

Business white paper

# The case for application performance management as a service

Maintaining application health  
to drive better real-world results



## Executive summary

Our world does not stand still—and neither does technology. It is constantly evolving to keep up. As cloud and mobile applications and devices become increasingly prevalent in our daily lives, both at and away from the workplace, organizations from a wide variety of industries are struggling to keep pace with the increasing complexities associated with leveraging these platforms. With technology-dependent, business-critical services like e-commerce, order fulfillment, and mobile banking core parts of consumer behavior and key sources of revenue, companies are more dependent on application performance management to monitor the availability and functionality of those services. The ultimate goal of monitoring those services is to help improve the overall end-user experience—both internally and externally.

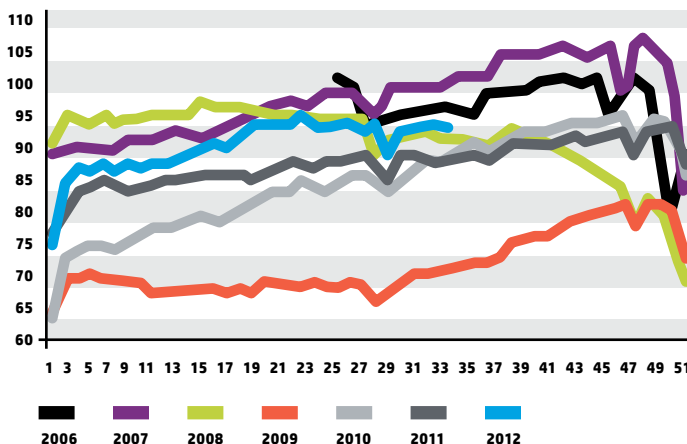
More often than not, however, managing application performance is seen as resource intensive. These days, organizations find it difficult to afford the costs and maintenance of a traditional on-premises infrastructure. They require a solution that offers quick time to value and flexibility to scale up or down as business needs change. In addition, the digitization of business processes like enterprise resource planning (ERP), customer relationship management (CRM), and software configuration management (SCM) has created the strong need for an automated, self-provisioned management approach to monitor performance and ensure the availability of applications across various environments.

## Challenges facing IT organizations

### As the economy changes, so does IT management

Businesses today operate in a completely different environment than just a few years ago. Before the economy took a plunge in the global recession, corporations were living large and spending big on IT. When the recession hit, virtually every corporation had to take a few steps back and make tough financial decisions in order to keep doors open for business—spending needed to be drastically reduced, resources needed to be realigned, and the workforce had to be downsized.

**Figure 1. ASA Staffing Index: 52 weeks—June 2006 to present**  
(Set at 100 on 6/12/06)



The economic downturn impacted IT on a large scale and forever changed the way businesses manage resources and labor. From this shift, the need for IT departments to provide greater business value is more critical than ever before. An important way IT can do this is to ensure business services continue to be available to customers in order to maintain and improve a consistent user experience.

When resources and budgets are constrained, IT executives must find ways to increase application capabilities and performance without increasing costs. In the case of application performance management, software as a service (SaaS) is an alternative approach that avoids the up-front costs of buying the software and a server to host it and enables you to better meet today's business demands.

## The growing purpose for Software as a Service

The growing importance of application performance has led many organizations to rethink their current processes and adopt an on-demand deployment model. With technology evolving at a tremendous rate each year, SaaS offers a number of benefits to companies seeking a better way to consume, manage, and maintain application performance capabilities.

By switching to an on-demand process and relying on SaaS as the primary delivery model for management, corporations can alleviate the financial pressures associated with implementing and maintaining on-premises software. SaaS models greatly improve operational efficiencies and allow IT departments to easily meet today's changing business needs. Further helping to drive down overall costs, SaaS delivers more flexibility to introduce new capabilities in a timely fashion without having to strain current IT resources.

