



# Possibilities

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# Accelerate Cloud Migration with Application Visibility and Business Insights with AppDynamics

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# Agenda

- Introduction
- Cloud Migration Strategies
- Ideal Migration Steps
- AppDynamics to the Rescue
- Optimize Cloud Spend
- Conclusion

# 4th Major Paradigm Shift



Mainframe



Client/Server

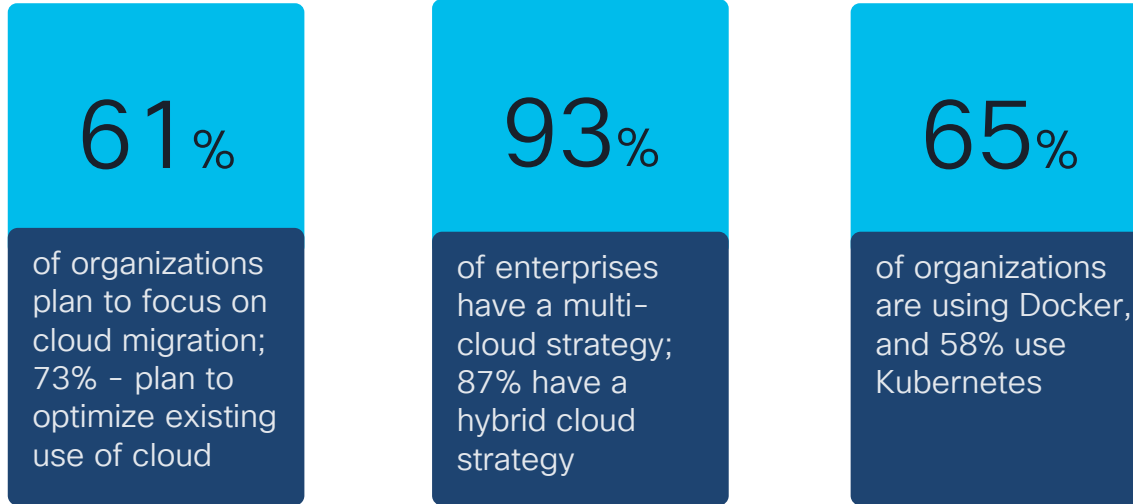


Web



Cloud &  
Microservices

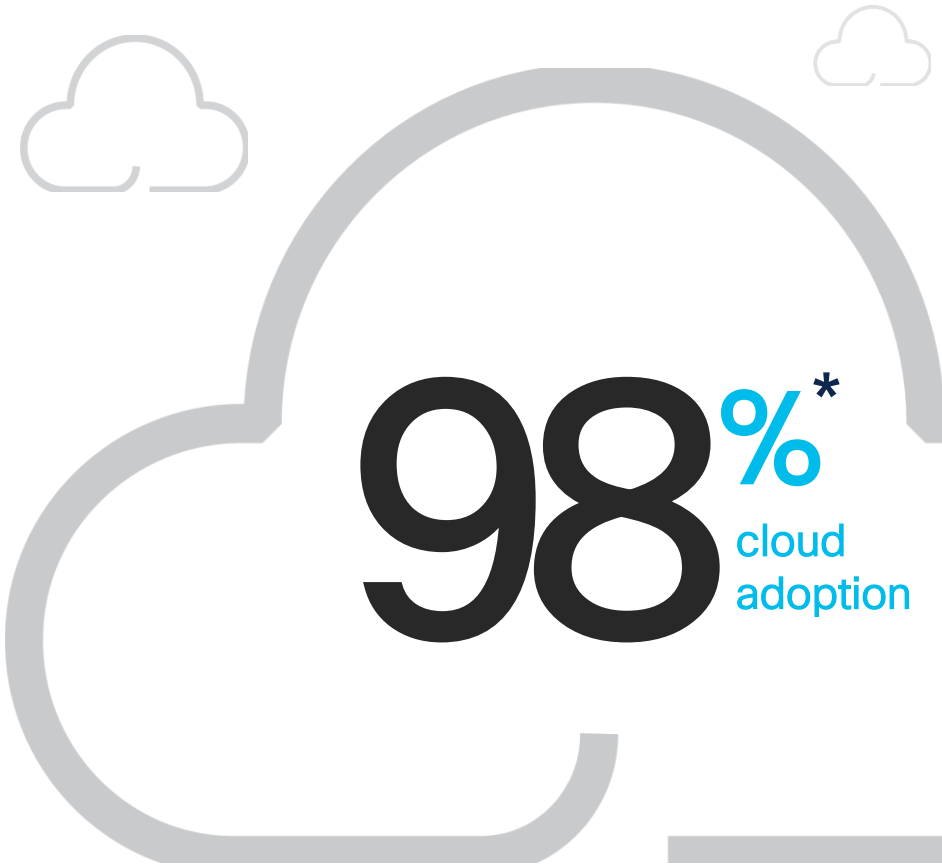
# Cloud drives a generational shift in business and the role of IT



