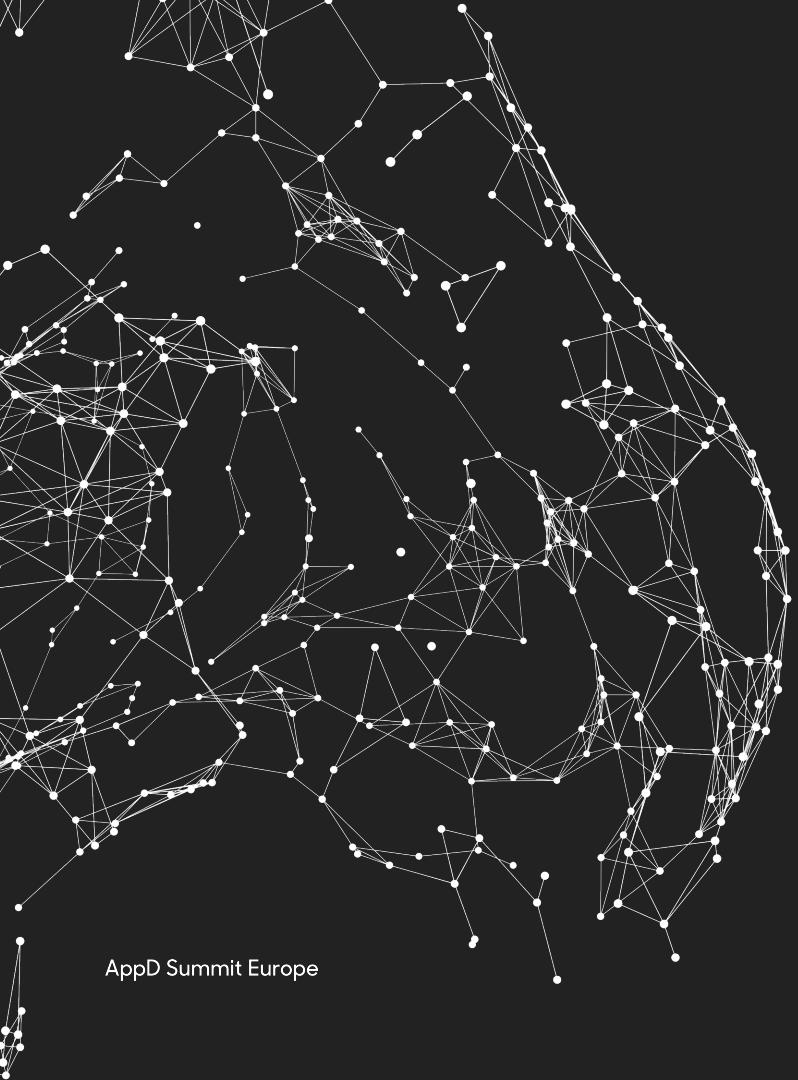


Dashboard Rock Star

Andrew Jackson, Snr Sales Engineer, AppDynamics



Notice

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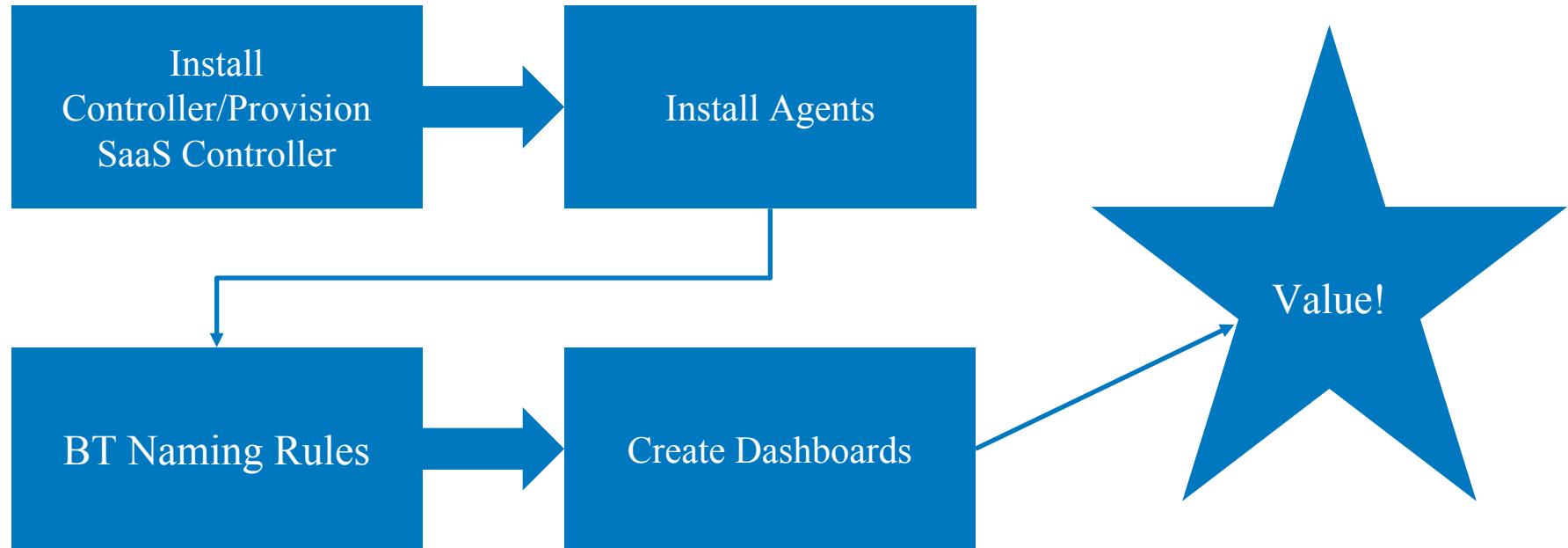
“We've got AppDynamics deployed, now make a dashboard...”

Matthew Mulqueen

“...a dashboard?”



The way to value with AppDynamics





“OK! A dashboard”





Dougal



London

51.51 N, 0.13 W

WEATHER STATION (CASA TEAM)

STATION	WIND SPEED	WIND GUSTS	DIRECTION	TEMPERATURE	HUMIDITY	RAIN TODAY	PRESSURE	FORECAST
CASA Office: Bloomsbury W1	10.0 mph	39.0 mph	NE ↗	10.7 °C	67%	0.0 mm	1024.52 mbar	Heavy Rain
SJG Weather: Pinner HA5	1.8 mph	3.6 mph	W →	10.2 °C	72%	0.0 mm	1024.9 mbar	Sunny

WEATHER (METAR)

London City Airport

SW at 14 mph	10 C
--------------	------

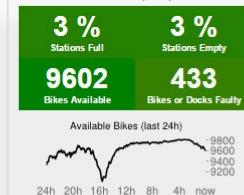
FORECAST (YAHOO! WTH)

Sat	15 C Sunny	Sun	14 C Mostly Cloudy
-----	---------------	-----	-----------------------

TUBE LINE STATUS (TfL)

Bakerloo	Good Service
Central	Good Service
Circle	Good Service
District	Part Closure [more]
H & C	Good Service
Jubilee	Part Closure [more]
Metropolitan	Part Closure [more]
Northern	Good Service
Piccadilly	Part Suspended [more]
Victoria	Good Service
W & C	Good Service
Overground	Part Closure [more]
DLR	Good Service

LONDON CYCLE HIRE (TfL)



IN SERVICE (TfL)

5455	London buses
301	Underground trains

AIR POLLUTION (DEFRA)

TIME AVOB	μg/m³	OZONE	NO₂	SO₂	PM₂₅	PM₁₀
Bloomsbury	33	45	4	19	28	
Marylebone Rd	22	90	9	22	?	
N Kensington	55	33	2	14	?	

