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How AWS migration and a new monitoring vision support Nasdaq's business transformation

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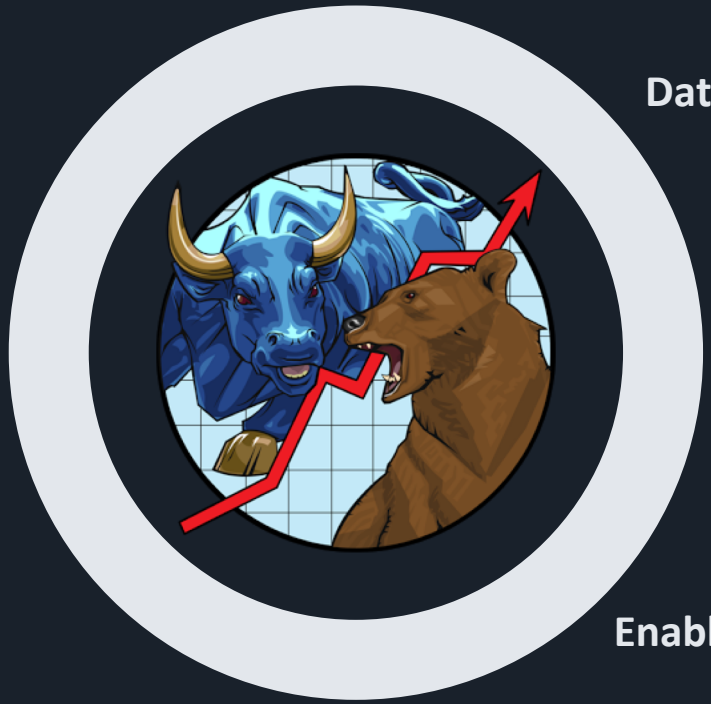
Evolution of Nasdaq

People generally associate the Nasdaq brand with **operating US equity markets**, & roots in pioneering electronic trading

– but there is much more…..



Data products

Own & operate markets globally

Selling market powering technology worldwide

Providing adjacent market services: colocation, clearing, risk mgmt. & more

Enabling private markets

Corporate solutions helping customers successfully enter public markets

Delivery challenges across multiple levels

Business

Must maintain, modernize AND Innovate

Aggressive Efficiency Targets

Competing Priorities

Highly Competitive Landscape

Culture

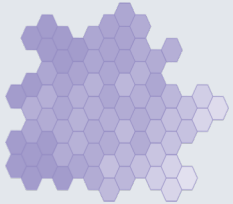
DevOps

Customer Centricity

Technology

Cloud

Re-Platforming



Microservices

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Why cloud – Nasdaq specific drivers for moving

Speed of Innovation

Be where their customers are

Scalability and Reliability

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AWS customer since 2012

New product offering, then existing workloads to AWS

Mission critical cloud applications across all lines of business

Re-platforming core market powering suite as a PaaS offering

Strategic pillars demanded fresh monitoring approach

Key strategic pillars

User engagement is paramount

Innovation speed is critical

Infrastructure needs to be agile

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Sample insights required

- **User behavior** & feature adoption
- End to end user experience, *before* impact
- **DevOps unifying** view
- **Hybrid cloud seamless views** that capture app complexity

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Existing tools a suboptimal fit

Traditional monitoring tools focused on:

- Uptime
- Availability
- IT health

Siloed reports from:

- Network
- Database
- Server

...so Nasdaq explored new vendors and selected **AppDynamics**

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Demo:
Plan. Migrate. Validate.

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What this meant to Nasdaq

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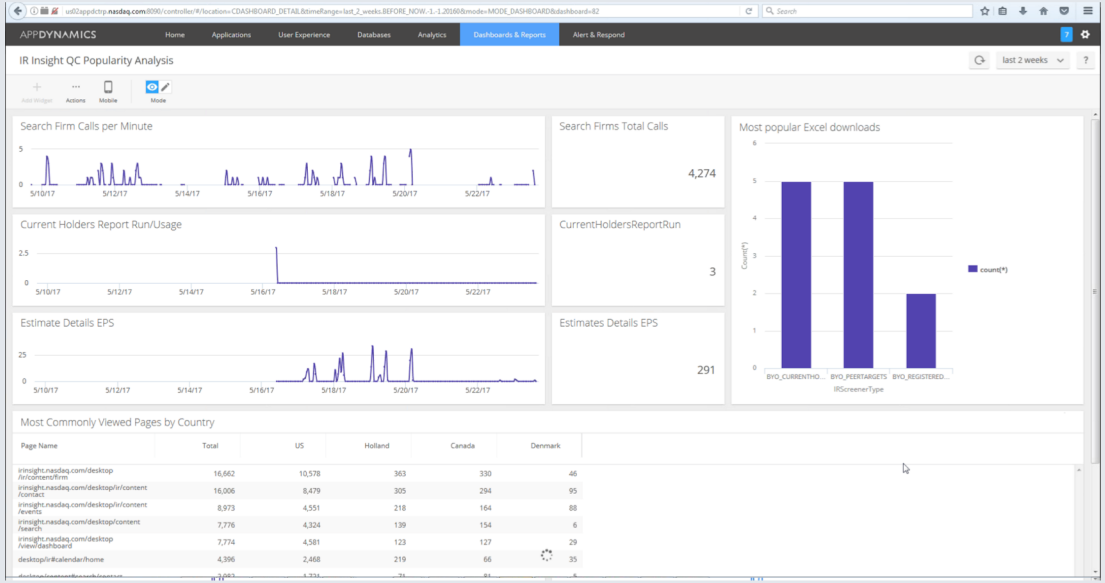
User engagement is paramount

