

Customer Advocacy Program

"Working with AppDynamics and applying their solutions has greatly improved my team's ability to monitor and service the consumer throughout their purchasing journey. This partnership with AppD has allowed Carhartt to showcase the transformative work we are doing to improve our consumers' experience. This development has been invaluable for Carhartt in its mission to serve and protect hardworking people."

John Hill

CIO, Carhartt

Agents of Transformation



Program Overview

You're an agent of change. A disruptor. An innovator. You have an incredible story to tell and we want to hear it. Welcome to the AppDynamics Customer Advocacy Program, an exclusive group of agents who drive digital transformation. These pioneers have overcome barriers, connected silos, and driven concrete business results.

We're looking for people like you to share your story. At AppDynamics, customers are agents of transformation.

Potential Benefits:



Publicity and exposure



Polished, reusable content such as videos, case studies, and photography



Networking opportunities



Career advancement



AppDynamics products and services



High-profile speaking opportunities

In Good Company

Just a few of our advocates:



John Hill
CIO, Carhartt



Heather Abbott
Senior Vice President of
Corporate Solutions Technology,
Nasdaq



Shilpa Dabke
Senior Director of Technical
Operations, Financial Engines



Doug Messick
Director of Engineering,
CDK Global

From globally recognized brands:



"As an advocate of AppDynamics,
I've had the opportunity to further
develop my personal brand, while
championing the transformative work
my team is doing at World Bank."

Michael Makar

Senior IT Manager, World Bank



Participation Options

Our goal is to make participation simple. There is no upfront commitment. Simply determine which elements will give value to you and your business goals. Then share the details of your story with our team, and we'll take it from there. Several options, like sharing a quote or a mini case study, only take a few minutes. Here are some other participation options:



Share a publishable quote



Be interviewed by one of our writers for a case study



Speak at one of our world-class events



Give an interview with an industry analyst



Be a reference for a peer



Speak with a member of the press



Be the star of your own success story video

Success Awaits

Between advancing careers, building personal brands, driving awareness, and strengthening skills, our customer advocates have enjoyed tremendous benefits and exposure.



A screenshot of a Computerworld article. The header includes the Computerworld logo and navigation links for Features, Technology, IT Business, Events, and Jobs. The article title is "How Just Eat runs devops at scale" by Scott Carey, dated July 3, 2018. The sub-headline reads: "In the future, the food delivery company wants AI to take over while engineers sleep". Below the title are social media sharing icons for Twitter, Facebook, LinkedIn, and StumbleUpon. The main text begins: "Food delivery company Just Eat runs a hugely complex devops culture across 35 software development teams in five geographies, working together to maintain 450 microservices (f. The company has moved from leaning on written run books to a dedicated centralised site reliability engineering (SRE) team, reshaped its tooling and is now eyeing AI to further automate its processes."

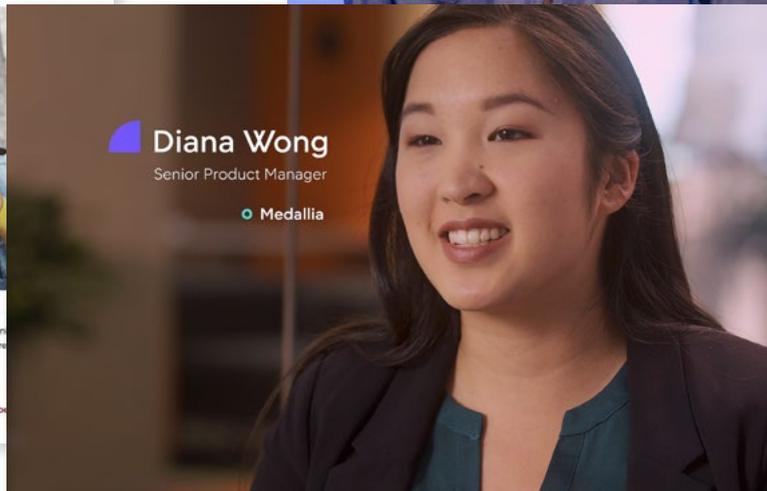


© JustEat

At peak times Just Eat is processing 2,700 orders per minute, normally on a Saturday evening they spin up in excess of 1,500 AWS instances. The engineering team ships up to 500 new instances per day and generates 1.5TBs of logs per day.

Building a central SRE team

Site reliability engineering is of paramount importance for Just Eat, as it is to rivals like Uber as outages cause an oversized reaction from hungry customers.



Getting Started

Are you ready to get your story out there?
The first step is easy.

Contact us:

advocates@appdynamics.com

We'll email you back, set up an introductory call, answer any questions, and handle all of the next steps. There is zero cost to participate. We don't publish anything without your approval, and everything we make together you are welcome to use internally or externally. We can't wait to hear from you.

Learn more:

www.appdynamics.com/advocates





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