



Why Initiative is NOT a Strategy!

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dynatrace

 dynatrace

PERFORMANCE MONITORING

- From Mobile to Database
- From Development to Production
- From Application to Host



DIGITAL PERFORMANCE MANAGEMENT

 dynatrace



<http://bit.ly/DynatraceFree>



Which Initiatives?





Initiative #1



Cost Savings

Maintenance

WHY?

Flexible

EASY

We need to go cloud!





Anyone Failed?
Anyone had an issue?





dynatrace





Lesson learned #1:

Do NOT trust the cloud!



Constantly test the APIs and their responses



CLOUD Based Applications

Web

AppServer A

DB

Web

AppServer B

AppServer A is going down!

Thanks for telling me a week too late!*****





Lesson learned #2:

vCPU != physical CPU



vCPU != physical CPU

actually 1 vCPU = 1/2 physical Core

test your sizing in the cloud!



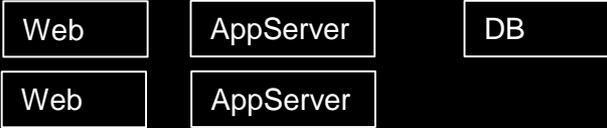
Lesson learned #3:

Hybrid deployments are complex

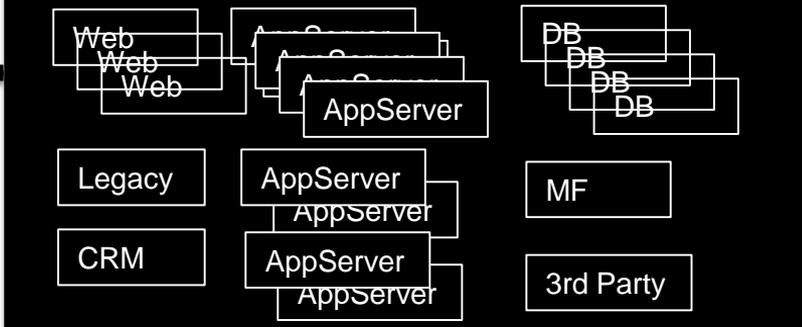




CLOUD Based Applications



Data Center Applications



CLOUD

Server

Server

Server

Server

I cannot handle domain names!
Give me an IP



Web

AppServer

DB

Data Center Applications

.....

Web

AppServer

DB

Data Center Applications



Lesson learned #4:

**Work with your
provider!**





We need a mobile strategy!



Walmart.com Reports Biggest Cyber Monday In History, Mobile Traffic At 70% Over The Holidays

Posted Dec 2, 2014 by [Sarah Perez \(@sarahintampa\)](#)

1,378
SHARES



Visa chief expects half of all payments to be mobile by 2020

by Alastair Stevenson 30 May 2012

FOLLOW V3

 Follow @V3_co_uk

 Like

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 Follow

 Newsletters





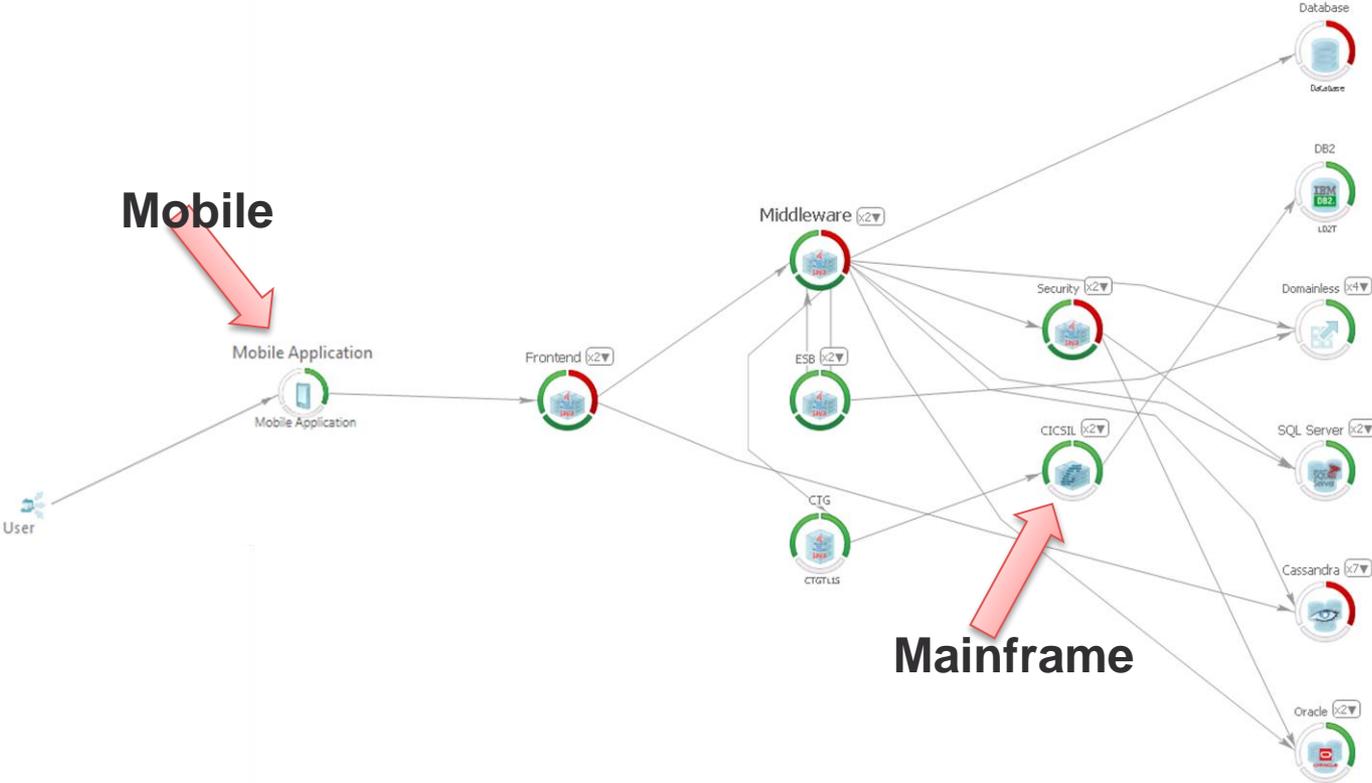
Lesson learned #1:

**85 times
on average
per day**



While **93%** of banking users **check** their balance on their mobile device, only **44%** use the device to **make payments!**

What is the issue?!





