

Digital Performance Management



Real User Monitoring

for end-to-end application performance and user experience



User Experience Management

for understanding and optimizing the experience of every digital user



Application Monitoring

for monitoring and optimizing application transactions in code level data



Synthetic Monitoring

simulating the user's key transactions and availability of the application and service



APMaaS

for measuring and comparing mobile and web channels by simulating the user's key transactions

User Behavior

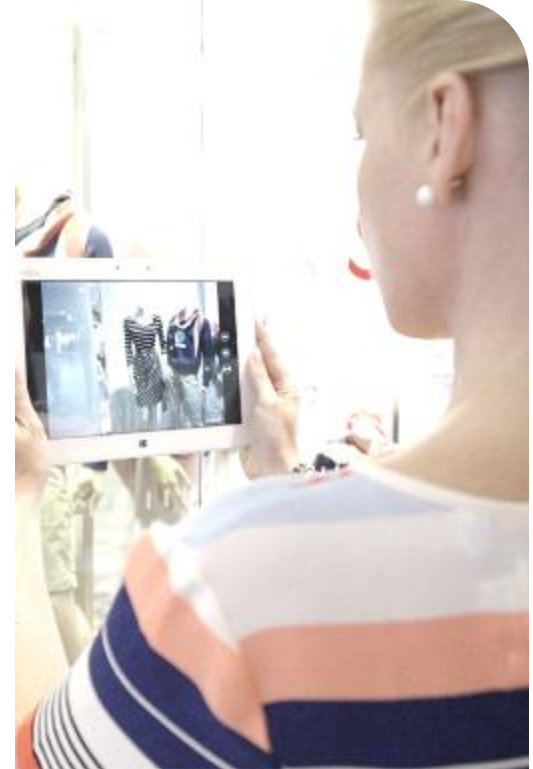
- track all end users actions across all channels (web, mobile web and mobile apps)

Customer Experience Management

- Unlike traditional analytics, know why and how they behave— not just where...and assess business impact

Launch Readiness

- Predict the future and get it right, before the first user clicks. Monitor third parties and key SLAs.



Example Dashboards and Reports

Business critical application problem - Real life example

Finding the root cause!



Response time very slow: 19,5 seconds!



Service availability level 100 %



Root Cause Analysis | Results Analyzed: 31 steps, 1310 objects

Test Name: - 20-Oct-2014 15:5... - ● - Response Time: 19.501s ■ Availability: 100% ⌚ Dec 01 2014 22:00 ?

Analysis Window: Dec 01 2014 between 19:00 and 23:00

Problems Locations Problem Types

1 problems were identified in 1 problem types

| Rank | Problems | Problem Types | Step | First Occurrence | Locations |
|------|-------------------|---------------|------|-------------------|-----------|
| 1 | Execution Timeout | ■ | 1:1 | Dec 01 2014 21:35 | 1/4 |

