



HP Business Service Management for mobile monitoring

Confidently control the health of mobile business services

Solution brief

As the pace of business accelerates, companies are looking at new ways to stay competitive, quickly add new services, and stay connected with their customers anytime, anywhere. As a result, the applications that run today's business have evolved from a physical IT resource to the cloud and mobile devices. With almost 5.3 billion (77 percent of the world's population) mobile subscribers¹, it's no surprise that businesses are looking at how to transform their critical applications, transactions, and processes to run on a mobile device. Once the business offers a mobile application, questions arise: How will IT manage the application? Will your users have a good mobile experience? And, how do you ensure transaction success?

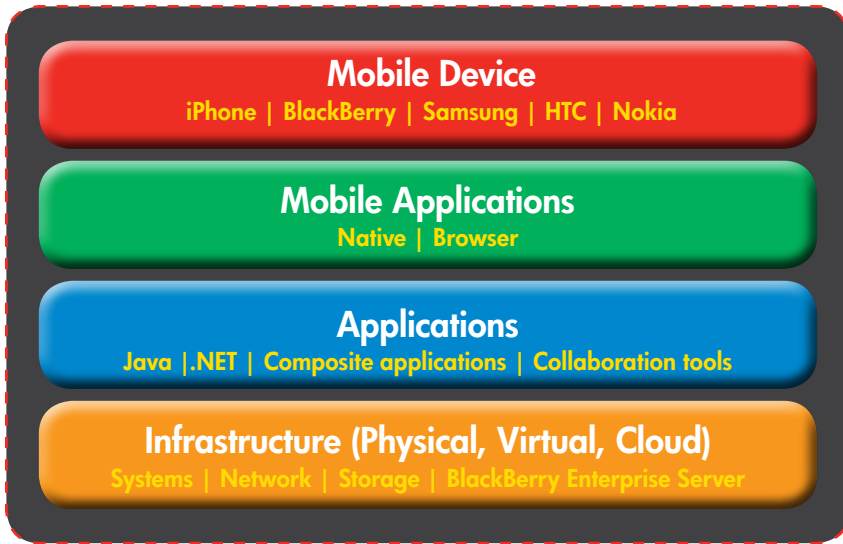
While IT organizations may be able to monitor and manage their traditional IT environments effectively, the solutions they are using may not be adequate for the new complexity that mobility brings. In order to continue to offer the same or higher quality of service, IT will need a solution that can monitor the health of the mobile

business services from the various mobile applications, mobile devices, carriers, locations and the supporting back-end application and infrastructure.

Enter HP Business Service Management (BSM), a comprehensive business service management solution that helps you to proactively identify and resolve problems quickly and efficiently, before the business is impacted. This HP solution allows IT organizations to manage complex dynamic environments with a run-time service model to improve cloud-based, virtual, and mobile service performance; integrate the application lifecycle into their IT operations; and automate processes. HP BSM solution for mobile monitoring allows comprehensive monitoring and management of business services and mobile application health from the point of view of key stakeholders—the business, its customers, and its partners.

¹ Source: "The World in 2010: ICT facts and figures" report, International Telecommunication Union, Oct. 2010.





The HP approach to mobile application monitoring

The HP BSM solution for mobile monitoring provides an approach that enhances the performance and availability of your mobile applications. It monitors the health of the mobile application, as experienced by the end-user, and provides the necessary diagnostic details to quickly isolate issues. This solution provides the convergence between applications, systems and infrastructure monitoring applications, to provide a comprehensive end-to-end view of your business service. HP BSM allows IT to:

- Control the performance and availability of mobile applications
- Uncover mobile application issues quickly and easily
- Bridge the gap between development and operations for greater agility and higher mobile application performance