Source: RightScale, State of Cloud Survey, 2020

# Migrating to cloud promises many benefits

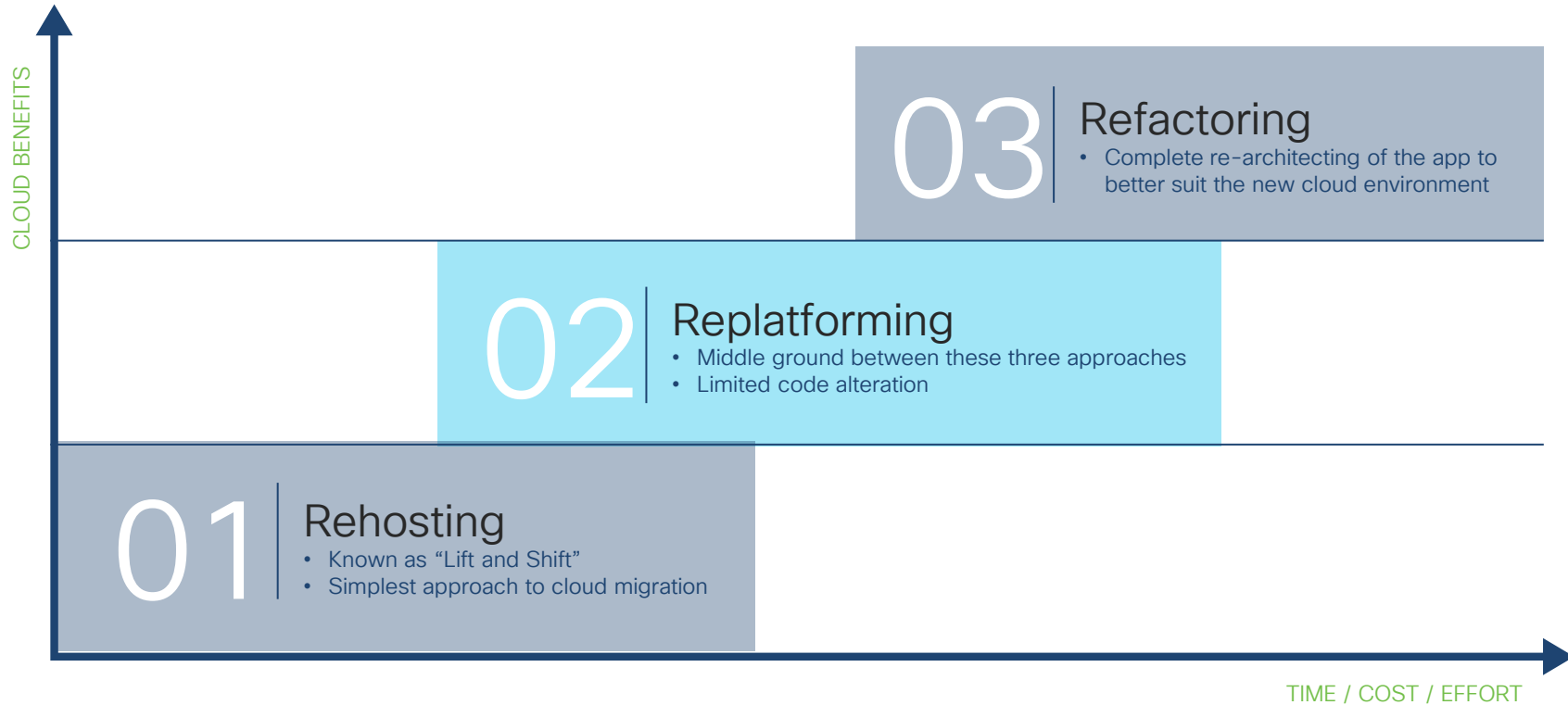
- Cost Reduction
- Attain Digital Transformation goal faster
- Improved performance and customer experience



98%\*  
cloud adoption

\* RightScale 2020 State of the Cloud Report from Flexera  
98 percent of respondents are using at least one public or private cloud.