BICYCLES (LBH)

Goldsmiths' Row	3240
yesterday	

RIVER LEVEL (PLA)

Thames (Tower Pier)	0.29
metres	

STOCKS (YAHOO)

FTSE 100 Index	6911.80
-49.34 (-0.71%)	

TRAFFIC CAMERAS (TWO AT RANDOM) (TfL)



BBC LONDON NEWS (BBC)



OPENSTREETMAP UPDATES (OSM)



ELECTRICITY (N.GRID)

Demand (Great Britain)	122
40129 MW	

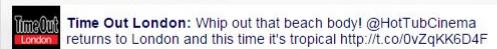
MOOD (LSE MAPPNESS)

0% unhappy	than the long term average for here
2% happier	than the whole country right now

TWITTER TRENDS FOR LONDON

#PakVsSA #firstdates #BlackOutDay #SAvPAK
#TheVampsVIP London Fulham Harrison Ford Cameron Bournemouth

London News and Events (Twitter)



London Universities (Twitter)

CityUniversityLondon: RT @ShashiTharoor: An audio-recording of my talk "Pax Indica: India & the World of the 21st Century" at City University London, Feb 20. htt...



London

51.51 N, 0.13 W

WEATHER STATION (CASA TEAM)						WEATHER (METAR)			FORECAST (YAHOO! WTH)		
STATION	WIND SPEED	WIND GUSTS	DIRECTION	TEMPERATURE	HUMIDITY	RAIN TODAY	PRESSURE	FORECAST	Sat	Sun	
CASA Office: Bloomsbury W1	10.0 mph	39.0 mph	NE ↗	10.7 °C	67%	0.0 mm	1024.52 mbar	Heavy Rain	15 C Sunny	14 C Mostly Cloudy	
SJG Weather: Pinner HA5	1.8 mph	3.6 mph	W →	10.2 °C	72%	0.0 mm	1024.9 mbar	Sunny			

TUBE LINE STATUS (TfL)											
Line	Status	Notes	Line	Status	Notes	Line	Status	Notes	Line	Status	Notes
Bakerloo	Good Service		Central	Good Service		Circle	Good Service		District	Part Closure	more
H & C	Good Service		Jubilee	Part Closure	more	Metro	Part Closure	more	Northern	Good Service	
Piccadilly	Part Suspended	more	Victoria	Good Service		W & C	Good Service		Overground	Part Closure	more
DLR	Good Service										

LONDON CYCLE HIRE (TfL)														
IN SERVICE			AIR POLLUTION (DEFRA)			BICYCLES (LBH)			RIVER LEVEL (PLA)			STOCKS (YAHOO)		
Stations Full	Stations Empty	Bikes Available	µg/m³	TIME AVOG	OZONE	NO₂	SO₂	PM₂₅	PM₁₀	Thames (Tower Pier)	metres	FTSE 100 Index	Stocks	
3 %	3 %	9602	33	45	4	19	28			0.29	metres	6911.80	-49.34 (-0.71%)	
Stations Full	Stations Empty	Bikes Available	5455	301	London buses	301	Underground trains			Goldsmiths' Row	yesterday			
		Available Bikes (last 24h)	5455	301	London buses	301	Underground trains			3240	yesterday			
			5455	301	London buses	301	Underground trains			3240	yesterday			

TRAFFIC CAMERAS (TWO AT RANDOM) (TfL)						BBC LONDON NEWS (BBC)						OPENSTREETMAP UPDATES (OSM)					
Location	Image	Details	Location	Image	Details	Location	Image	Details	Location	Image	Details	Location	Image	Details			
A13 Burdett Rd		Camera 00044-00330 In use keeping London Moving	A23 Streatham H Rd/Hopton Rd		Saturday night Tube strike due	Putney		POI changing Farmland & surrounds updating from bing & surveys	Putney		Farmland & surrounds updating from bing & surveys	Putney		POI changing			

ELECTRICITY (N.GRID)			MOOD (LSE MAPPNESS)			TWITTER TRENDS FOR LONDON									
Demand (Great Britain)	122	MW	0%	unhappier	2% happier	#PakVsSA	#firstdates	#BlackOutDay	#SAvPAK	#TheVampsVIP	London	Fulham	Harrison Ford	Cameron	Bournemouth
40129		MW	0%	unhappier than the long term average for here	2% happier than the whole country right now	#PakVsSA	#firstdates	#BlackOutDay	#SAvPAK	#TheVampsVIP	London	Fulham	Harrison Ford	Cameron	Bournemouth