Industries & solutions

Services

Products

Support & downloads

M

IBM Mobile Workload Pricing for z/OS can reduce the cost of growth for mobile transactions

IBM Europe, Middle East, and Africa Software Announcement ZP14-0280

May 6, 2014



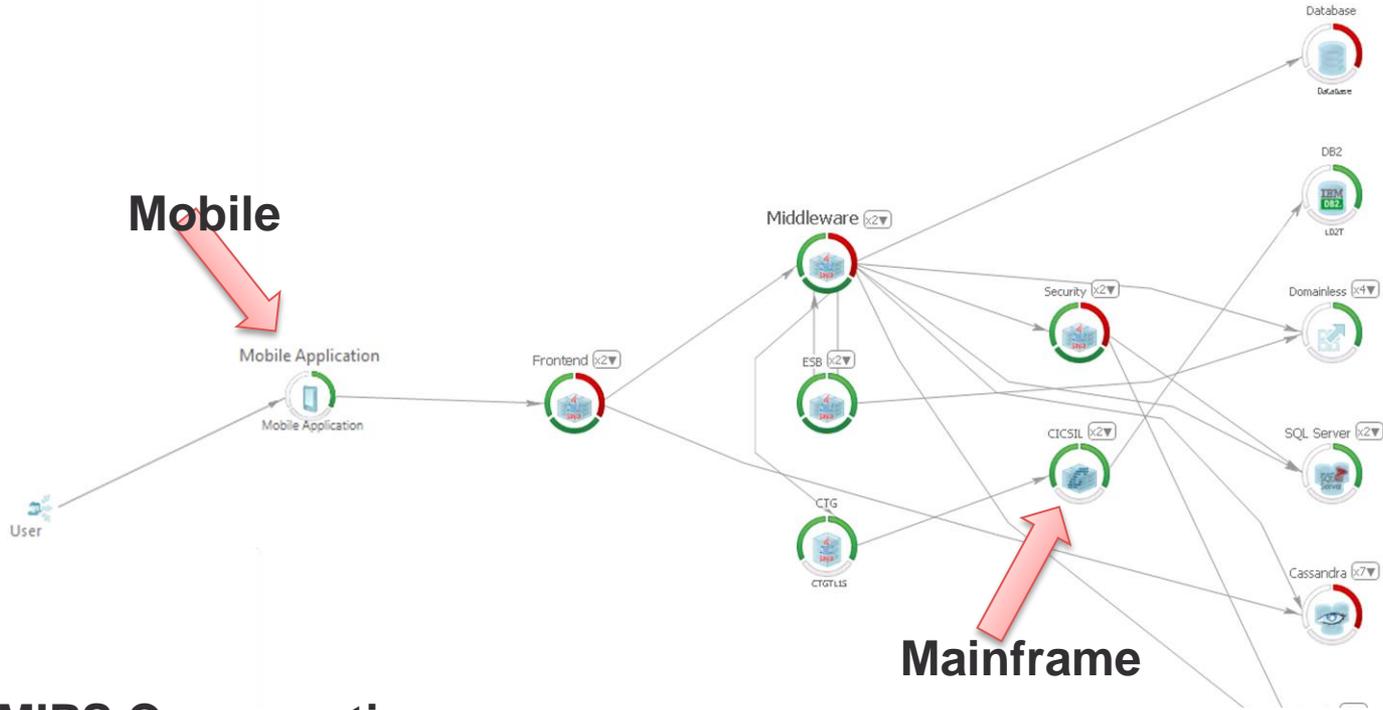
ENUSZP14-0280.PDF

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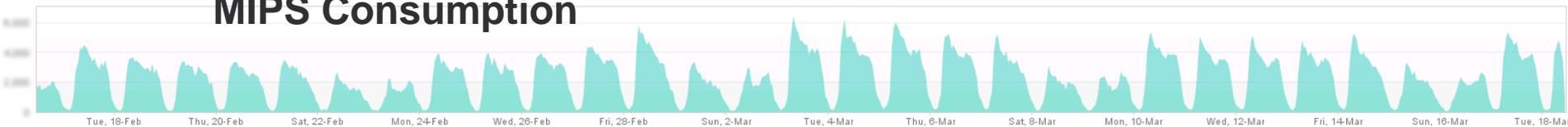
- | | |
|------------------------------|--------------------------|
| ↓ Overview | ↓ Description |
| ↓ Key prerequisites | ↓ Terms and conditions |
| ↓ MWP billing effective date | ↓ Announcement countries |

(Corrected on June 26, 2014)Text was revised in several sections.

You need to prove this!



MIPS Consumption





Lesson learned #2:

**Out sourcing needs
monitoring of the app!**



REVIEWS

 Write a Review

2.3



 89 total



A Google User ★★★★★

Well U cnt watch anything but it tells u what time somin is on. I find it boring!



