



# Changing Directions

## New Ways in Application Performance Management

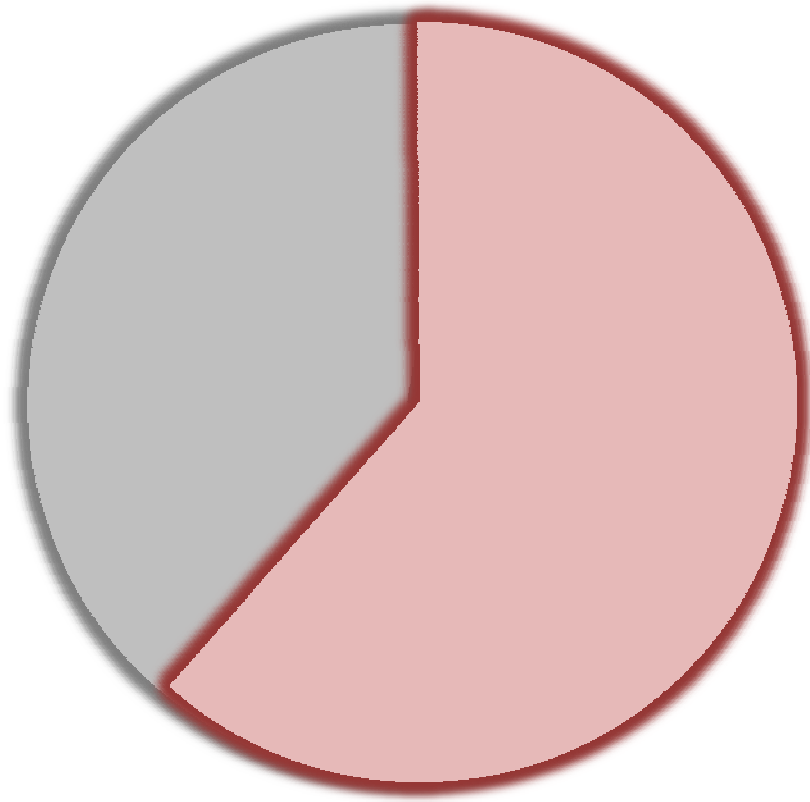
**Alois Reitbauer**

Technology Strategist and Evangelist

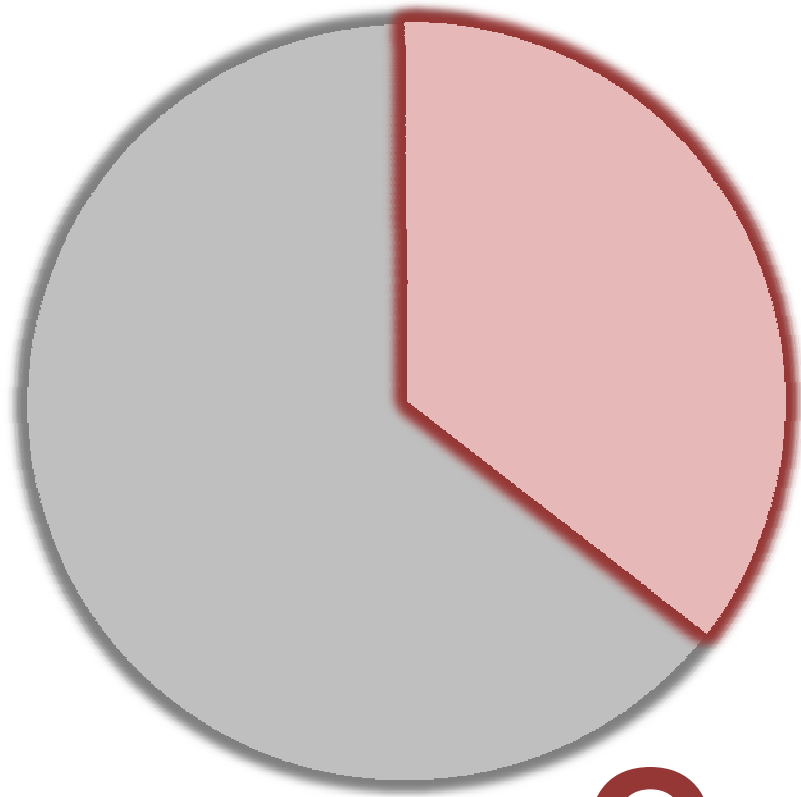
**dynaTrace**  
software

# State of the Nation ....



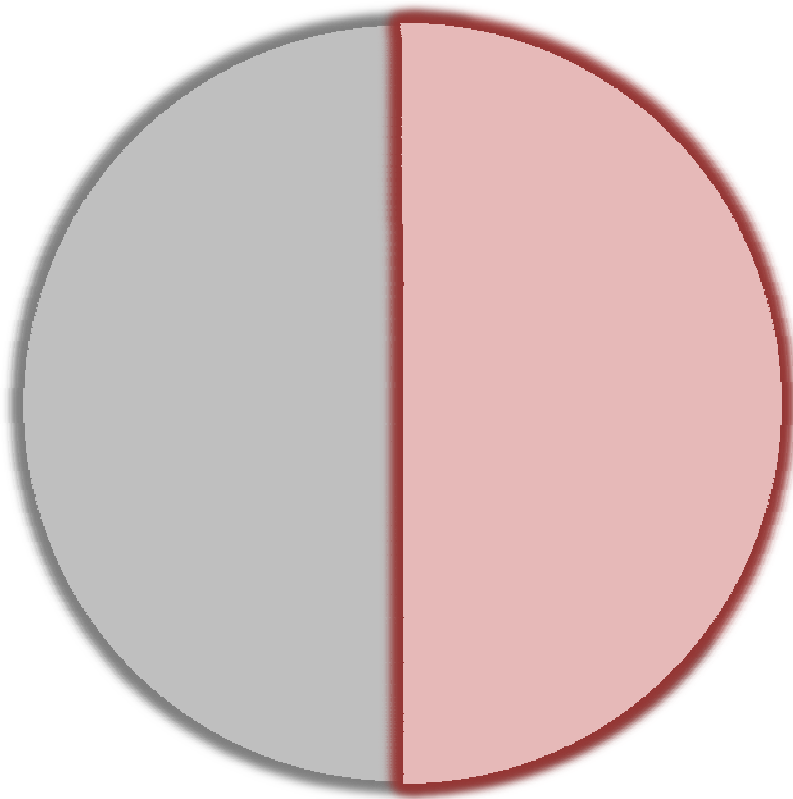