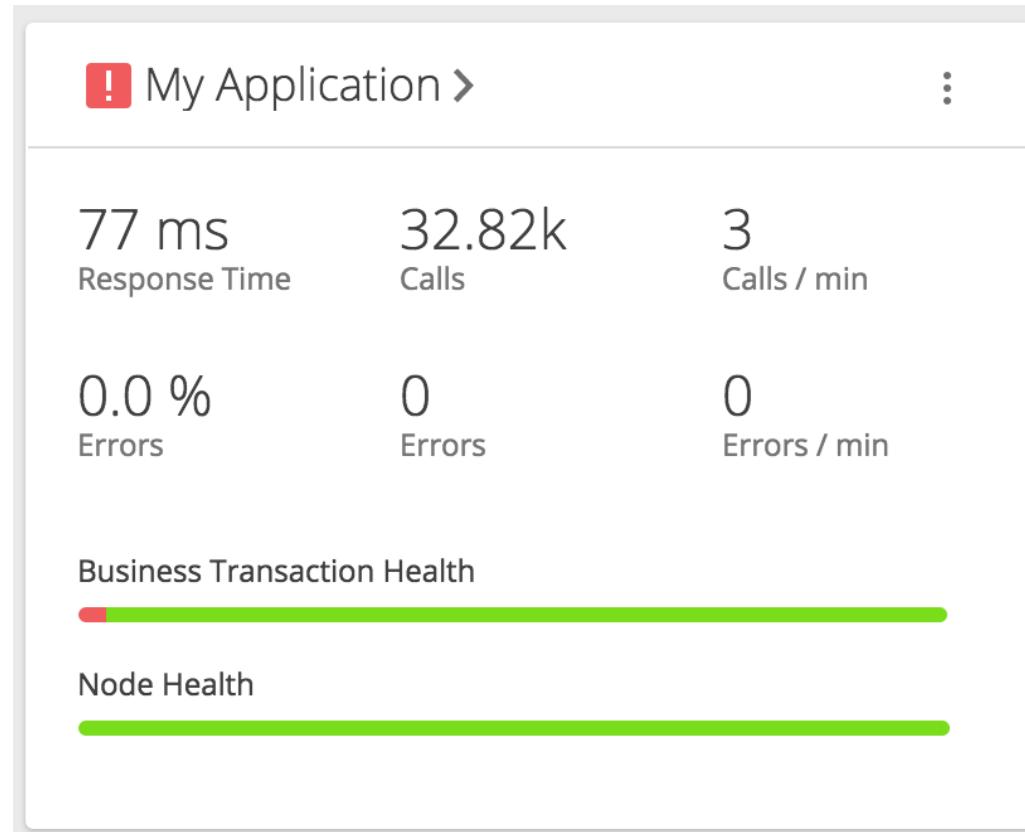
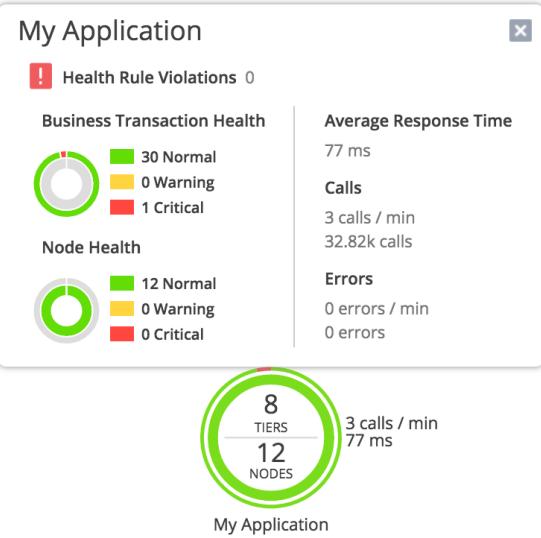
LONDON NEWS AND EVENTS (TWITTER)												LONDON UNIVERSITIES (TWITTER)											
TIME OUT LONDON: Whip out that beach body! @HotTubCinema returns to London and this time it's tropical http://t.co/0vZqKK64F												CityUniversityLondon: RT @ShashiTharoor: An audio-recording of my talk "Pax Indica: India & the World of the 21st Century" at City University London, Feb 20. htt...											