# Cloud Migration Strategies



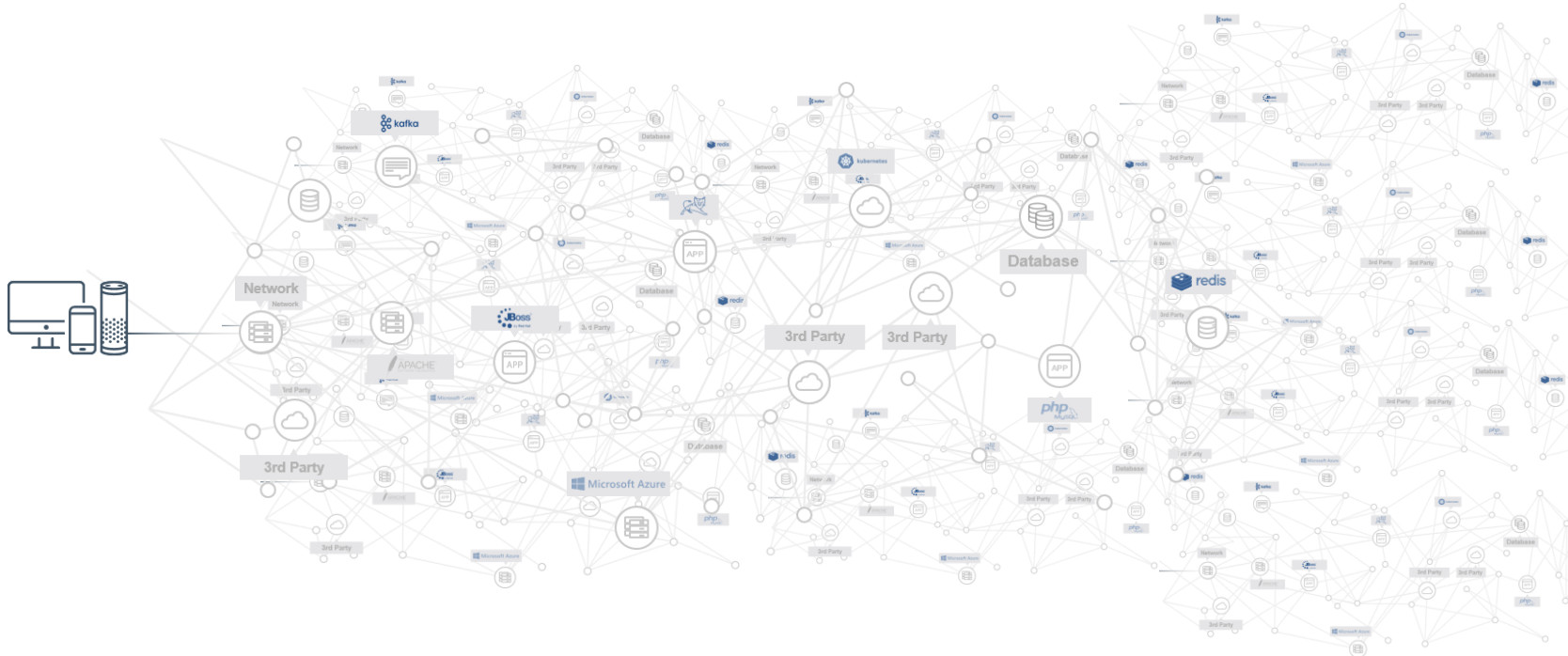
# Application Complexity Is Exploding

1. More Distributed

2. More Dependencies

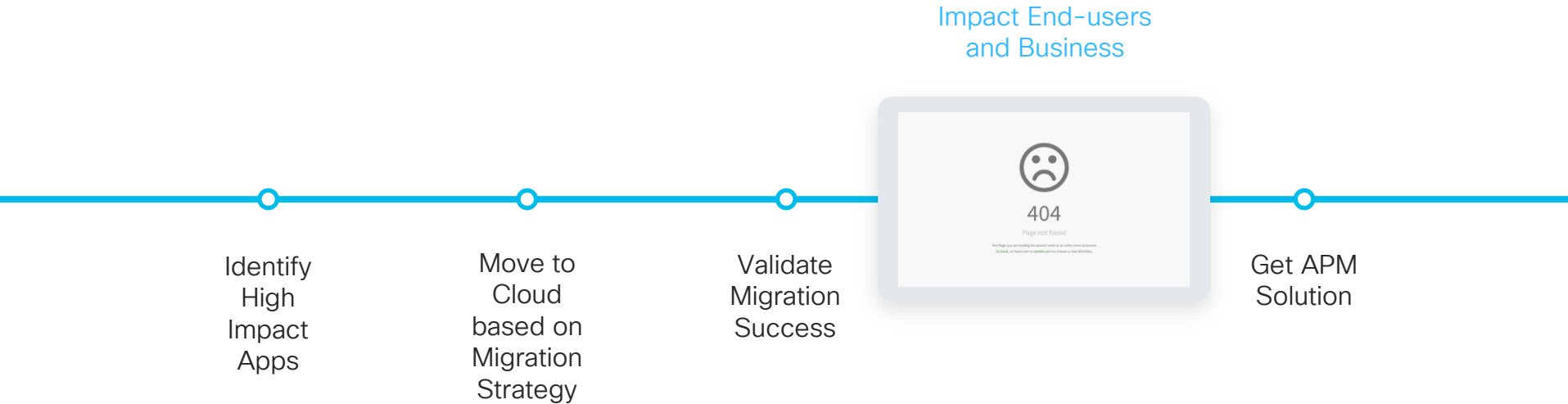
3. More Dynamic

4. Faster Cycles





# Typical Cloud Migration Process



# 48%

of all downtime incidents cost

# \$100,000+



# 22%

of all downtime incidents cost

# \$500,000+



Can you estimate the total cost of a downtime incident (from outage to full recovery) for your organization, including direct, opportunity and reputation costs? (n=271)  
Source: Uptime Institute Research, 2018

