

# Solve customer problems faster with visibility and analytics

The application is now at the center of driving innovation and growth in businesses. User acceptance demands simplicity, reliability and speed, all of which have to be delivered by a complex web of newly interlinked, distributed services.

When there is a problem with a user experience, how can you quickly determine where it is before user satisfaction and revenue start to fall?

To get the best customer experience, you need to see the big picture.



Network infrastructure and other monitoring tools try to solve problems from the bottom up, by using siloed tools to solve siloed problems.

## The Result? Mean Time to Identify becomes Mean Time to Innocence



It's costly and frustrating.

Your customer blames you for the problem, whether it's in your domain of expertise or not. So you pull your engineers into a war room to find a solution—increasing your cost of service delivery.

**The worst part?** Even if you prove your area isn't the cause, the customer will be unhappy because their users are still having performance issues.

## AppDynamics: A Top-Down Approach Gives Customers Unified View and Faster Problem Resolution

Rise above the silos through managed services based on AppDynamics Application Intelligence.



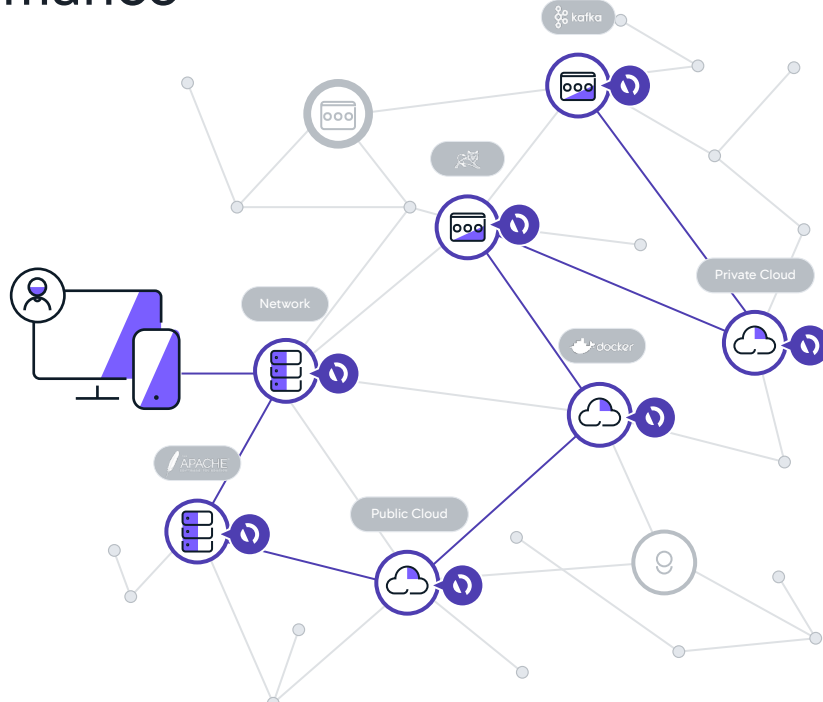
### Proactively identify user experiences deviating from normal performance

Move Fast,  
Follow Everything &  
Focus on What Matters Most

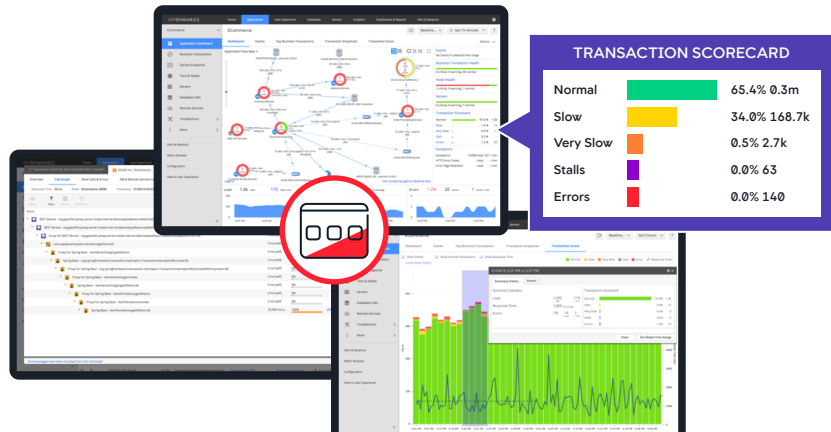
Every User,  
Every Transaction

Automates Discovery  
and Correlation

Dynamically Updated



### Drill into correlated code, & infrastructure metrics



No Sifting Through  
Log Files

Low Overhead in  
Production

Fix Problems in Live  
and Pre-Production

**3-CLICKS to ROOT-CAUSE** - Down to the line-of-code

## Results

AppDynamics enables you to quickly solve the customer issue by giving you a unifying context of the user experience.

-  Eliminate MTTI
-  Lower your cost of delivery
-  Increase user satisfaction
-  Detect issues before customer or their users notice
-  Immediate and automated code level diagnostics
-  Quickly drill down to root cause



## Example: E-Commerce website has problems



⚠ App is slow   ⚠ Users overwhelm contact center with phone calls

With AppDynamics, Service Providers and their customers' IT operations can see issues in the application immediately.

Drill down to see problem is server load balancer

Fix issue



👍 No service provider blaming.   👍 No finger pointing.