- Key benefits driving SaaS adoption:
  - Smaller up-front capital investment
  - Fast deployment
  - Ease of use
  - Reduced errors from human interaction
  - Rapid ROI

Implementation of SaaS continues to grow within IT organizations because of the overall value that automation brings to the table. By commissioning an on-demand solution that reduces application deployment times, companies have an easier way to curtail poor and costly IT investments that could threaten ongoing business initiatives.

“Greater demand for SaaS in areas such as knowledge management, workforce management, quality management, and email response management is expected as use evolves and buyers evaluate alternatives as replacements for legacy applications.” —Gartner, “Forecast: Software as a Service, Worldwide, 2010–2015, 2H11 Update,” November 2011.

## The DevOps battle

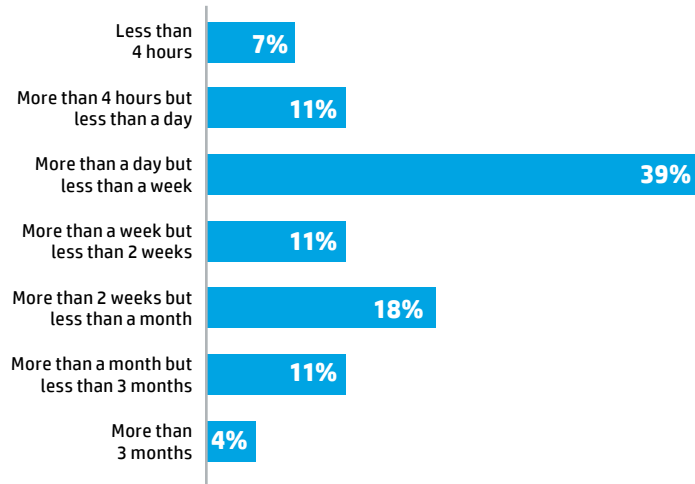
When it comes to creating and maintaining efficient business applications that deliver specific services for customers, a grey area separates the two primary contributing teams—the application development team and the operations team. It’s common practice for these groups to work separately, and due to the separation, sharing feedback to improve applications and processes becomes problematic. While the applications team is focused on creating quality code and getting applications out the door quickly, the operations team is focused on the stability and ongoing performance of applications.

With both teams working toward separate objectives, it’s a constant battle to prioritize activities and ensure that applications are built correctly and running optimally. If one party executes a simple application code change, it can create significant disruptions in functionality and performance. The slightest code adjustment can jeopardize the overall application performance and availability, consequently leaving the end user with a dissatisfying experience.

To get both parties working in unison, organizations need to introduce a more collaborative approach to optimize the end-to-end application performance lifecycle. This starts with building a stronger connection between the development and operations teams so that requirements, tests, changes, defects, and performance data can be leveraged effortlessly.

**Figure 2.**

“If you were to change one line of code on your project, how long would it typically take your organization to push the resulting change into production?”

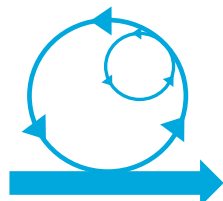


Source: Forrester Research Inc., “Five Ways To Streamline Release Management”, February 2011

**Figure 3.**

Extend Agile: DevOps and continuous delivery

Agile delivery



“Build to run”

Keys to bridge the gap:

Quality

Automation

Collaboration

IT operations



“Regular releases reduce risk”

“In 2015, SaaS within the CRM industry is expected to approach \$6.4 billion in total software revenue, representing more than 38% of the overall CRM market.” —Gartner, “Forecast: Software as a Service, Worldwide, 2010–2015, 2H11 Update,” November 2011.

## HP Performance Anywhere: healthy application performance delivered

HP Performance Anywhere represents a next-generation, highly flexible approach toward getting a complete picture of your application performance and availability.

Using HP Performance Anywhere, enterprises can proactively measure the overall performance and availability of e-commerce, order fulfillment, accounts receivable, and e-procurement services to provide customer satisfaction and optimize application outcomes. HP Performance Anywhere is ideally suited to monitor the new breed of applications being consumed by today’s mobile devices.