# Successful Cloud Migration Process with AppDynamics



Automatic Baseline → Diagnose and Troubleshoot → Correlate to Business Impact

Identify  
High  
Impact  
Apps

Move to  
Cloud  
based on  
Migration  
Strategy

Validate  
Migration  
Success

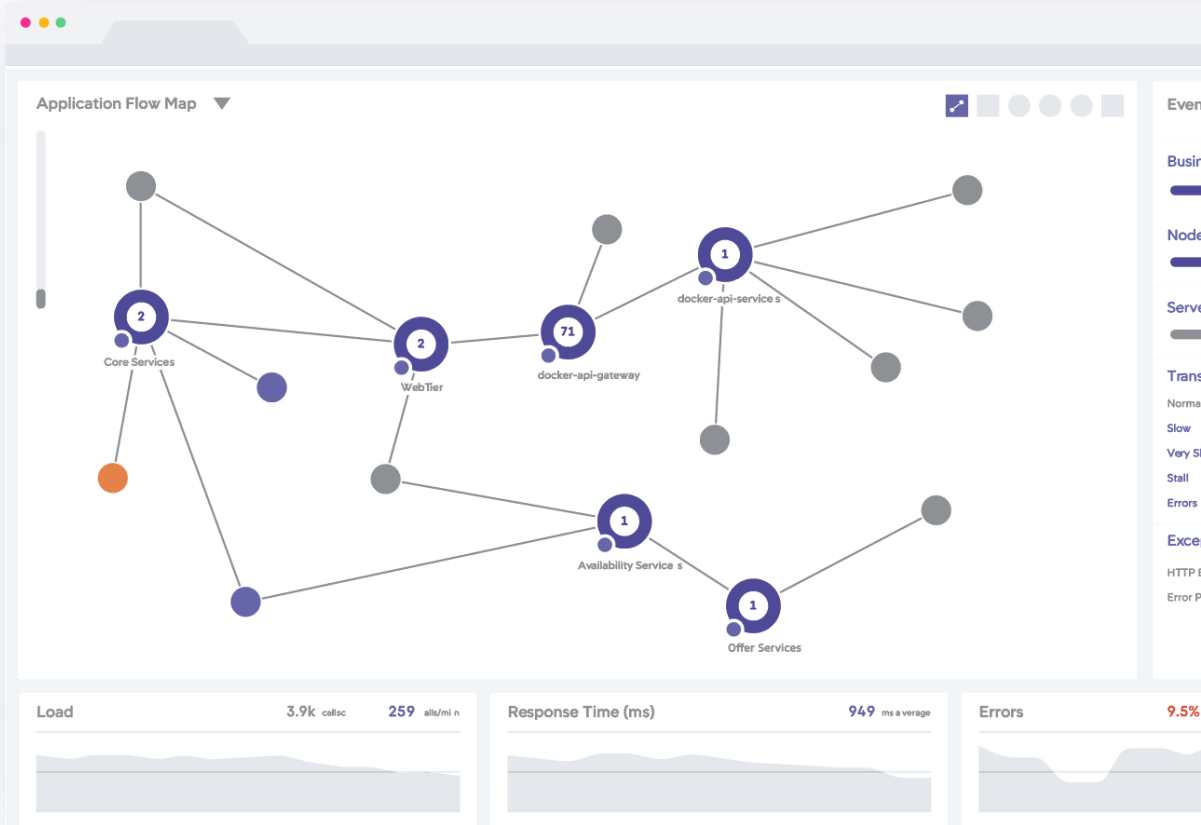


Continue to  
Optimize

# Flow Maps

Clarity into App Architecture and Dependencies

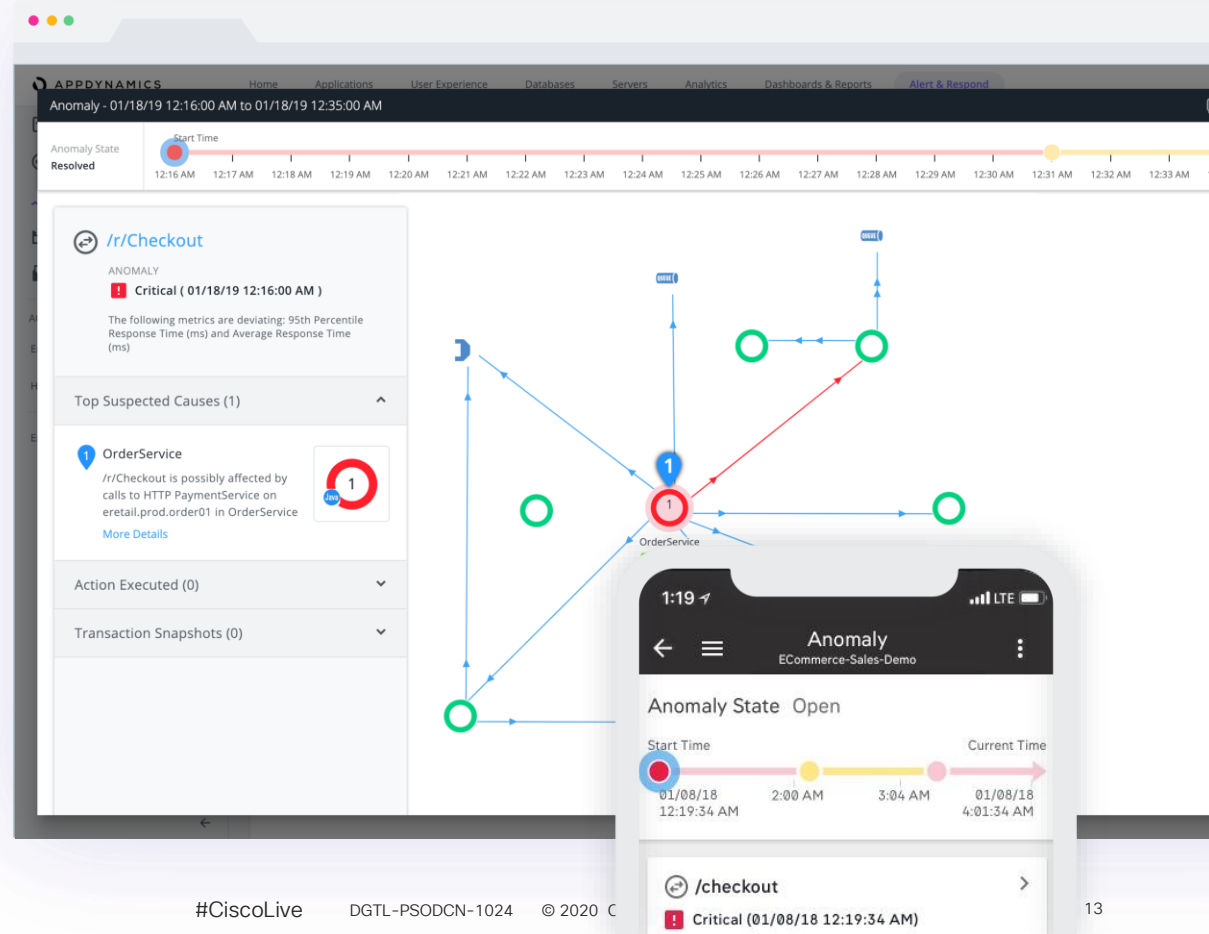
- Install AppDynamics Agents