**60 %** do not  
have effective processes

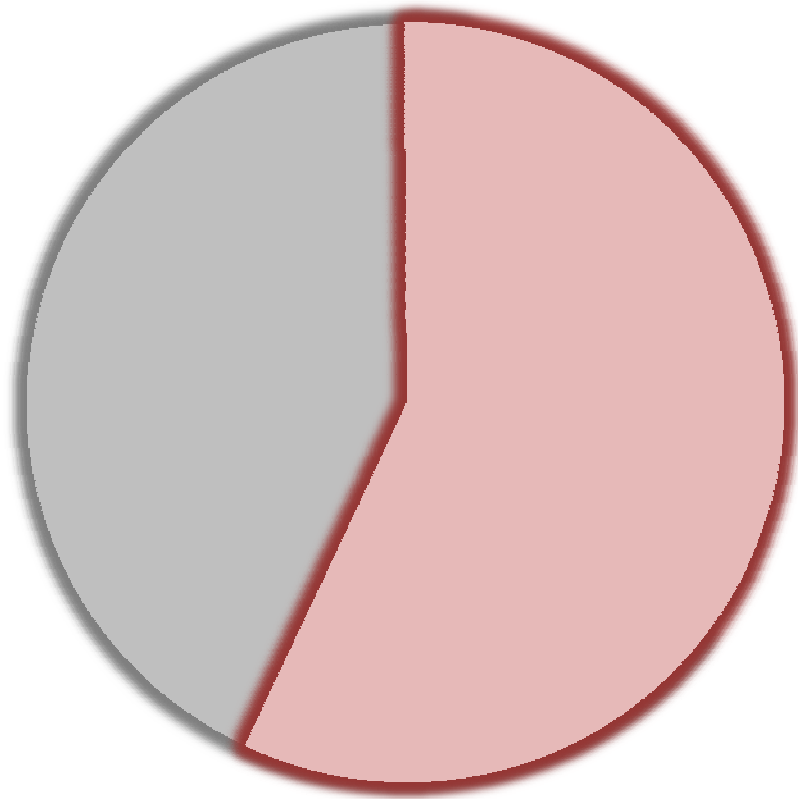


**One Third** misses  
proper management support

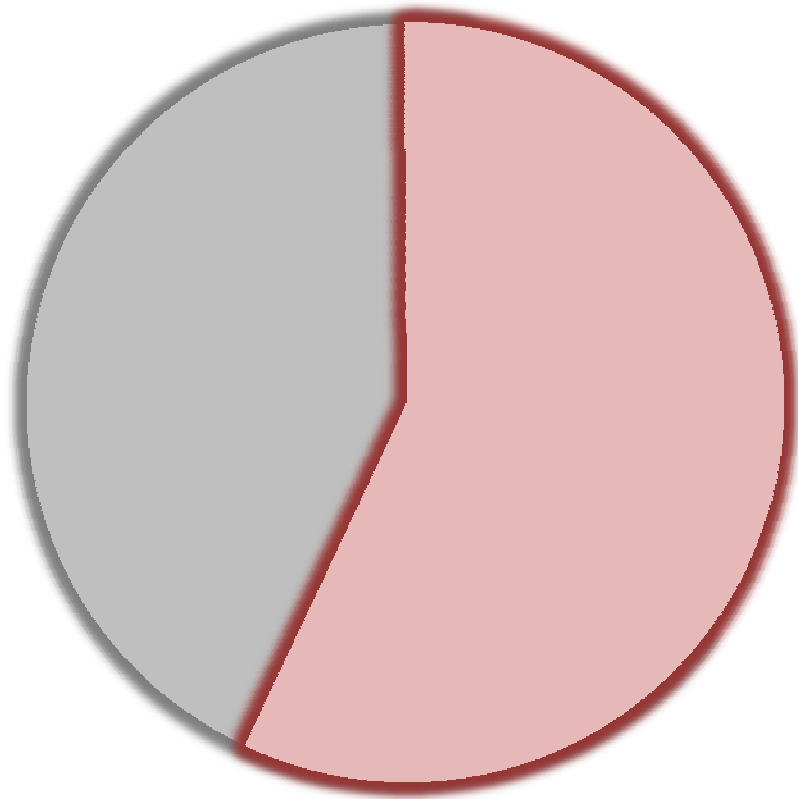
10 Percent of companies spend nearly  
**half of their time**  
troubleshooting