With HP Performance Anywhere, organizations can reduce application complexity, empower DevOps teams to collaborate in unison, and align application performance to meet today’s changing business needs. And perhaps the greatest benefit of it all, HP Performance Anywhere is a self-provisioned easy-to-use solution that offers a quick deployment time with little or no administration required by IT teams.

## Social collaboration: resolving problems seamlessly

Organizations of all different types and sizes are always looking to help workers collaborate more effectively. When seamless communication exists in the work environment everybody is on the same page; processes are accomplished faster and more efficiently—ultimately leaving the customer with a positive experience.

By inserting collaboration into the mix, the development team has an easier way to test a given application against real-world circumstances. Following the launch of an application, the operations team can stay in constant contact with the development team to correct any problems that arise. Should any problems arise, application support teams can proactively communicate with the service desk team and vice versa.

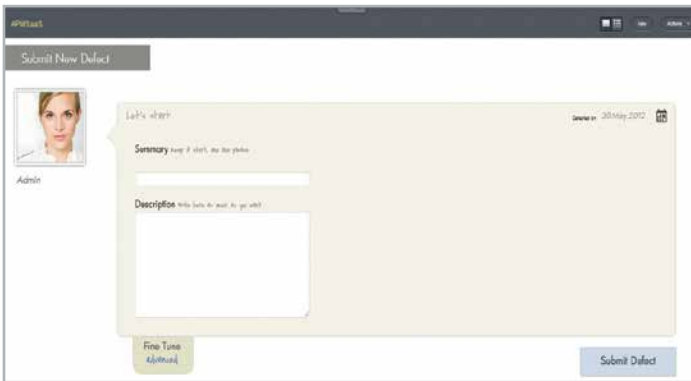
With the ability to pool resources across multiple IT groups involved in the application lifecycle, performance interruptions become greatly reduced. HP Performance Anywhere tracks and captures actual user application behavior, such as transaction performance, browser performance, application errors, and transaction bottlenecks to paint a complete picture of the end-user experience. By knowing how applications are performing and how they’re being used from the end-user perspective, the operations team can easily share this information with the development team to continuously improve applications so customers can enjoy the services they expect to get.

## DevOps—working in unison

As mentioned earlier, it's common to view the pre-production and post-production teams as separate groups. With social collaboration, however, both teams can now seamlessly interact with each other to become one large team working toward the common goal of continuous application improvement.

For example, if a performance error surfaces during a customer transaction, the primary team associated with that problem will receive an automated alert, therefore leading to a lower time to diagnose the holdup. Once the root cause of the problematic area is determined, the correct developers can be notified of the interruption so it can be resolved in a timely manner.

With both the pre-production and post-production teams working as one, the idea of having a unified application team can now become a reality.



## Decreased deployment time and operating expenses

Two primary issues making corporations second-guess decisions meant to create a of more efficient IT process are the length of deployment time and total cost of ownership (TCO). Introducing newer technology that helps detect, prioritize, isolate, diagnose, and repair application performance is essential, however it takes time and resources to fully exploit.

HP understands that most of today's IT teams are constrained; it's difficult to plan, pay for, and execute a new technology rollout. To combat these drawbacks, HP Performance Anywhere gives IT teams the freedom to quickly and easily implement its industry-leading offerings as a self-service capability. By using the SaaS approach, companies avoid long and costly on-premises deployments—they can provision and consume the HP Performance Anywhere in minutes and begin monitoring Internet- and mobile-based applications in a self-serve mode.

HP has already established its position as a trusted service provider with proven security practices. With HP also serving as a leader in the SaaS market, you can be assured that HP Performance Anywhere will help increase the availability, performance, and overall health of your applications and allow you to scale with customer demand while staying ahead of future complexities.

## Test drive HP Performance Anywhere—get the trial service

Interested in taking HP Performance Anywhere for a test drive? Simply visit [hp.com/go/performanceanywhere](http://hp.com/go/performanceanywhere) to learn more on how you can start monitoring Internet- and mobile-based applications in a self-serve mode.

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4AA4-3318ENW, Created November 2012