- Feature adoption take-up
- Customer usage patterns
- Platforms and devices
- Regional breakdowns
- Correlate usage with performance



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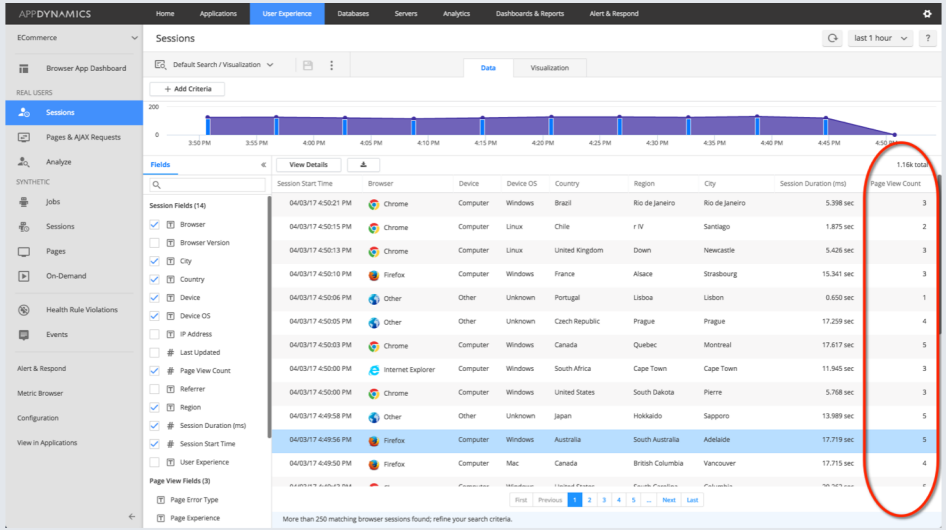
Innovation speed is critical

- Facilitate more frequent releases
- Make product changes without CX impact
- Drill down to individual user
- Predict issues before they become serious customer issues
- Identify root causes faster
- Accelerate DevOps adoption with common dashboard used by ops, dev and infra teams



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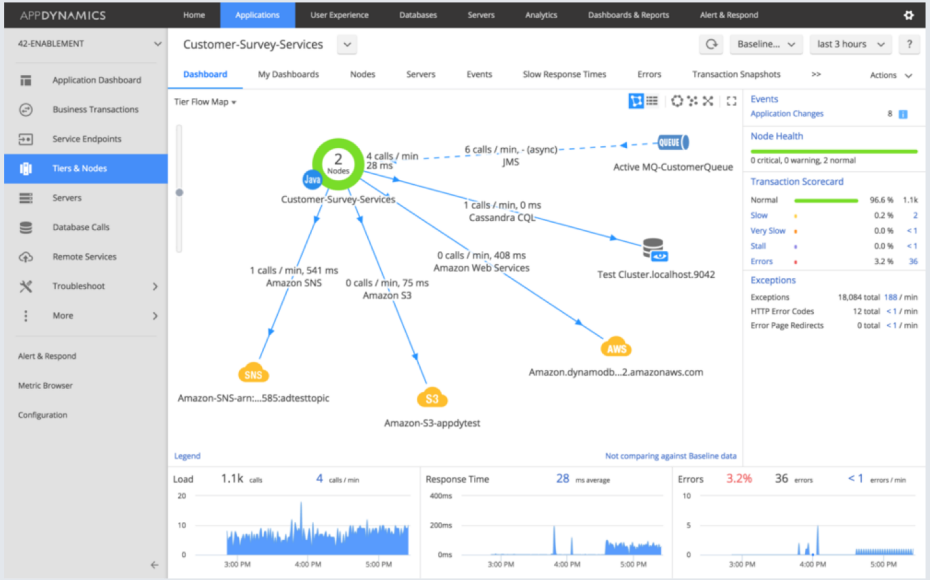
Infrastructure needs to be agile

- Apply correct AWS deployment & rightsizing strategies
- Cloud enabling all core applications using AWS for agility
- Reduce cloud migration timelines
- Integrate AWS metrics with AppDynamics – one pane of glass
- Understand dynamic workloads



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AppDynamics supports Nasdaq's AWS cloud transformation

Uptime & Incidents
Incidents ↓ 30+%

Client Net Promoter Score ↑ 20%

DevOps Harmony
Engagement ↑ 10%

Key takeaways

- Have a strategy for migration
- Unified monitoring
- Business transaction views
- Customer usage *and* application health

Full-stack monitoring in the AWS cloud

One View of Application Performance

Integrations provide holistic monitoring and visibility to ensure that issues can be detected quickly.

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Innovate at speed

Accelerate cloud migration, get it right the first time

Get end-to-end, unified monitoring for your hybrid environments

Deliver microservices and serverless apps at scale, with confidence

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Come to the booth

Plan in confidence

Migrate faster and more securely

Optimize and validate your applications in AWS and hybrid cloud

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Enjoy a free coffee from our barista

We won’t ask your name

At least 3 types to choose from (yes, 3!)

Contactless technology

Questions