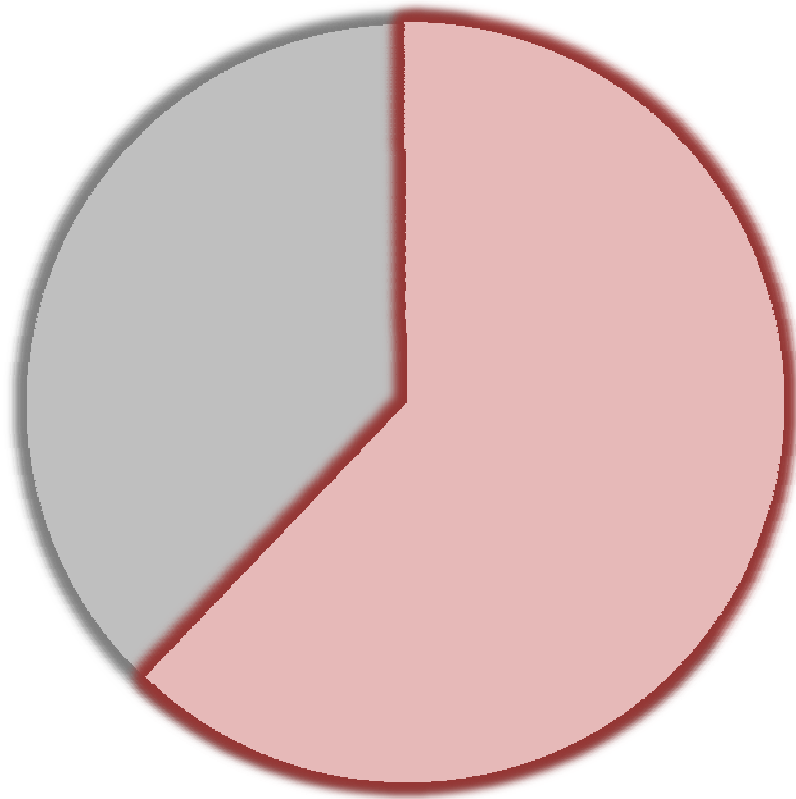
**Over 50 percent** solve  
problems reactively



**Over 50 percent** of  
problems are found  
in production



# Two thirds think it will even get worse ...

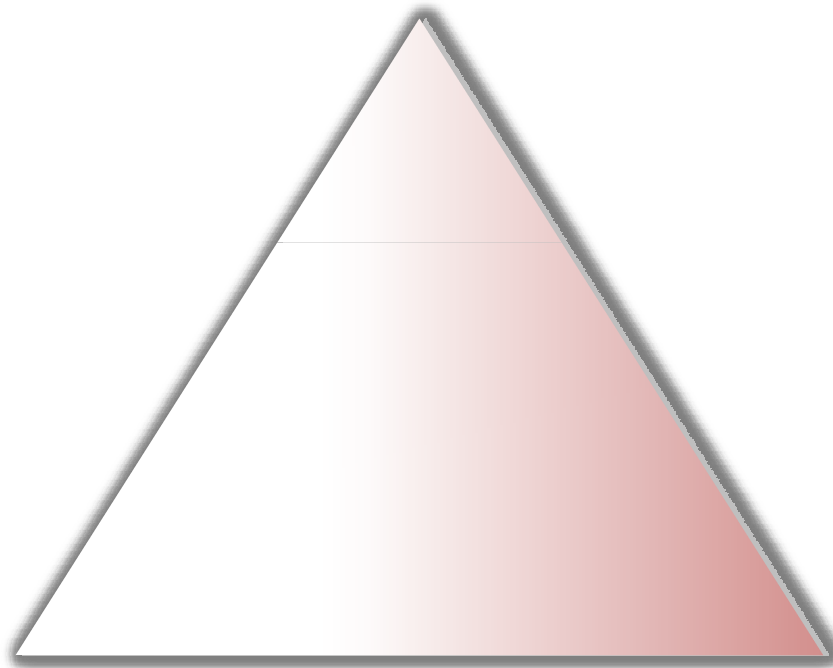




# Multidimensional

Problem Space ...