A Google User ★★★★★

Its good so far!!



mohamed aden ★★★★★

Diriest app ever



A Google User ★★★★★

crap



Developer



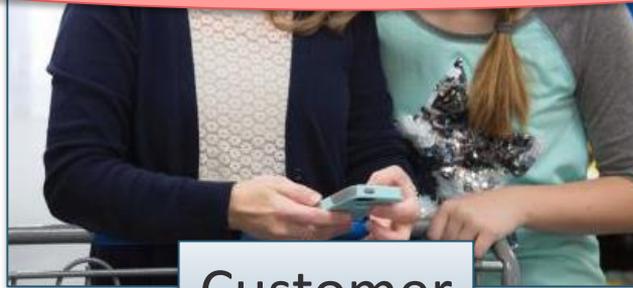
Tester



Who realizes the problem?



Business



Customer



Customer Care

S****! We forgot to
put monitoring
into the requirements!





We need monitoring!

It costs
XXXXXX €

Ok let's inhouse!

Mobile became critical

Where is the source code?





Lesson learned #3:

**Testing is not enough
you need realtime
production data!**



Over 8000 devices to support!

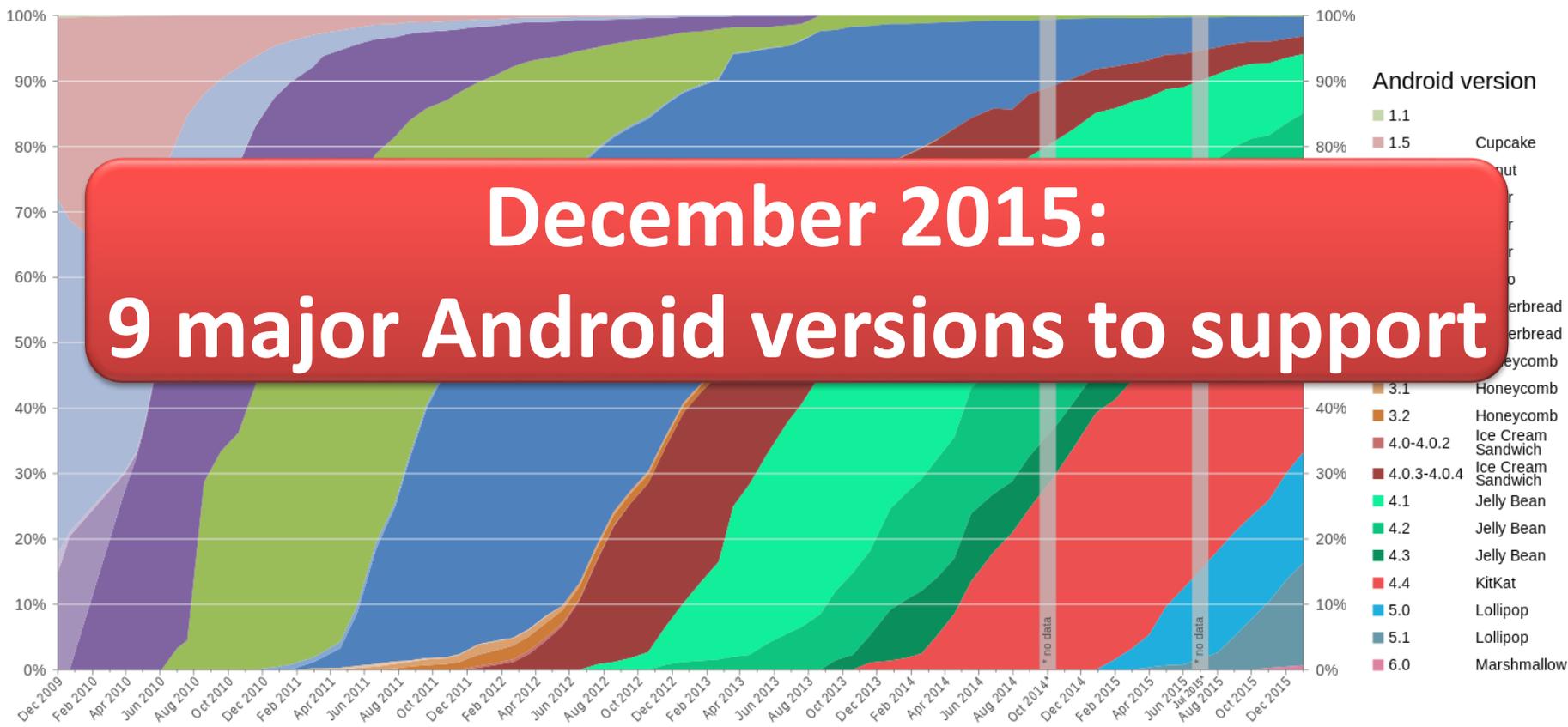
CELL PHONE SPY SOFTWARE

Feature phones
v
Smartphones

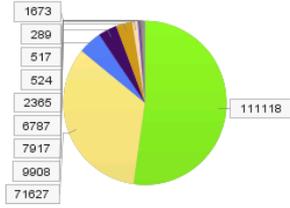
CRACKED SCREENS
Repaired Here

Express Service

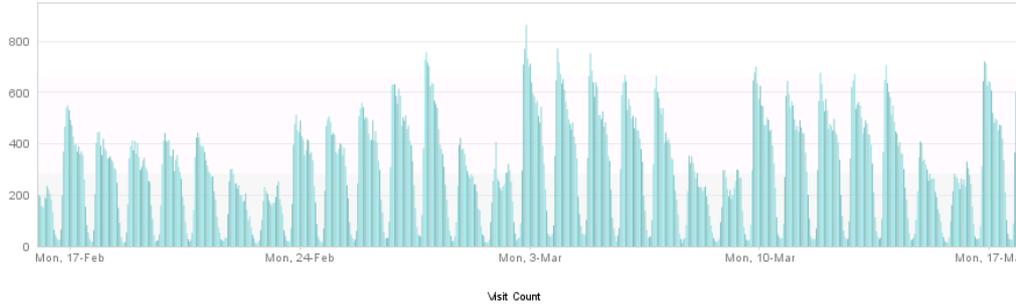