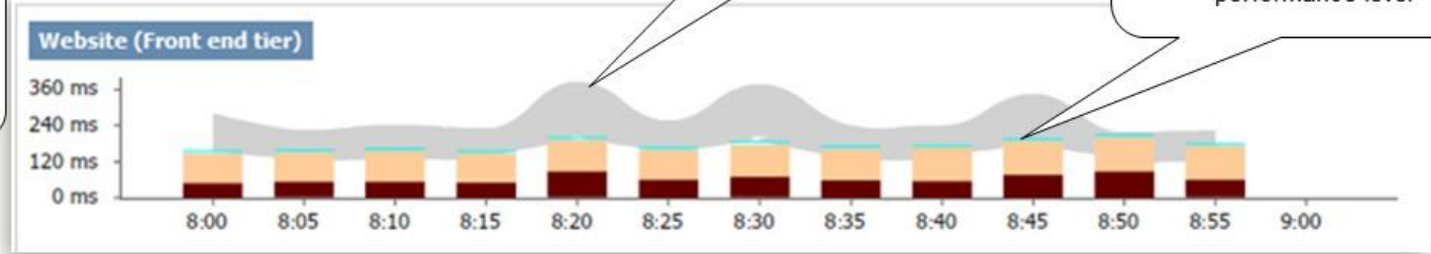
Digital Performance Analysis



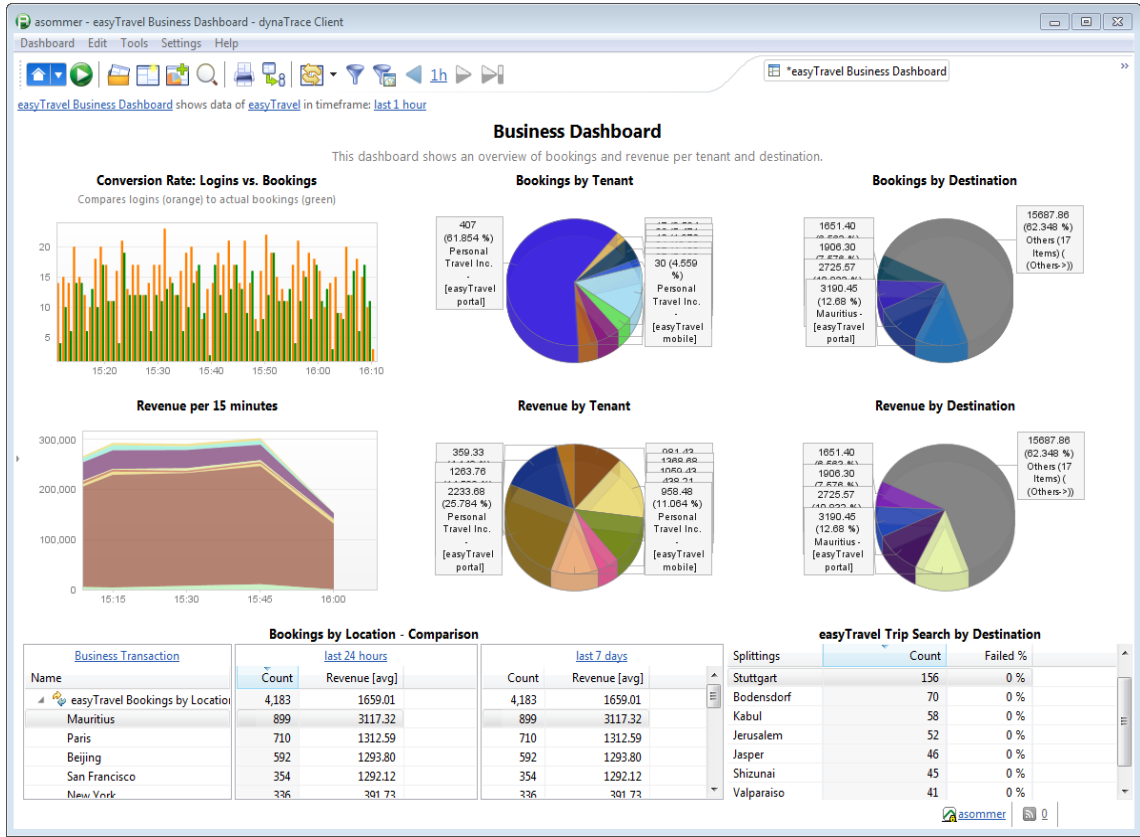
Application availability, this is connected to SLA measurements

Alert threshold!

Application performance is measured compared to baseline, which is normal and which is not normal performance level

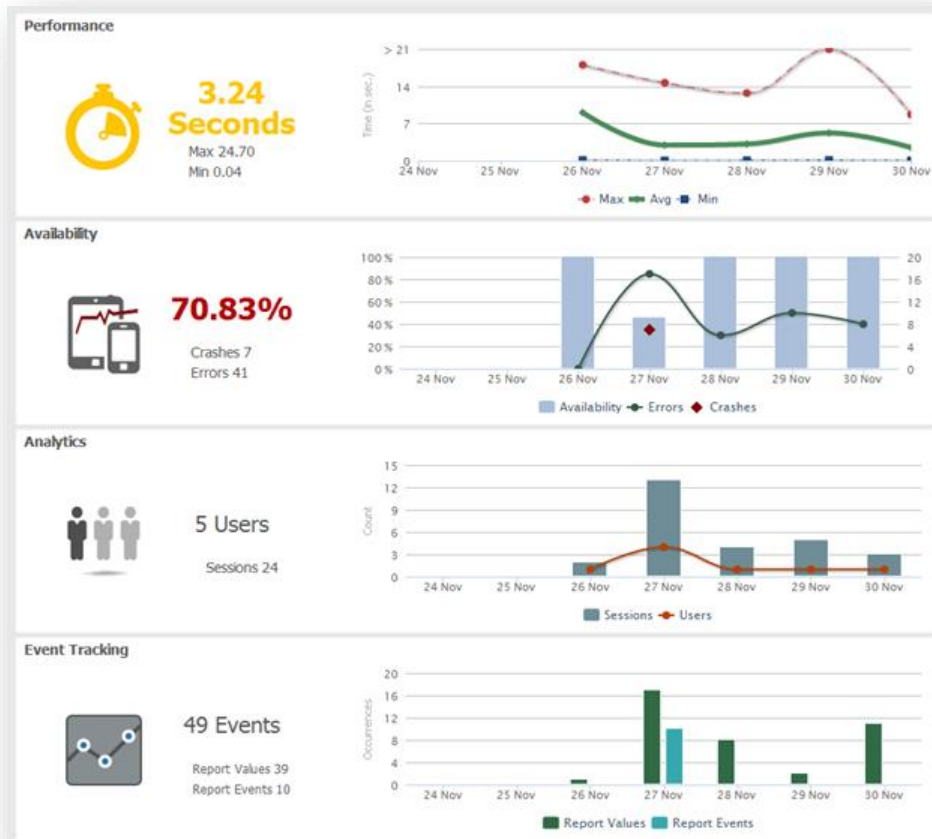


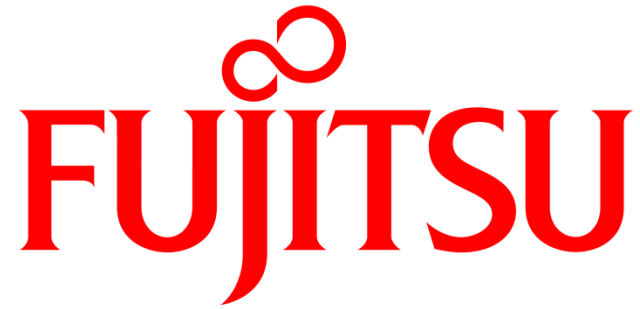
Business Dashboards



- KPIs
- Trends
- Amounts
- Averages
- Impacts
- Baselines
- Performance
- Availability
- Health
- Users
- Usage
- Response time
- Alerts
- ...with drilldowns

Mobile APM Dashboards and reports



The logo features a red infinity symbol positioned above the word "FUJITSU". The word "FUJITSU" is rendered in a bold, red, serif typeface. The letter "J" is stylized with a long, downward-pointing tail that curves to the left.

FUJITSU

shaping tomorrow with you