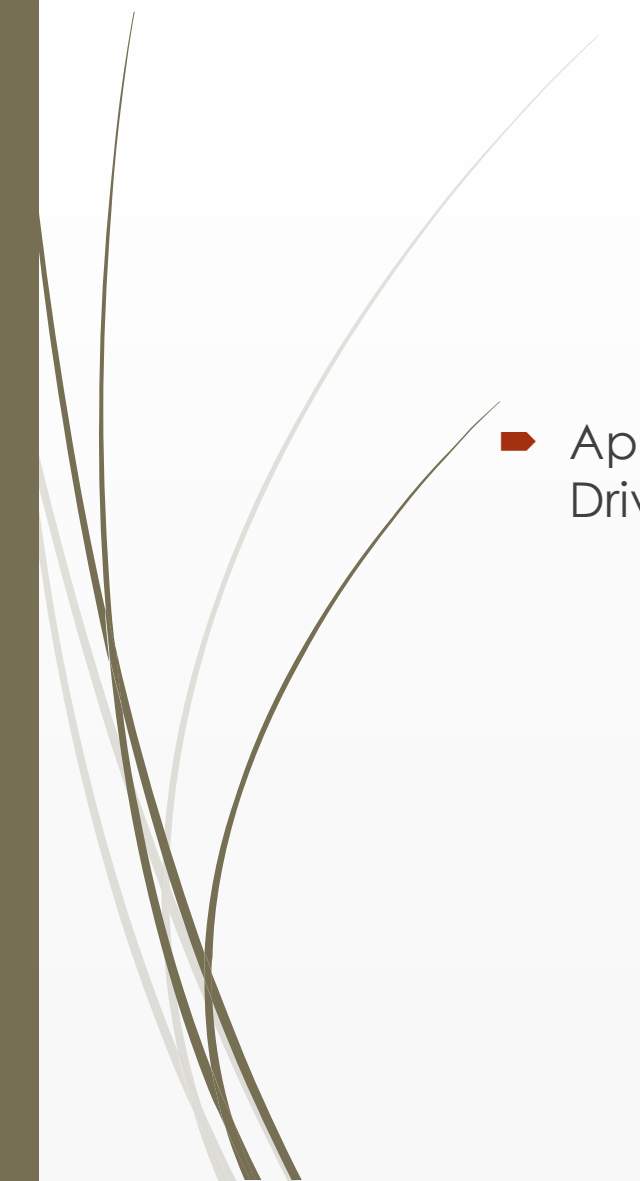




# APM Business Expectation

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- AppDynamics Application Performance Management (APM) Business Drivers



# What use cases are key to businesses?

Many business and organization are constantly looking at ways to improve their customer satisfaction level and thereby increase customer loyalty and retention.

Different businesses have key requirement to assist them with realizing their goals. These may spread around the following but not limited to;

- Deep code level visibility
- Reduce outages on production business application
- Be alerted on performance degradation
- See real time success and failure rates on customer transactions
- Monitor end user experience ETC

Business Use Cases of Application Performance Management	Rating
Increase visibility across all application, database, web services tiers	
Monitor response times across services and customer journey	
Provide application code-level visibility	
Track and trace user request from end user to application	
Alerts and Notification on performance degradation	
Reduce time in troubleshooting application issues (low MTTR)	
Understand the business impact of a poor performance	
See real time success and failure rates of transaction	
Visibility to customer journey as they use applications	
Conversion rate and drop points	



The End