- Auto-discover every component, dependency, third party call and transaction
- Gain visibility into business transactions that show how app drives user experience



# Cognition Engine

## AI/ML Powered Root-cause Analysis

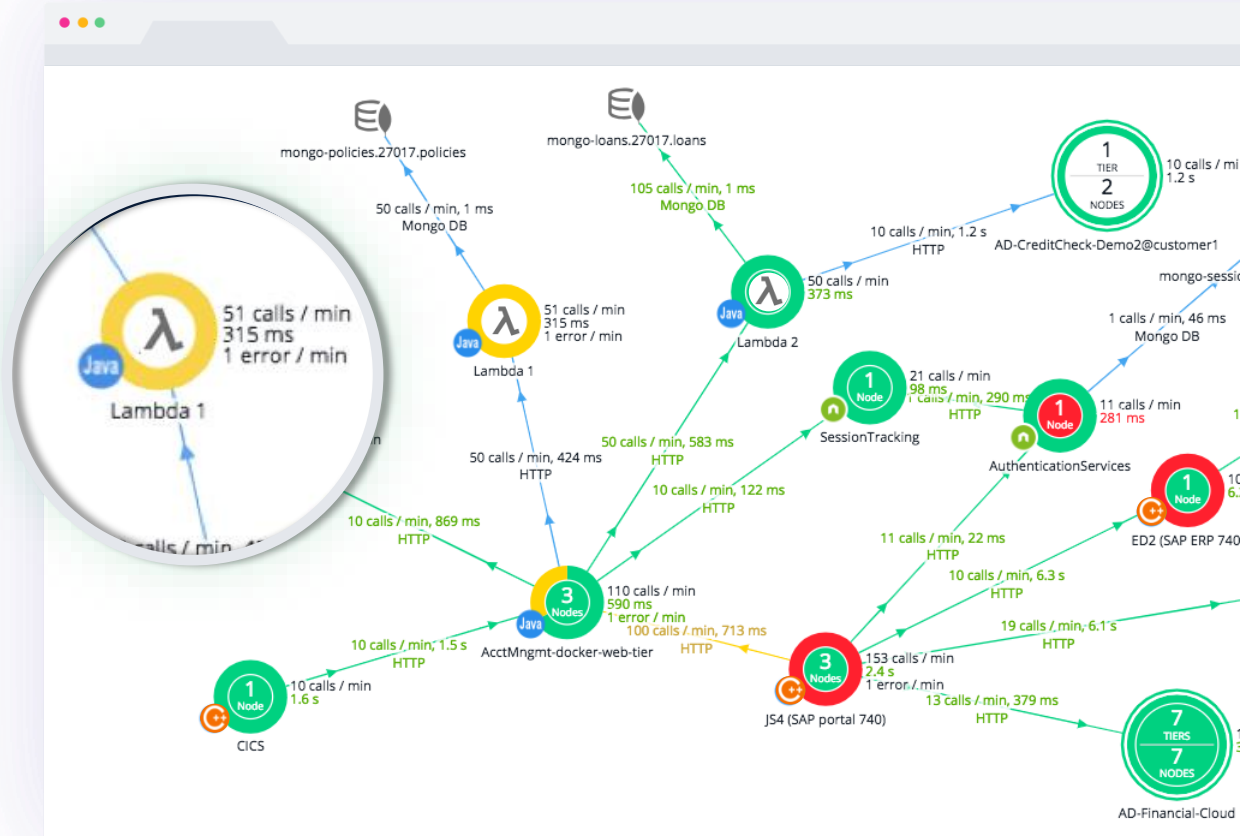
- Dynamic baselines identifies seasonality based on historical data
- Streaming anomaly detection identifies and alerts of performance anomalies
- Automated root cause analysis surfaces root cause of performance issues