Organisational



Conceptual

Technical

**„When we have a  
performance problem, we  
will find a way to fix it“**

**Some Manager, Some Company**

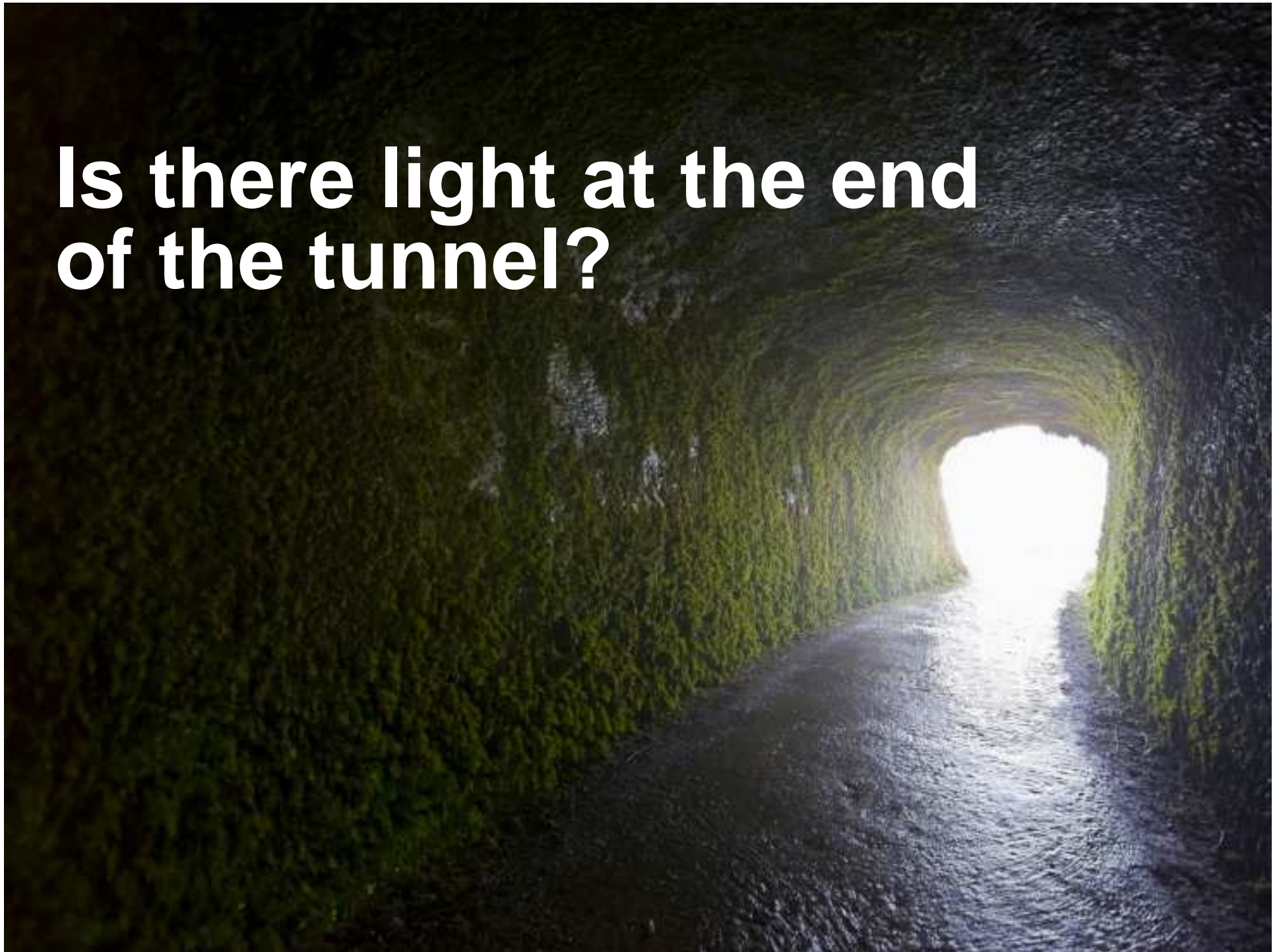
# The **impact** of performance ...

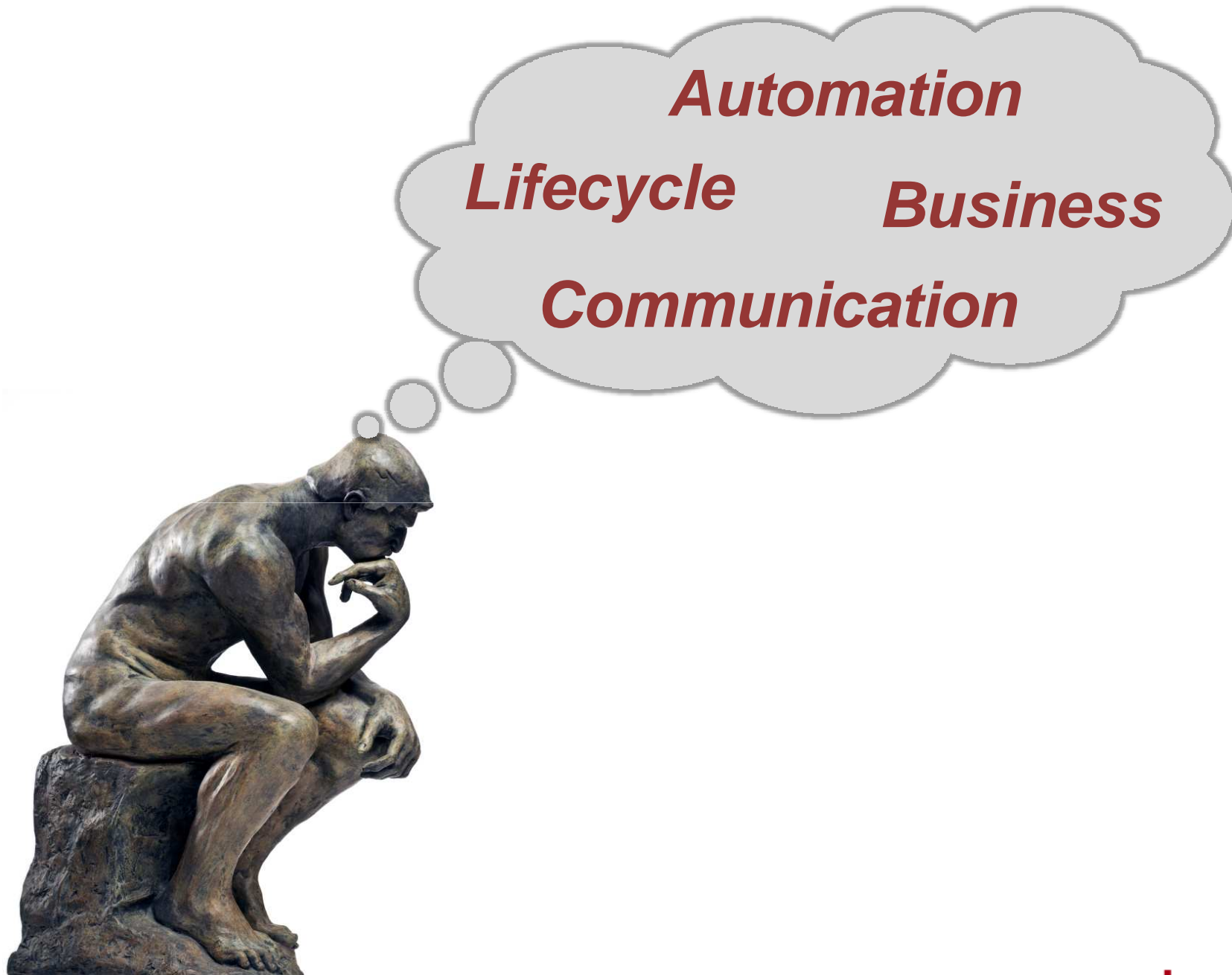
	Distinct Queries/User	Query Refinement	Revenue/User	Any Clicks	Satisfaction	Time to Click (increase in ms)
50m s	-	-	-	-	-	-
200m s	-	-	-	-0.3%	-0.4%	500
500m s	-	-0.6%	-1.2%	-1.0%	-0.9%	1200
1000m s	-0.7%	-0.9%	-2.8%	-1.9%	-1.6%	1900
2000m s	-1.8%	-2.1%	-4.3%	-4.4%	-3.8%	3100