Control the performance and availability of mobile applications

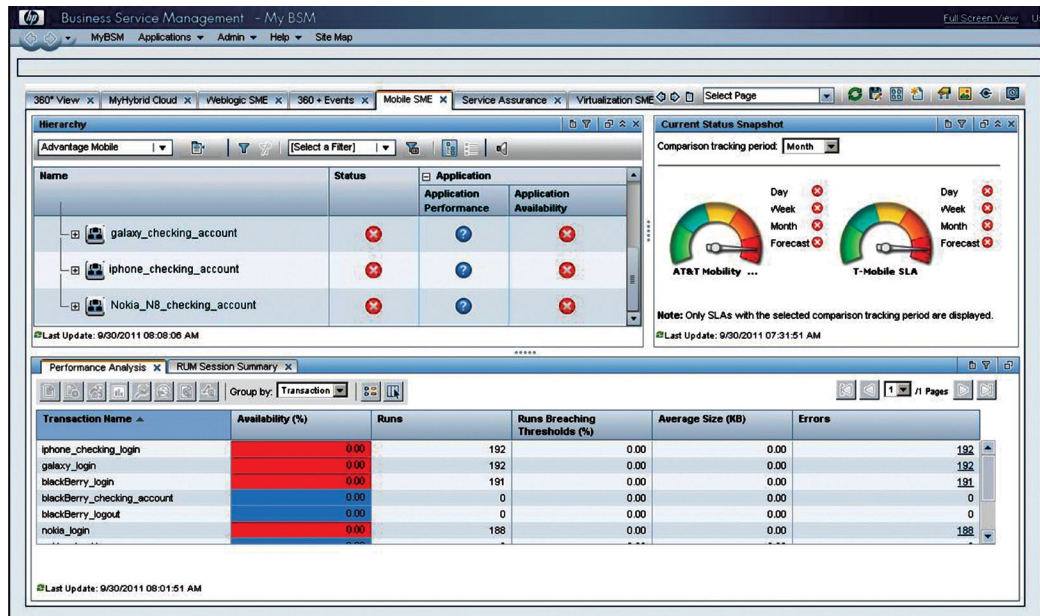
When performing daily tasks from one's mobile device, such as—looking up movie times, or checking into a flight, the user expects to be able to perform the task with ease, and in a timely manner. However, the how, where, and when they perform these transactions vary. To monitor these new mobile applications, you will need to monitor how the end-user experiences the application from the various types of mobile devices.

One way to do this is to emulate the end-user experience of certain mobile application tasks as performed on various devices. This is done by running pre-recorded scripts at regular intervals from various global locations using HP Business Process Monitor (HP BPM). Also referred to as synthetic monitoring, HP BPM provides consistent and predictable measurements for proactive notifications if a page cannot render or is performing at an unacceptable level.

HP BPM provides an effective gauge of mobile application health without incurring the cost and headache of setting up and monitoring cradles of mobile devices. Another way to measure the health of the mobile application is to track the real user sessions using HP Real User Monitor (HP RUM). HP RUM provides insights into the real user session including details on page times and transaction performance.

As mobile applications are built on existing business applications or using new cloud based services, it's important to measure the backend application and supporting infrastructure. Each layer will need to be monitored from the application, systems, servers, operating systems, network, physical, or cloud environments, and tying these components together to understand the complete health of the service. HP Operations Management Center helps you monitor, diagnose, and prioritize infrastructure problems, based on business impact and supports consolidated operations. An integrated operations bridge consolidates event and performance data from physical, virtual, mobile and cloud sources to reduce duplicate monitoring and boost productivity.

By combining all layers from the end-user experience, to the application, and its dependent infrastructure, you gain a complete view of the entire health of the mobile service. This is commonly referred to as a service model and is easily modeled and kept up-to-date in BSM's Run-time Service Model (RTSM). The RTSM provides a dynamic, real-time business service model/topology. It delivers the unique ability to capture and leverage data collected from a variety of real-time data sources and applies it to the challenges of maintaining service health, event correlation, and application management in a dynamic enterprise. Having a comprehensive operational view of mobile business service is important in establishing service levels, tracking performance and availability, and quickly isolating issues across complex mobile-application environments.



Uncover issues quickly and easily

Once you have an understanding of the performance and availability of your mobile applications, as described above, the next step is to be able to use this information to quickly and easily uncover the cause of mobile application issues. Due to the complex mixture of technologies, transactions and processes, managing and isolating mobile applications issues is not an easy task.