4 days ago



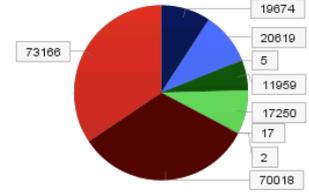
Visits per Client Family



Visits per Hour

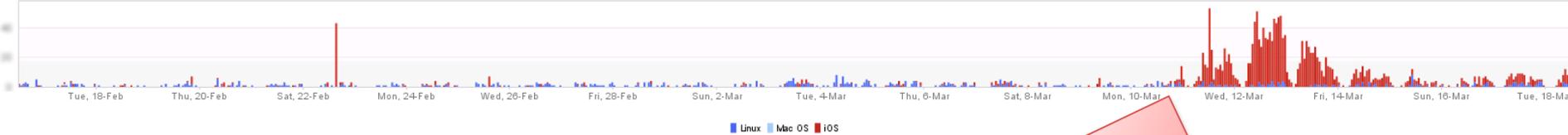


Visits per App

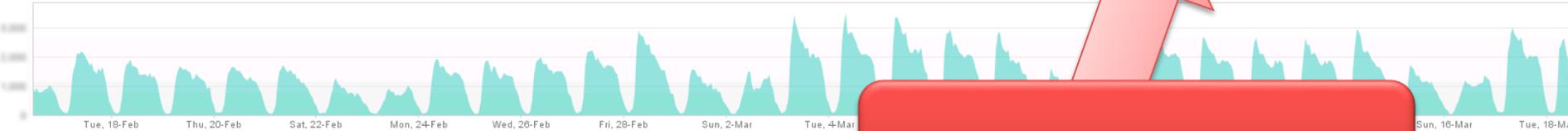


- Android App
- App iOS
- App iOS
- Android App
- App iOS
- App iOS
- Mobile App
- App iOS
- Android App
- App iOS

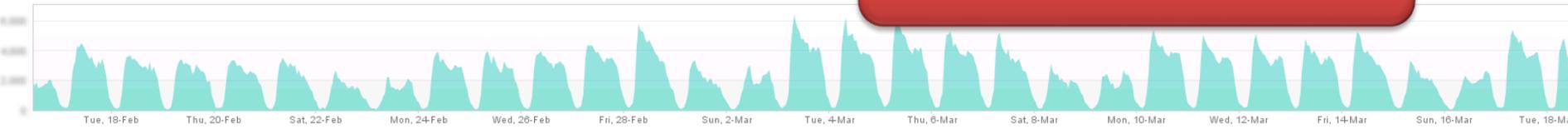
Crashes per Operating System



Number of Server Side Requests with Mainframe Calls from Mobile per Process Name



Number of Total Mainframe Calls from Mobile



iOS 7.1 launch

REVIEWS

 Write a Review

2.3



 89 total



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crap

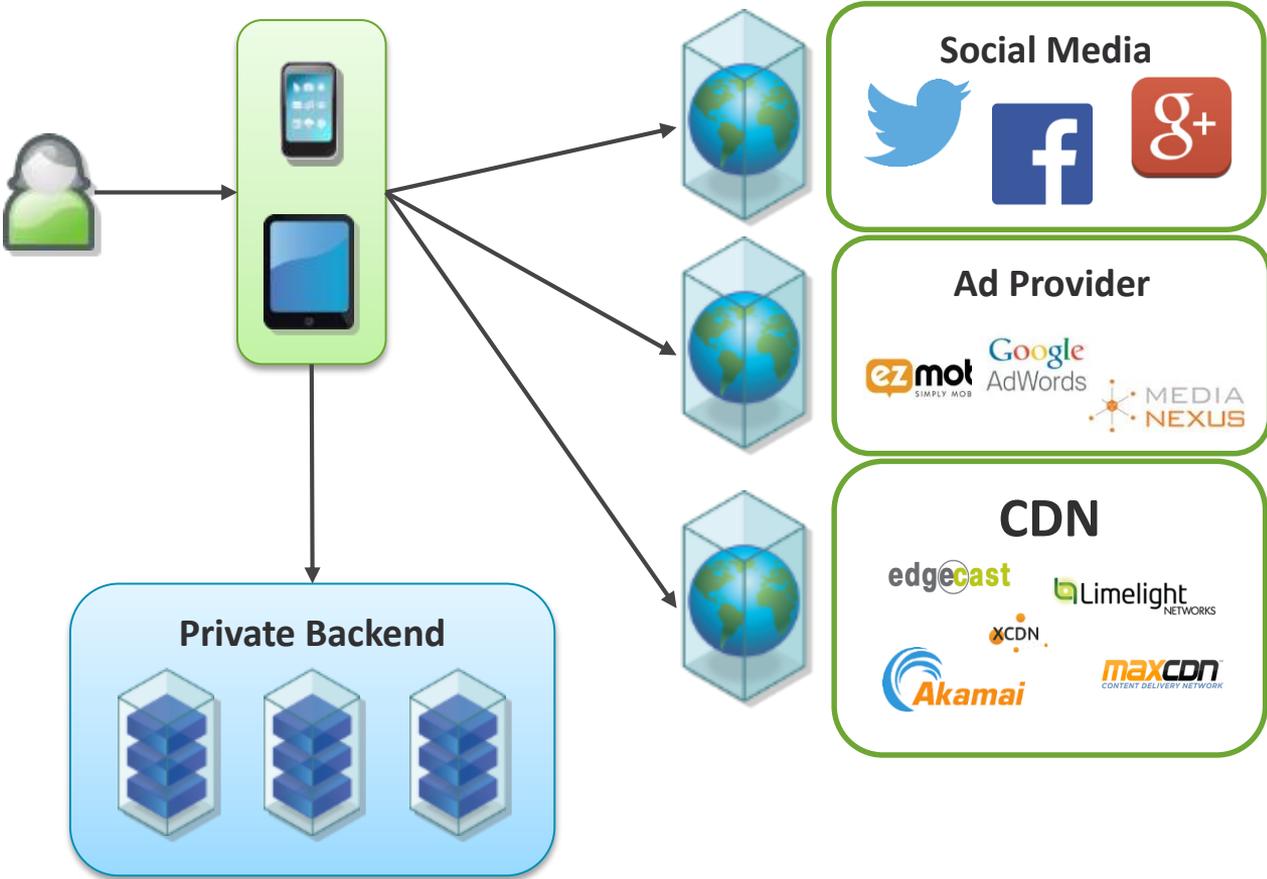


Lesson learned #3:

You rely on more third parties than you thought!