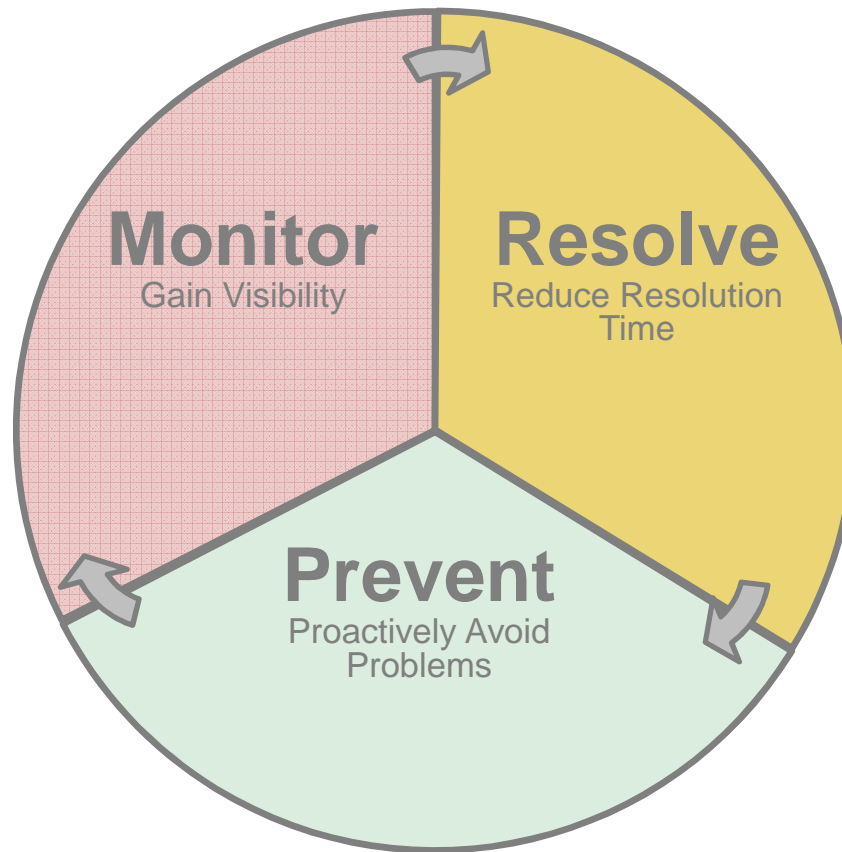
Source: Jake Brutlag and Eric Schuman at Velocity 2009

... on **business**

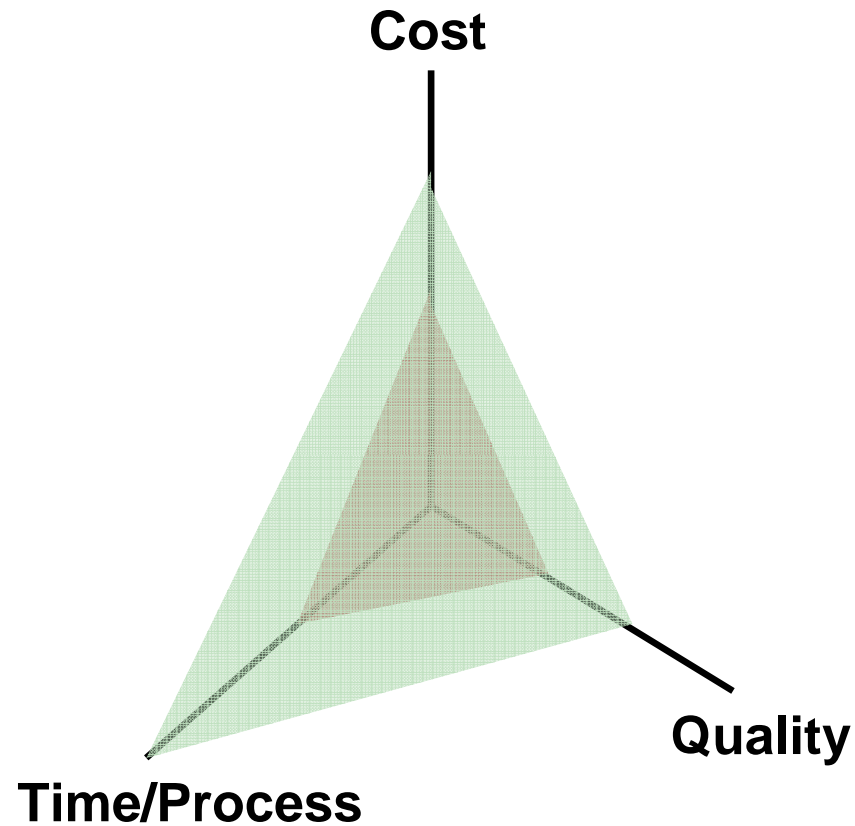
**Is there light at the end  
of the tunnel?**