When mobile application issues arise, you will need to determine if it's an issue with the device, carrier, application, or the underlying infrastructure. By monitoring from the end-user perspective using, you gain insight into if the end-user is experiencing an issue

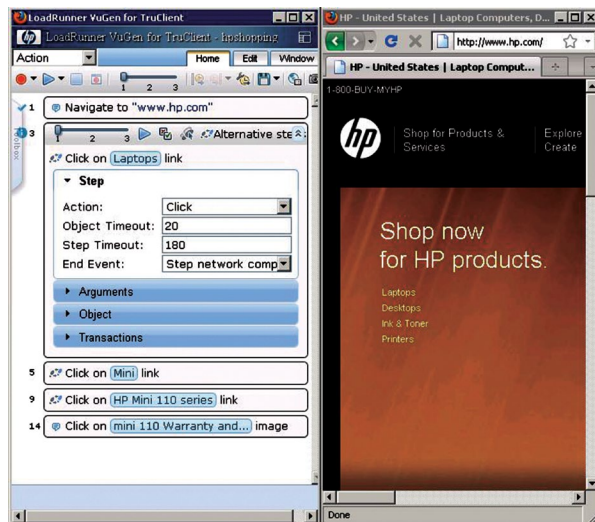
with the device or carrier. Once you've been able to triage what is the potential cause of an issue, you can take the next steps to diagnose and resolve the issue. For example, if it's determined that the issue is with the application, you can drill into HP Diagnostics for another layer of application details. It provides actionable information to reduce the time and effort required to identify performance bottlenecks and resolve them.

HP Diagnostic software enables you to drill down deep into transactions across the system, from the end user to the mainframe back end. And, it uniquely serves as a common tool set for both pre-production and production to improve application quality.

Bridge development and operations for greater agility

In order to keep up with demanding market dynamics, the business will add mobile applications at a rapid pace. As a result, they will expect IT to monitor the health of these mobile services in a timely fashion. To do this, IT will need to collaborate with application developers earlier on in the application lifecycle. Since HP BPM is based on VuGen, the same scripting technology used in HP LoadRunner, scripts can be shared from testing to operations. Also, by using insights from HP RUM, test scripts can be improved and created to reflect real user behavior. Finally, tools such as HP Diagnostics are typically used in testing to resolve issues and are the same tools used in production to isolate performance issues. With IT operations and developers using the same tool set, processes and knowledge, applications are easily managed, issues are realized and resolved quickly, and the quality of the application improves.

Reuse scripts from development to operations



HP Business Service Management solution

HP Business Service Management provides a comprehensive view of business services enabling you to deliver faster by giving you the tools to get broader visibility, control, and optimization of your IT datacenters while lowering operating costs, improving service levels, and innovating with less risk. HP BSM for mobile monitoring is comprised of the following solution capabilities:

- **Run-time Service Model**—provides a dynamic real-time service model
- **Service Intelligence**—analyzes information to understand what happened at the business service level, allows you to understand the past, and anticipate the future
- **Application Performance Management**—provides a 360 degree monitoring of traditional and mobile application service health from the end-user perspective and of critical business transactions
- **Operations Management Center**—provides the ability to monitor, diagnose, and prioritize infrastructure problems based on business impact
- **Operations Manager i**—automatically correlate events from different domains based on the Run-time Service Model

Features and benefits

- Quickly and easily monitors mobile applications by reusing scripts, knowledge, and expertise from development to operations
- Monitors the end-user experience of mobile applications
- Identifies mobile application performance and availability issues before they impact the customer

- Resolve issues faster by drilling into HP infrastructure monitoring, application diagnostics, and transaction details
- Measures internal and external mobile application performance and availability globally using HP Business Availability Center Anywhere Software as a Service (SaaS) offering
- Enables in-house deployment using HP and partner services or through HP SaaS

Additional Complementary HP Products:

- HP Mobile Device Management
- HP Fortify and ArcSight to enable mobile application security

HP Services

Get the most from your software investment

HP provides high-quality software services that address all aspects of your software application lifecycle needs. With HP, you have access to standards-based, modular, multi-platform software coupled with global services and support. The wide range of HP service offerings—from online self-solve support to proactive mission-critical services—enables you to choose the services that best match your business needs.

For an overview of HP software services, visit www.hp.com/go/bsmprofessionalservices

HP SaaS operates a global network of Business Process Monitor Points of Presence from which you can run your synthetic mobile monitoring scripts. HP SaaS provides flexible options for deployment including full start-to-finish implementations of HP APM and a Hybrid Cloud offering (BAC anywhere) which allows you to leverage the HP SaaS global network of PoPs from your on-premise APM. <http://saas.hp.com>

Leverage HP's Business Service Management Solution to stay abreast with the mobile revolution, visit: www.hp.com/go/bsm to know how.



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