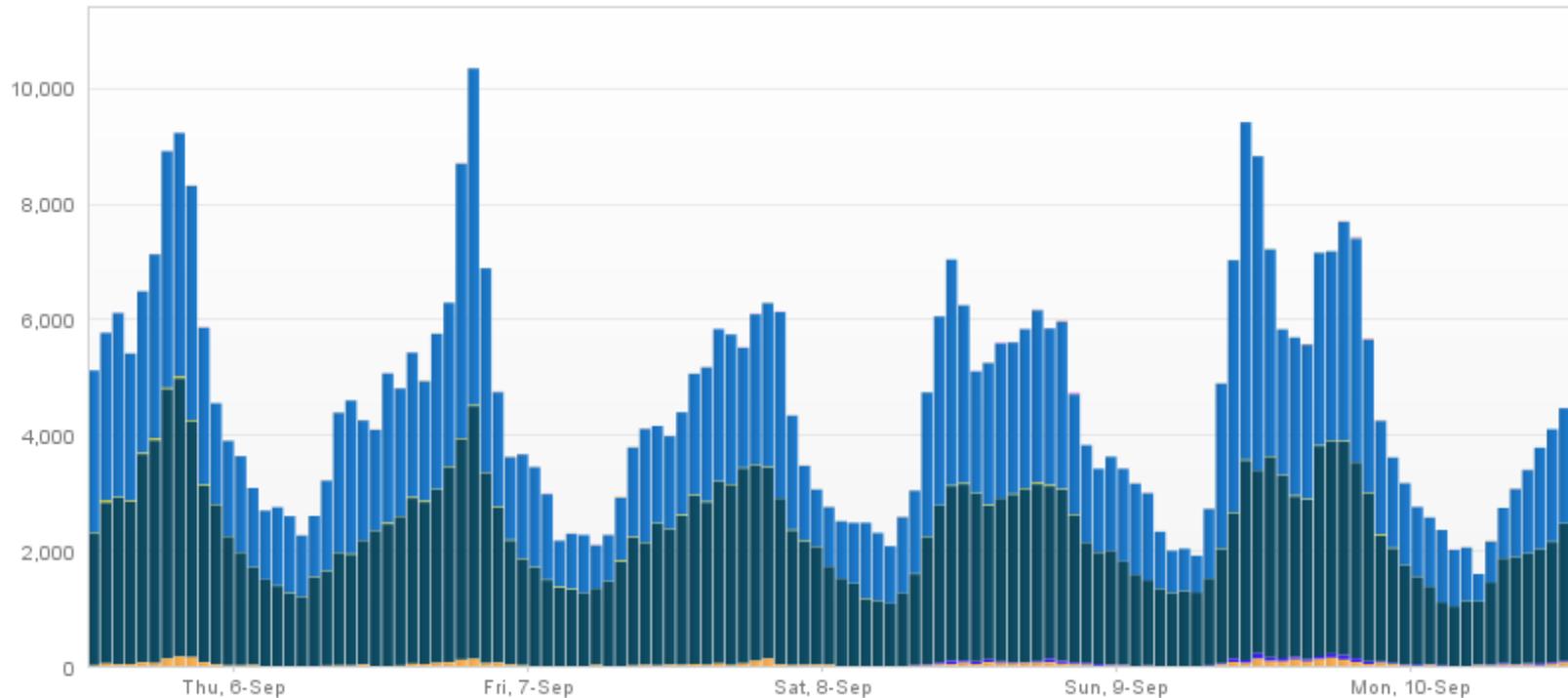


Which services?





Invalid Facebook Logins per Application per Hour



Find and solve the problem



Page Action	End-To-End Response	Duration [ms]	Failed Actions
WebService.AppSettings		225.00	0
WebService.Login		250.00	0
WebService.UsersMe		282.00	0
SessionHistory.Sync	client	694.00	0
WebService.Login		176.00	0
WebService.SyncList		220.00	0
SessionHistory.Sync	client (100%)	2576.00	0
WebService.Login		265.00	0
WebService.SyncList		305.00	0
WebService.GetSessionDetails	client (87%)	1290.00	0
SportSession.Upload	client (100%)	2281.00	0
WebService.Login	client (100%)	1448.00	0
WebService.UploadSession		385.00	1

Distance problem



User Action	End-To-End Response	Duration [ms]	↑ S
WebRequestSettingsApp		60.00	2013-07-04
Main_Opened		2.00	2013-07-04
WebRequestAuthLoginFace...	client (74%) server	1206.00	2013-07-04
WebRequestUserMe		147.00	2013-07-04
Location_DistanceTo_Incorrect		1.00	2013-07-04
SportSession_Started		66.00	2013-07-04

Name	Count	Visits
Mobile Device	15	13
Zopo	1	1
samsung	1	1
Acer	3	3
alps	3	2
WIKO	3	2
Location_DistanceTo_Incorrect	1	1
Location_DistanceTo_Incorrect	1	1
Location_DistanceTo_Incorrect	1	1
ThL	3	3
LENOVO	1	1
Linux	10	
Android 4.2	6	
Android 4.1	4	



Three meerkats are standing upright on a small mound of reddish-brown soil. They are positioned in a row, facing slightly to the right. The meerkat on the left is looking upwards and to the right. The middle meerkat is looking upwards and to the right. The meerkat on the right is looking upwards and to the right. The background is a clear, bright blue sky. The text "Any other initiative out there?" is overlaid in white, bold, sans-serif font across the lower half of the image.