# Serverless Agent for AWS Lambda and Azure Functions

## Deep Cloud-Native Serverless Service Visibility

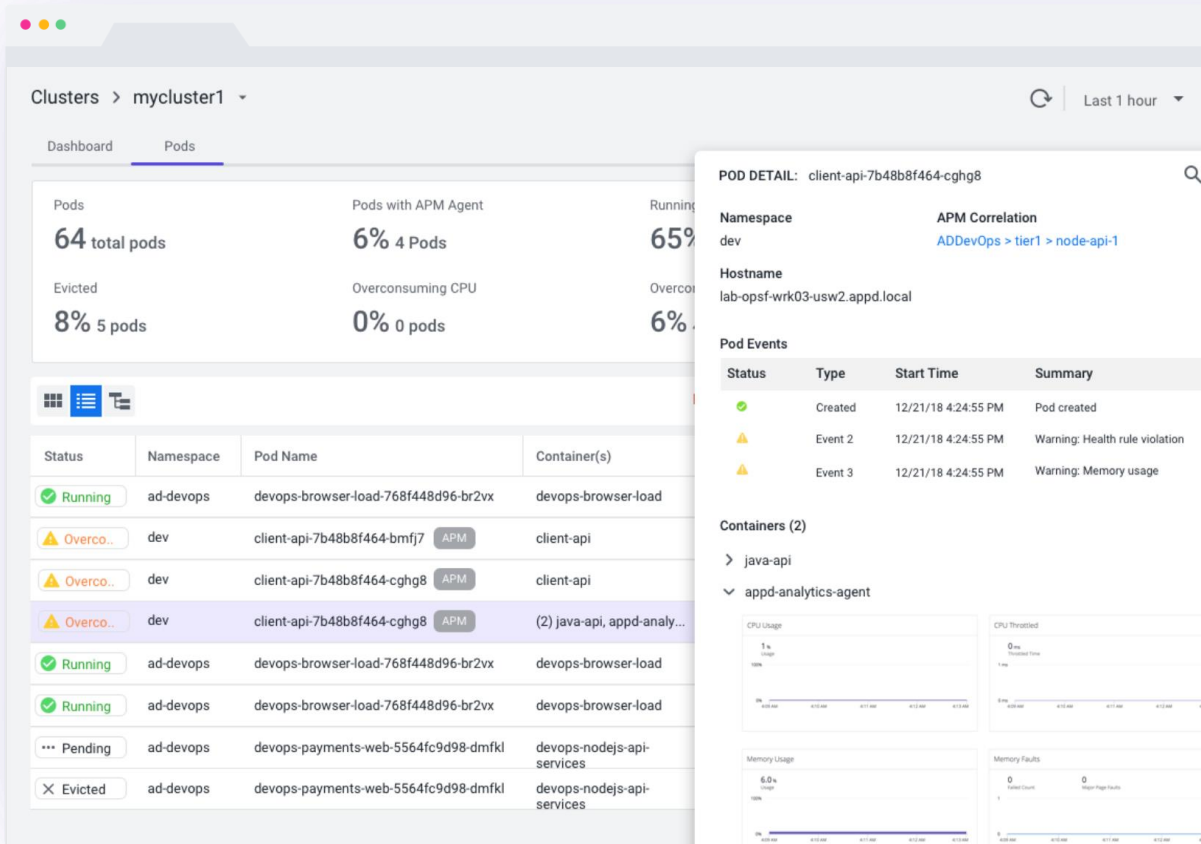
- Track interactions between services including serverless requests end to end
- Identify cloud native service bottlenecks quickly
- Monitor upstream and downstream requests



