application performance, user performance and business performance so they can move faster in an increasingly sophisticated, software-driven world. AppDynamics' integrated suite of applications is built on its innovative, enterprise-grade App iQ Platform that enables its customers to make faster decisions that enhance customer engagement and improve operational and business performance. AppDynamics is uniquely positioned to enable enterprises to accelerate their digital transformations by actively monitoring, analyzing and optimizing complex application environments at scale.

# APPDYNAMICS

AppDynamics is now part of Cisco.  **CISCO**