



News Advisory

HP Unleashes the Power of Analytics to Ensure Mobile Applications Perform

New software monitoring solutions monitor applications directly from end-user perspective to improve user experience

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PALO ALTO, Calif., May 29, 2013 — HP today announced enhanced [application performance management](#) software solutions that provide mobile end-user monitoring capabilities to assure the performance and availability of business services offered via mobile applications.

Delivering services on mobile platforms is essential to driving competitive differentiation and pursuing new revenue channels. However, poor application performance can have exactly the opposite effect. Therefore, organizations require greater visibility into precise application performance to deliver a positive user experience to increase brand loyalty and business growth.

To deliver that increased visibility, HP is introducing enhancements to the [HP Application Performance Management](#) software portfolio, including upgraded [HP Real User Monitoring \(RUM\) 9.22](#) and advanced monitoring capabilities for [HP Performance Anywhere 1.1](#), HP's market-leading SaaS-based application performance management solution.

"Ensuring consistent performance of applications on mobile platforms can be a daunting task," said Christoph Pfister, vice president and general manager, Business Service Management (BSM) Product Unit, Software, HP. "HP takes the variables out of application performance management, empowering organizations to monitor and mitigate service degradation to ensure optimal mobile application availability and user satisfaction."

Maintain optimal performance through intelligent insights

HP Real User Monitoring (RUM) 9.22 tracks end-user application performance, enabling clients to monitor applications running on Android devices in real time. As a result, clients can immediately detect issues such as slow response times and take appropriate actions to restore normal service levels.

HP RUM 9.22 also is designed to enable application development teams to continually improve the user experience. It can provide greater insight into application performance metrics and device use, and identify of the most and least used functions.

Quickly identify the root cause of application performance issues

HP Performance Anywhere 1.1 offers advanced application performance monitoring that helps clients maintain the highest possible service availability. By tracking cellular carriers' network performance and availability, clients have the ability to pinpoint whether issues are related to the mobile application or the network on which they are running.

Unique predictive analytics capabilities embedded in HP Performance Anywhere identify historical performance trends and signs of service degradation, empowering clients to preempt issues that could negatively affect business services.

Assuring end-to-end performance and availability

The enhanced HP Application Performance Management portfolio, a key component of the [HP Business Service Management](#) software portfolio, monitors all aspects of a client's mobile business services, from the performance of applications, to the underlying infrastructure to ensure optimal availability.

"Our customers are always on the go and expect their important travel information to be available at their fingertips," said Kevin Tucker, United's managing director of platform engineering. "HP BSM software helps us monitor up to 500,000 transactions a day to assure the performance and availability of United.com and United's mobile applications. We are now deploying HP RUM 9.22 to gain deeper insights into the performance of United mobile applications running on the Android platform to continuously deliver an exceptional user experience to our customers."

The HP Application Performance Management portfolio also integrates with the [HP Application Lifecycle Management](#) platform to simplify mobile application life cycle management ranging from development and quality assurance to production monitoring and continuous application updates for performance improvement. This fosters greater collaboration between development and operations teams, enabling organizations to deliver high-quality applications that consistently meet business service levels.

Pricing and availability

HP RUM 9.22 is available worldwide directly from HP or through its ecosystem of worldwide channel partners. Pricing is based on the amount of monitoring probes for network traffic.

HP Performance Anywhere 1.1 is available worldwide directly from HP or through its ecosystem of worldwide channel partners. Pricing is based on the number of application transactions and locations monitored.

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