# Kubernetes Cluster Agent

Deploy Seamlessly with Less  
Overhead

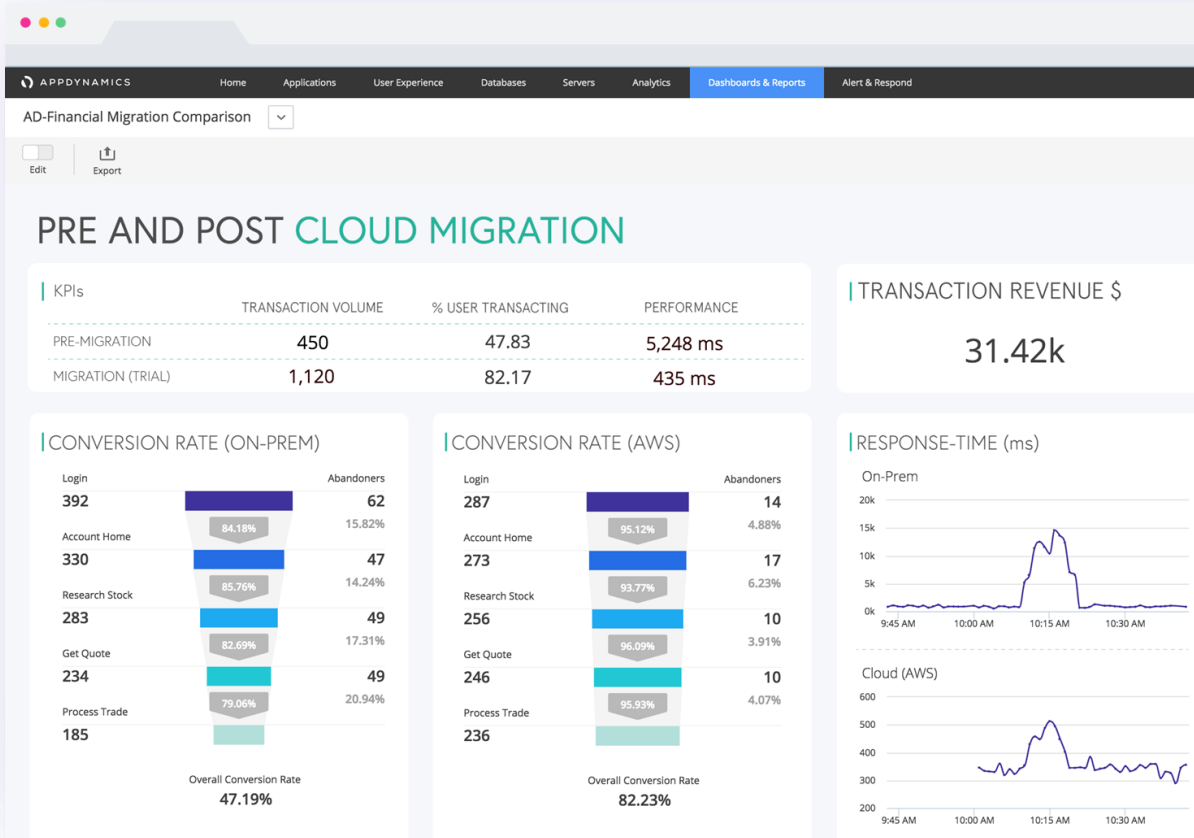
- A single cluster agent provides container and pod visibility
- K8s standard API enables support for all distributions, on-premises and cloud
- K8s native deployment using K8s Operator or Helm Charts



# Cloud Migration Beyond Planning

## Prove Migration Benefits

- Easily compare pre and post move baselines
- Validate application, business, and end-user impact
- Adopt cloud services faster