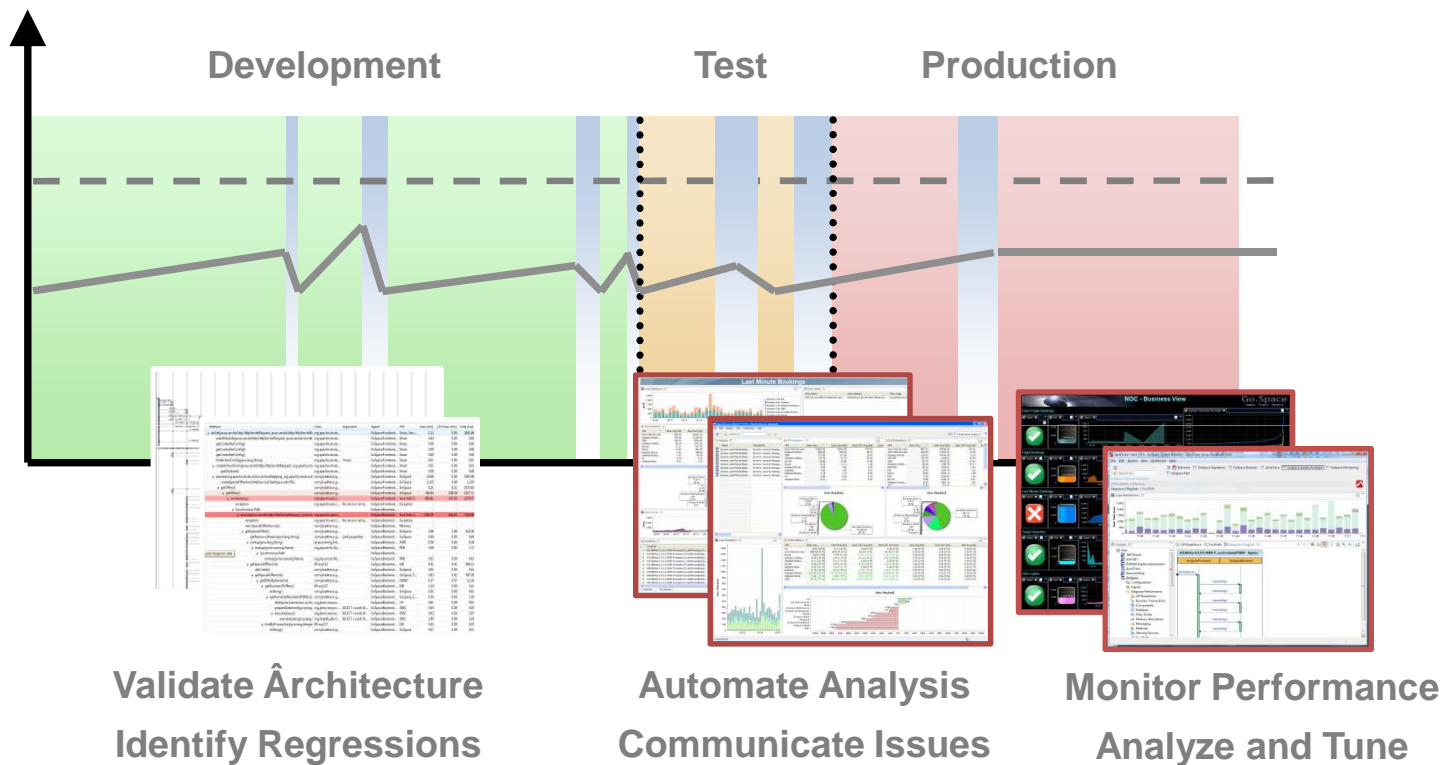


... start to **think differently**



... start to **plan effectively**

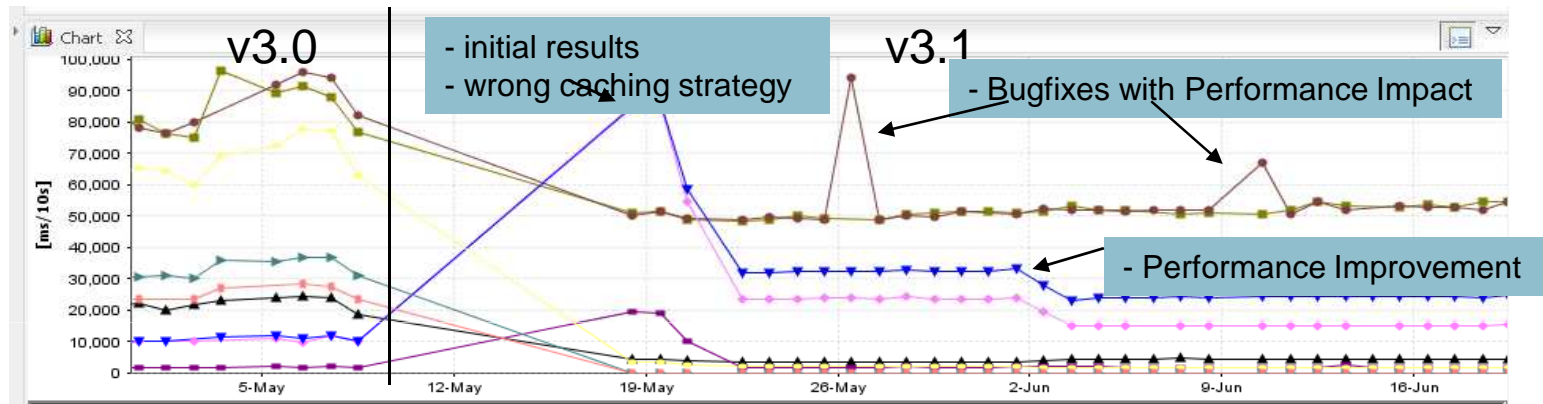




... enables you to **work proactively**

