# Intro to APM and Business Insight

- AppDynamics Application Performance Management (APM)

# What is Application performance Management?

Application performance management is a platform that provides real time insight to the performance of your application. It allows businesses to monitor their IT environment to ensure it meets performance standard.

Application performance Management (APM) identifies bugs,code issues and performance problem with your IT infrastructure.

Other areas of monitoring
- NPM: Network Performance Monitoring

# What is Application performance Management??

Application performance **monitoring** shouldn't be confused with a related concept, "application performance **management"** (also referred to interchangeably as "APM"). The latter refers to the broader strategy of managing performance excellence, of which monitoring is only part. In addition to detection of problems, comprehensive APM solutions tell you **when and where** in their journey users are affected and **why** the problem occurred — for faster and more proactive remediation in the future. This is where APM drives enormous value for IT teams.

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## What do I monitor with Application Performance (APM)

**CPU usage:** At the server level, APM looks at CPU usage, memory demands, and disk read/write speeds to make sure **usage** doesn't affect app performance.
**Error rates:** At the software level, APM tracks how often app performance **degrades or fails**. For example, when web requests end in an error or during memory-intensive processes like searching a database.
**Response times:** Average Response Time is the metric that shows whether **speed** is affecting app performance.
**Number of instances:** For elastic, cloud-based applications, you need to know how many server or app instances you have running at any one time. APM solutions that support **autoscaling** can then cost-effectively scale your app to meet user demand.
**Request rates:** This metric measures how much **traffic** your application receives — any spikes, inactivity, or numbers of concurrent users.
**Application availability/uptime:** This metric, which monitors whether your app is online and available, is the one most enterprises use to check compliance with SLAs.
**Garbage collection (GC):** If your app is written Java or another programming language that uses GC, you'll be all too familiar with the problems that arise from its heavy use of **memory**. This is an often-hidden performance problem that's worth paying attention to.
**Customer satisfaction:** Arguably the most important measure is how users feel about their **experience**. At Appdynamics, we use a combination of Apdex scores and SLA thresholds to measure user "satisfaction" or "tolerance" against baseline performance.

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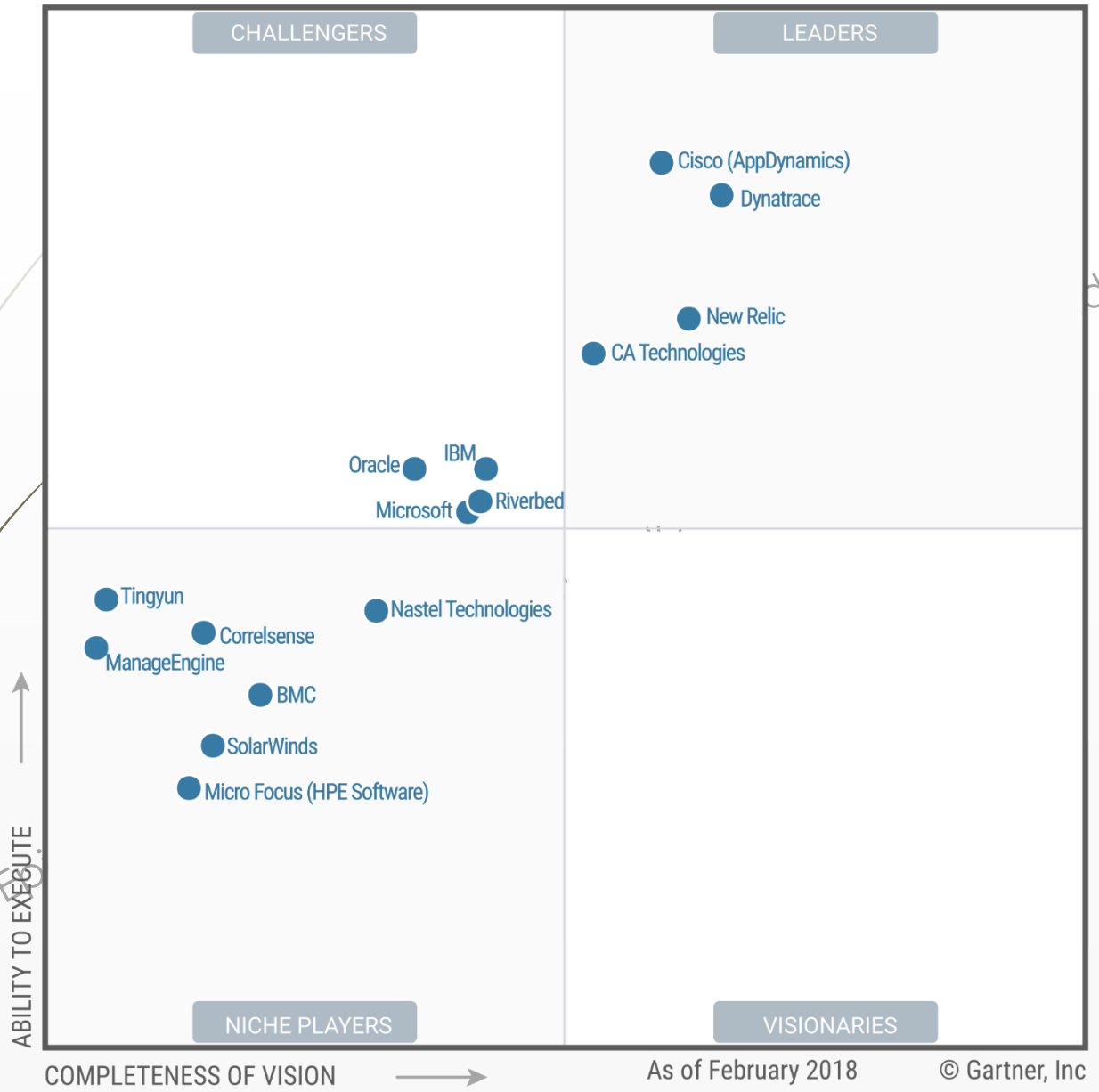
# Gartner APM Magic Quadrant






## Gartner APM dimensions

End user experience monitoring

Application topology discovery & visualization

User-defined transaction profiling

Application component deep dive

IT operations analytics

# The END