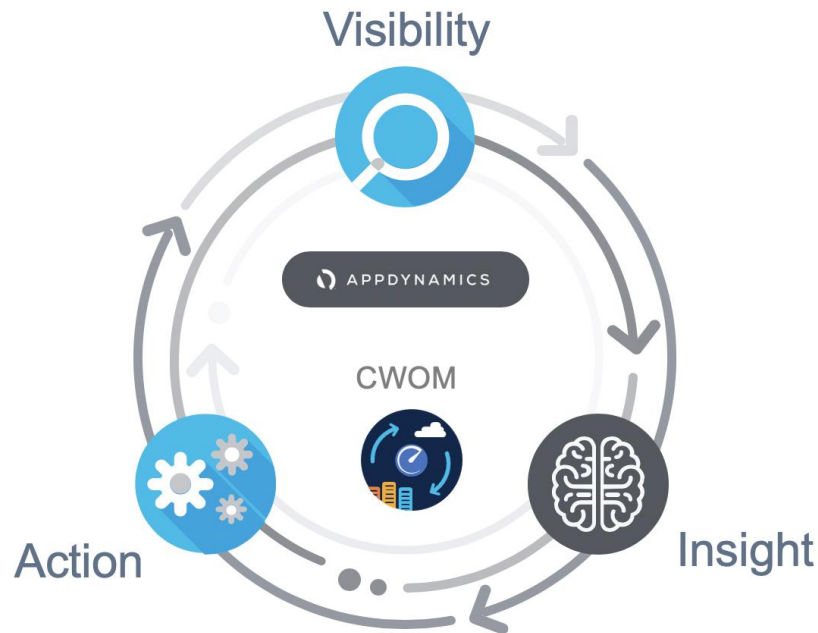


# Demo

The background is a dark blue field filled with numerous small, semi-transparent squares and dots in various colors including light blue, teal, yellow, orange, and red. These elements are scattered across the frame, with a higher concentration of yellow and orange squares forming a diagonal streak from the top right towards the bottom right.

But, what about post  
cloud migration effort?

# A Closed Loop Operating Model Bridging Applications and Infra Operations Like Never Before

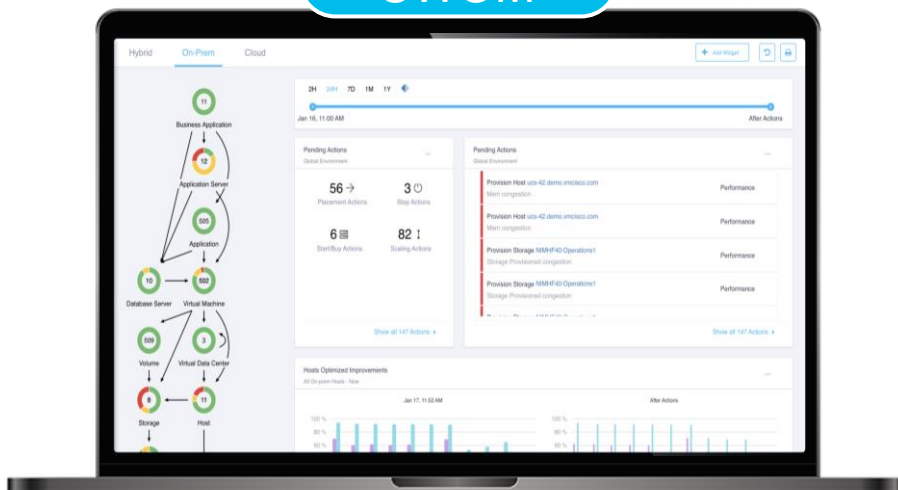


Application correlated  
to infrastructure

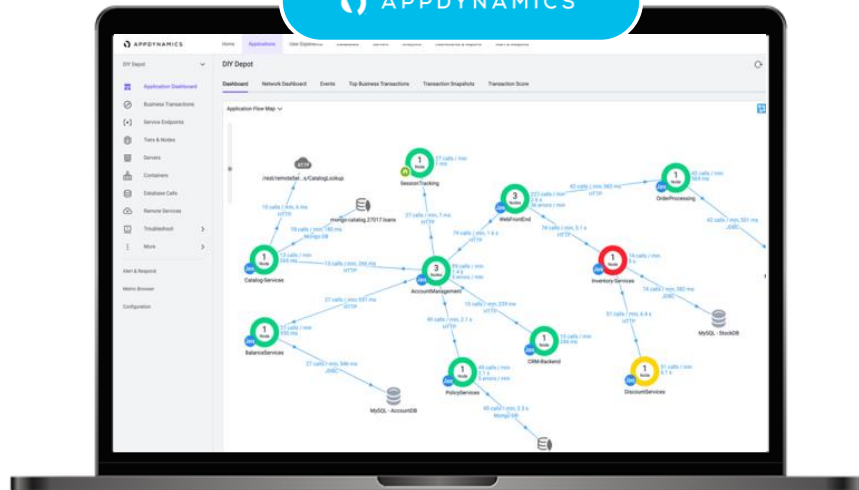
< Correlated data  
for common view >

Application correlated to  
business

CWOM



APPDYNAMICS



# Wyndham and AppDynamics



Wyndham world's largest hotel franchisor, increases mobile bookings after gaining visibility into its global digital footprint with AppDynamics.



Maintained optimal performance throughout rapid migration

75%  
Increase in mobile bookings

40%  
Reduction in reservation transaction costs

*“Without monitoring, we’d be flying blind. It would be a very manual process. AppDynamics gave us a comfort level we needed.”*

Scott Strickland,

Chief Information Officer, Wyndham Hotels & Resorts



# Takeaways

- Establish an application performance baseline before moving to the cloud
- Diagnose and Troubleshoot with AppDynamics during migration
- Correlate to Business Impact to validate successful cloud migration

# Next Steps

- [Download eBook - 10 Tips for Enterprise Cloud Migration](#)
- [Watch Next-Gen Cloud: Proving the IT and Business Value of Cloud Migration Webinar](#)
- [Learn How Nasdaq Achieved Business Transformation Through AWS Migration](#)



Thank you



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