**Any other initiative
out there?**

Disrupting Digital Business – R „Ray“ Wang



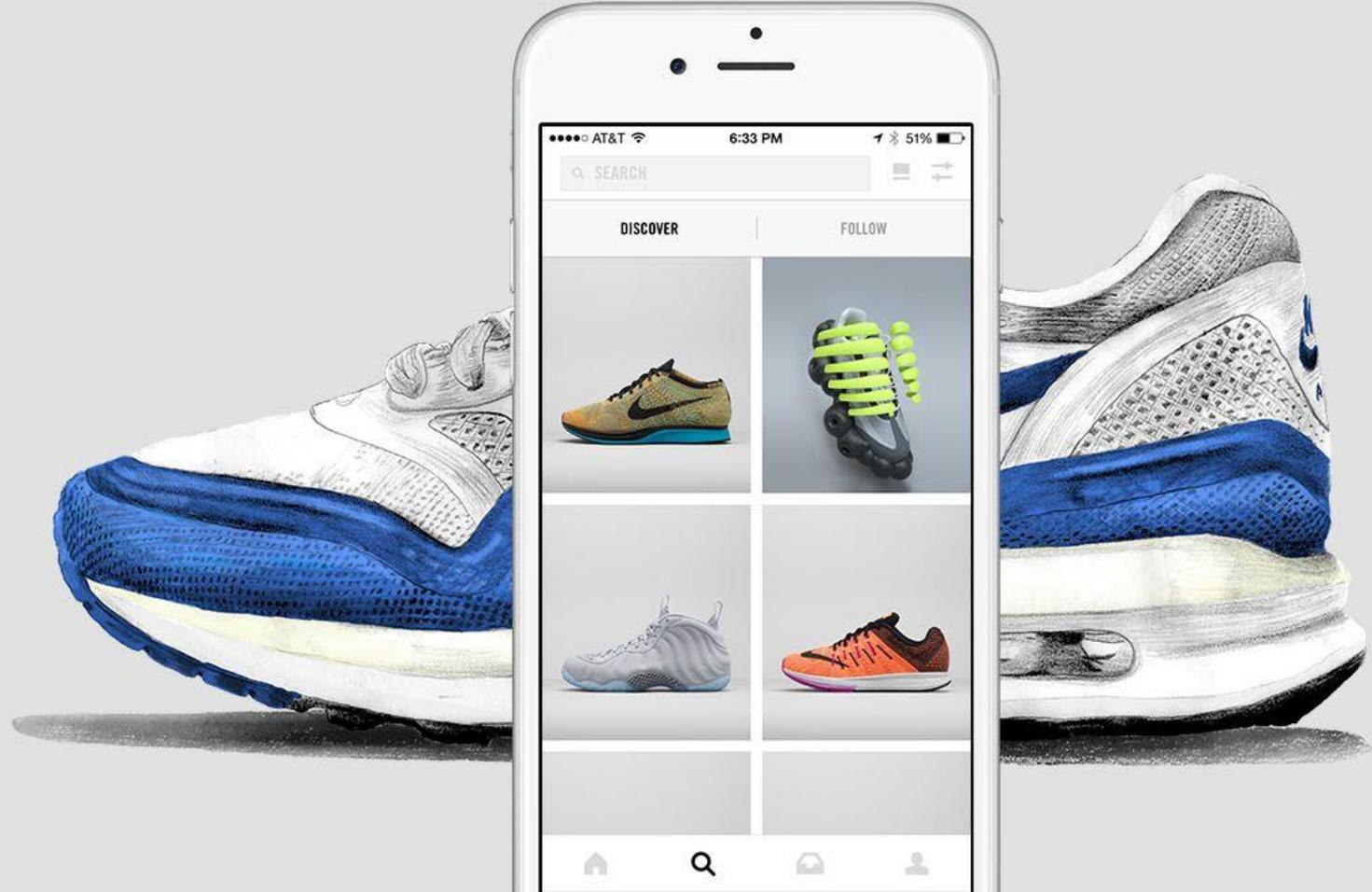




TO LIVE IN

TO RUN IN





AT&T 6:33 PM 51%

SEARCH

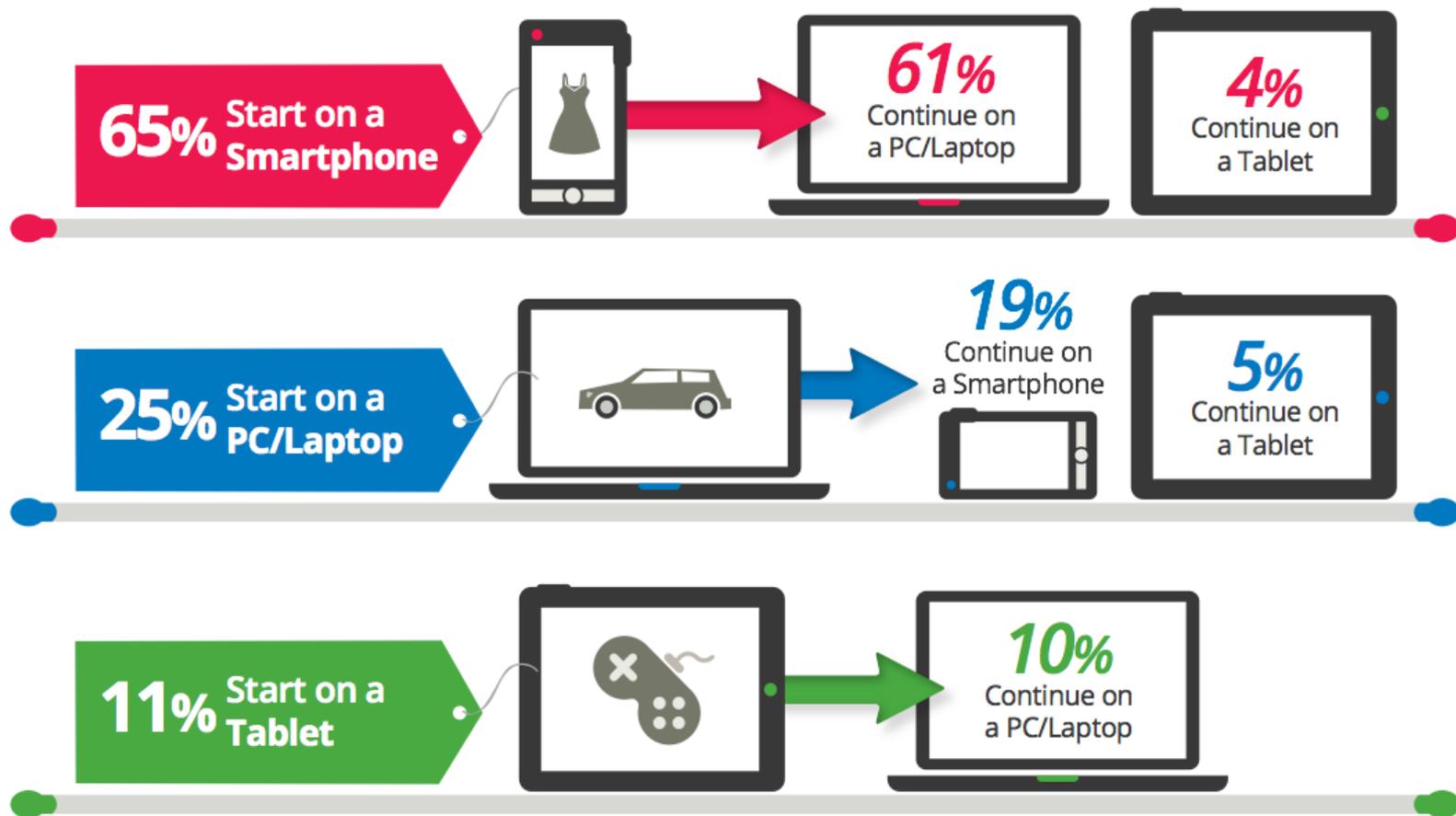
DISCOVER

FOLLOW





Consumers take a multi-device path to purchase



[▶ AdChoices](#)[▶ iPad App](#)[▶ Adidas Nike](#)[▶ App Fitness](#)[▶ App Tracking](#)

Adidas takes on Nike by buying a fitness app, Runtastic



Unprecedented Pace of Change

Out Innovated. Couldn't Simplify.

**52% of the Fortune 500 firms
since 2000 are gone**

1B

people in social network
will rewire business
and personal
boundaries

Millennials

transform customer
demands and the
workplace

**New +
Disruptive**

business models
will accelerate change
and innovation

50B

web-enabled devices
by 2020 will create an
intelligent universe



**There are more people living inside
this circle than outside of it.**



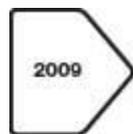
(2050)