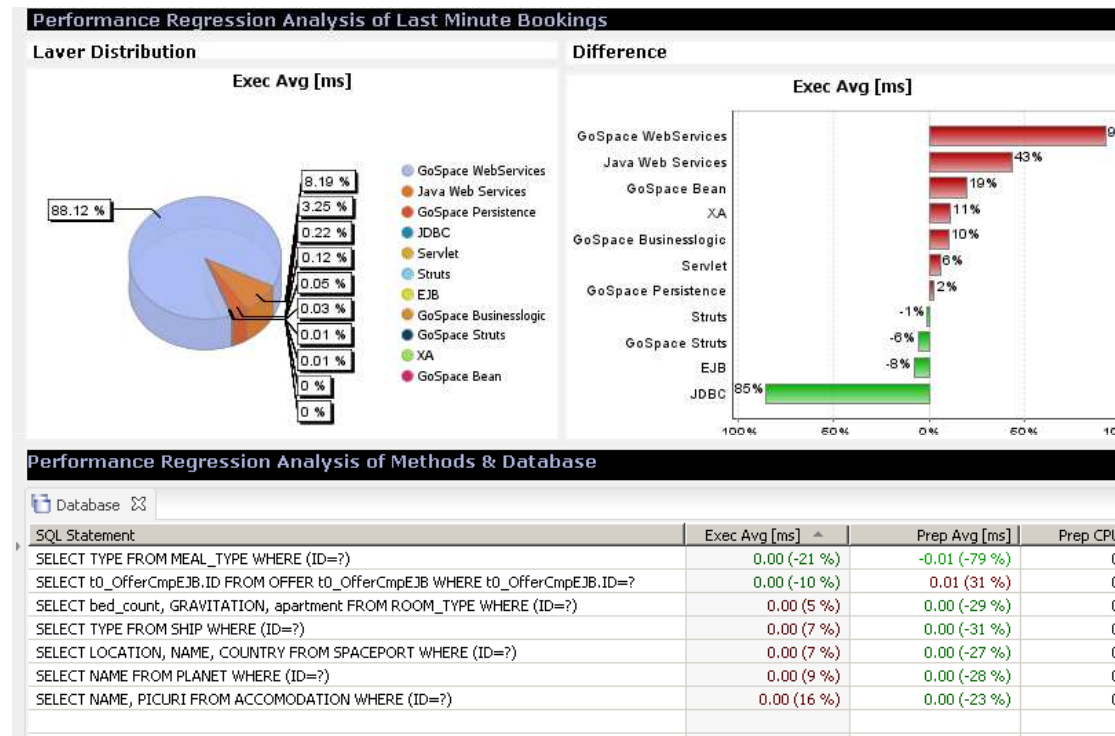


# See changes ...



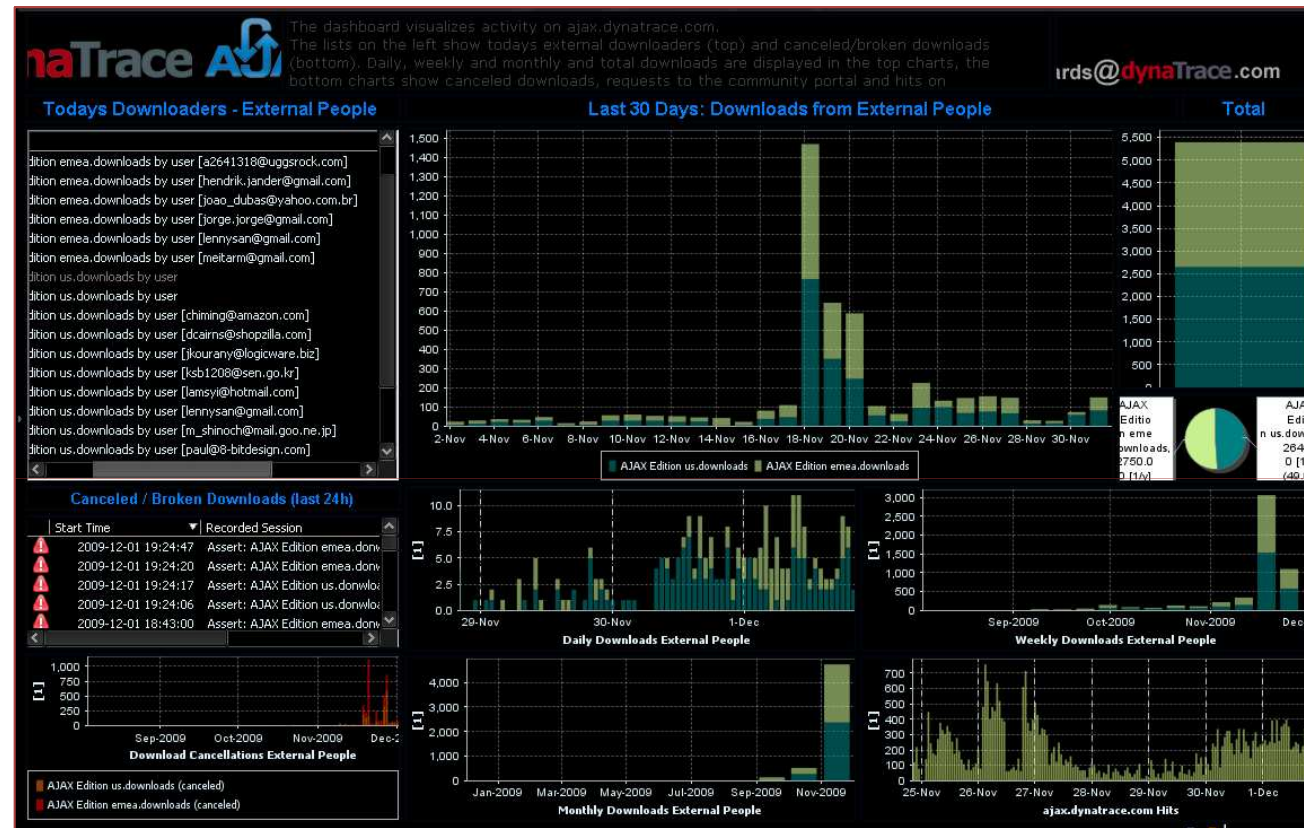
# ... immediately

# Automate analysis ...

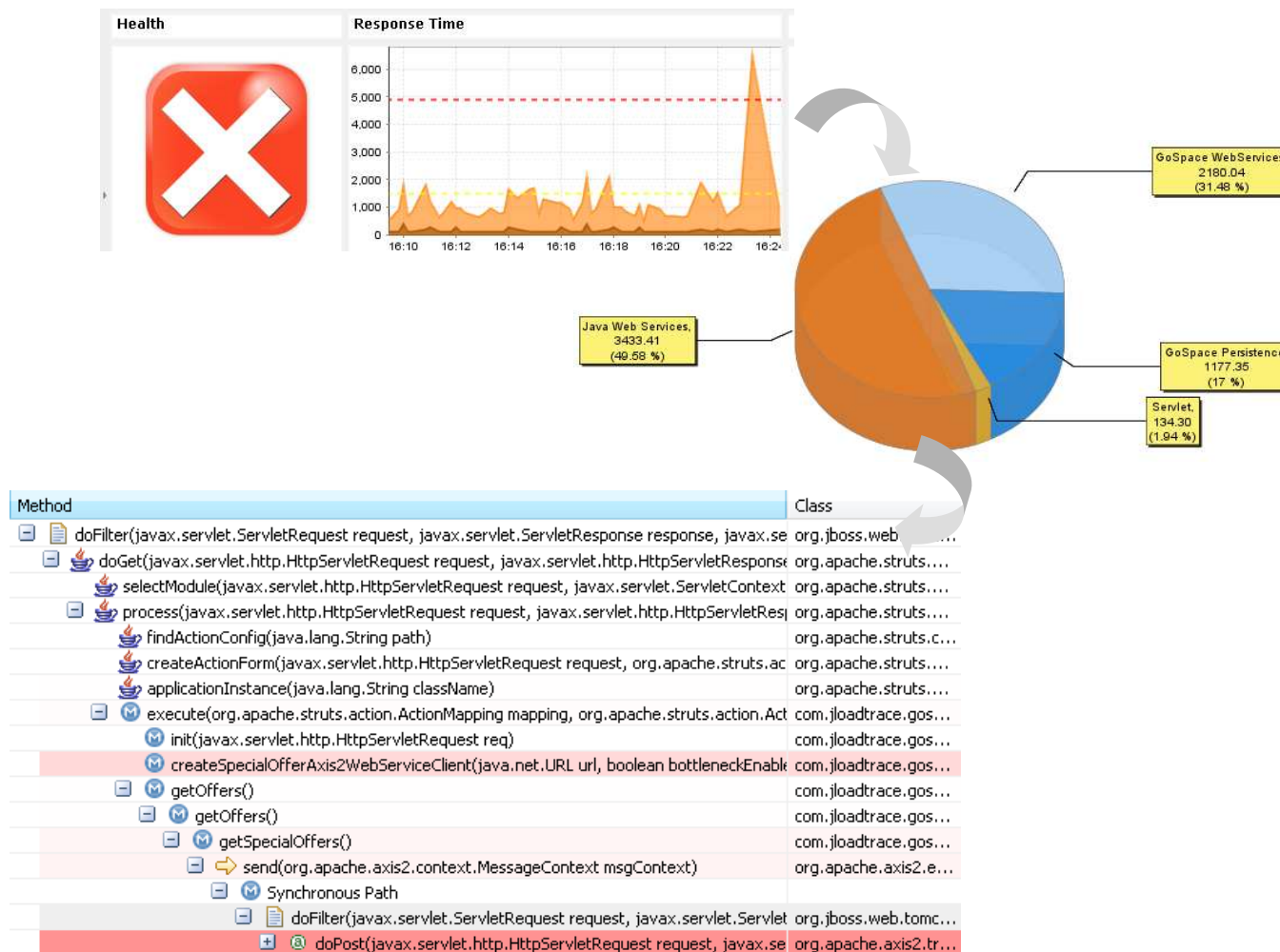


... focus on resolution

# Beyond technology ...



.. gain **Business Visibility**



... seamless **Communication**



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