~500 Million

AVERAGE # OF DEVICES PER PERSON BY COUNTRY



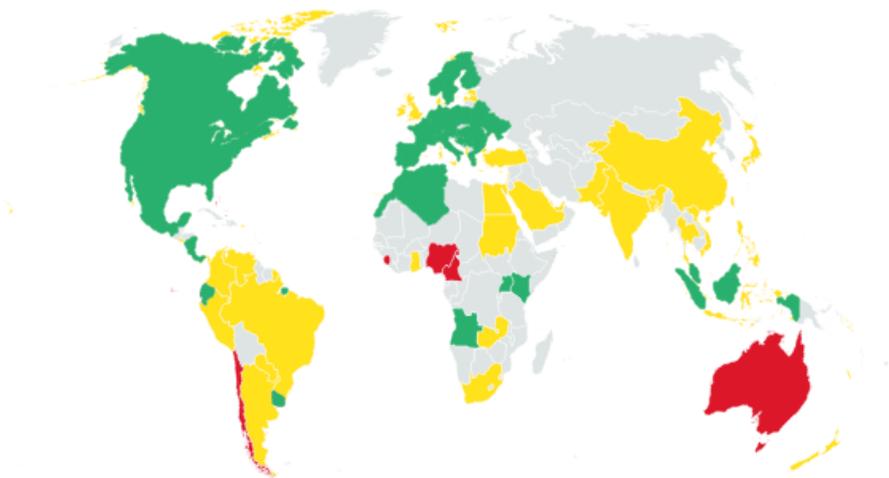


2009

\$2,000

Business analytics

User experience



0.81

User experience index

2.82 s

Response time

1.64 /min

User actions

1.61 %

Failure rate

User satisfaction



11.6k
Satisfied



6.33k
Tolerating



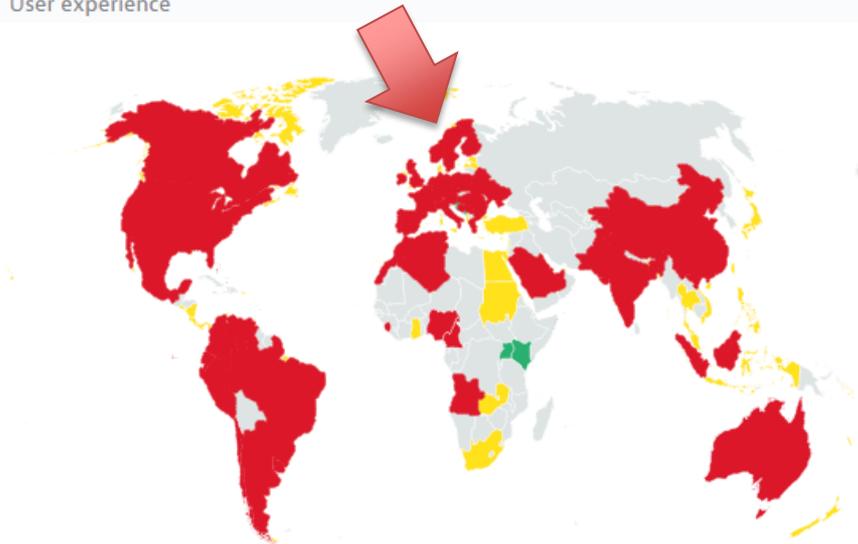
1.11k
Frustrated

20.1% Bounce rate

2% Conversion rate

Business analytics

User experience



0.31
User experience index

25.32 s
Response time

2.65 /min
User actions

2.66 %
Failure rate

User satisfaction



1.11k
Satisfied



8.33k
Tolerating



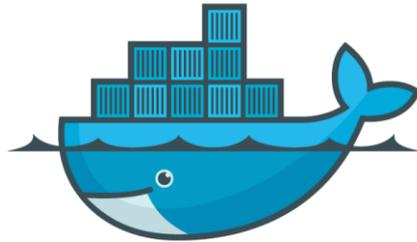
18.6k
Frustrated

60.1% Bounce rate

0% Conversion rate

Microservices

+



docker



Applications

9

Services

30/3304

Processes

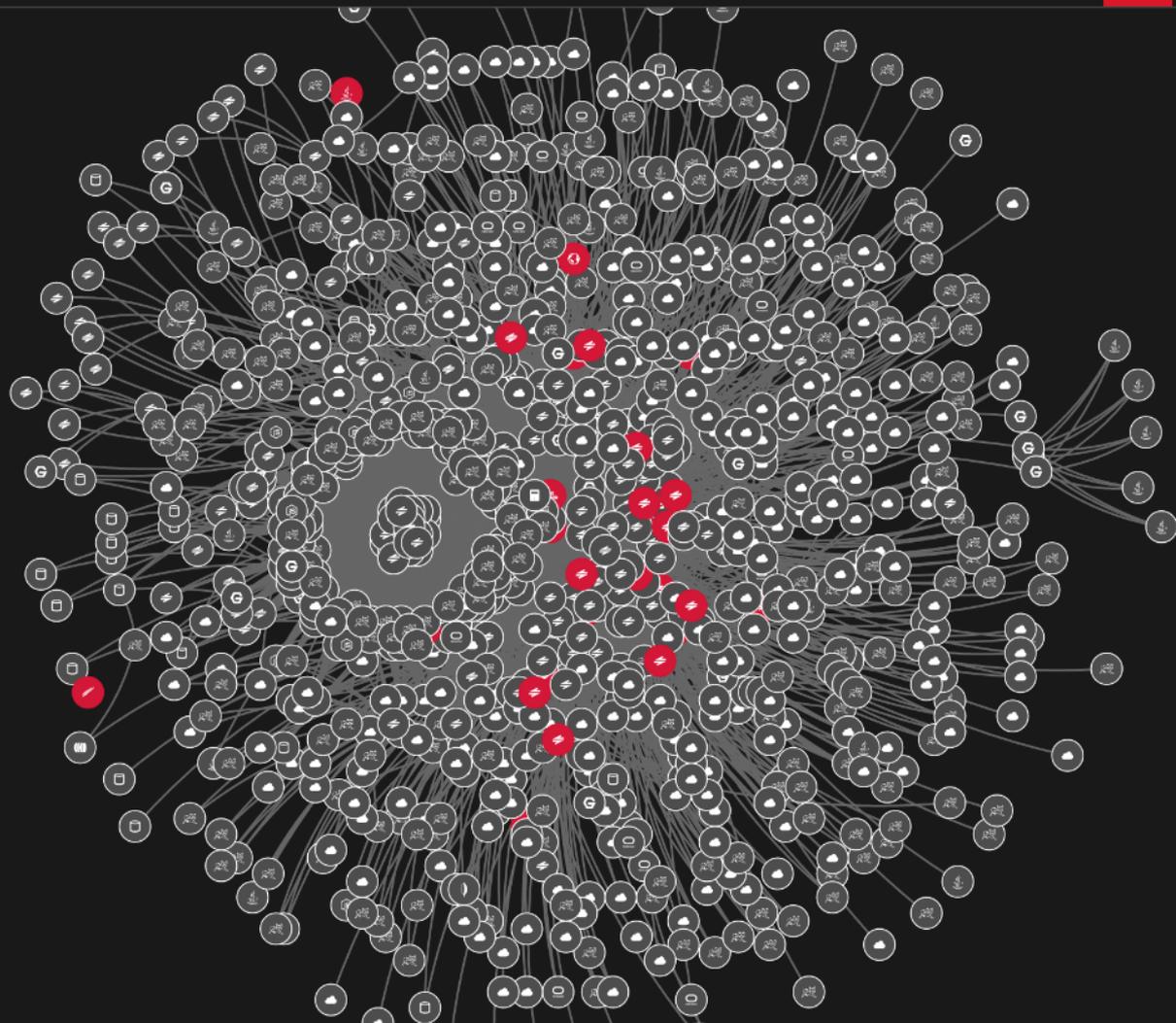
3/10424

Hosts

142

Datacenters

7





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<http://blog.dynatrace.com>