“I just want something that shows me if there is a problem with the application!”

“Right, Got it!”







“No no no! I want a dashboard that looks awesome!”

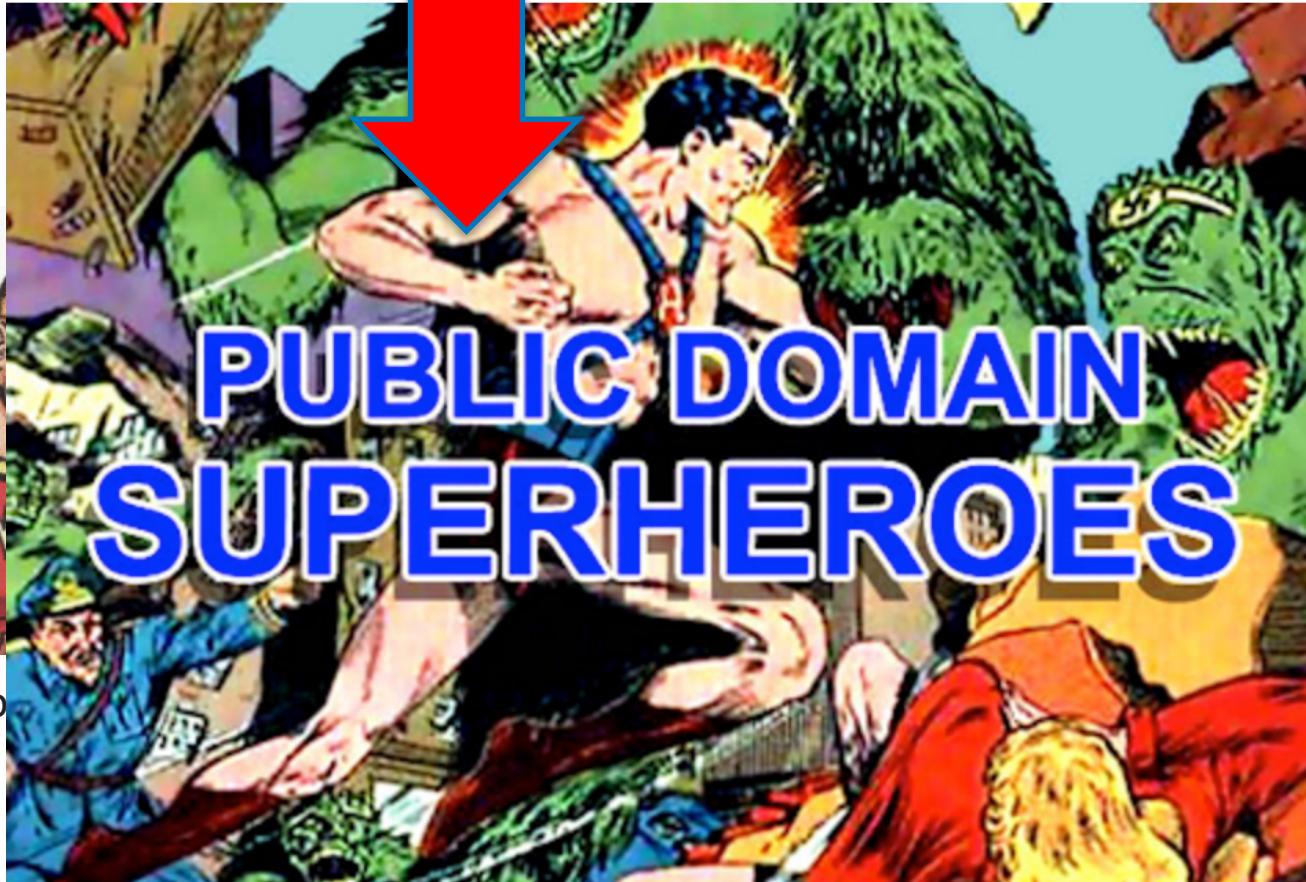
“OK!”



#legal

Lash

een Llama



PUBLIC DOMAIN SUPERHEROES

Lo

grade



“Yeah! Like that, but for all the Business Transactions
that are important!”



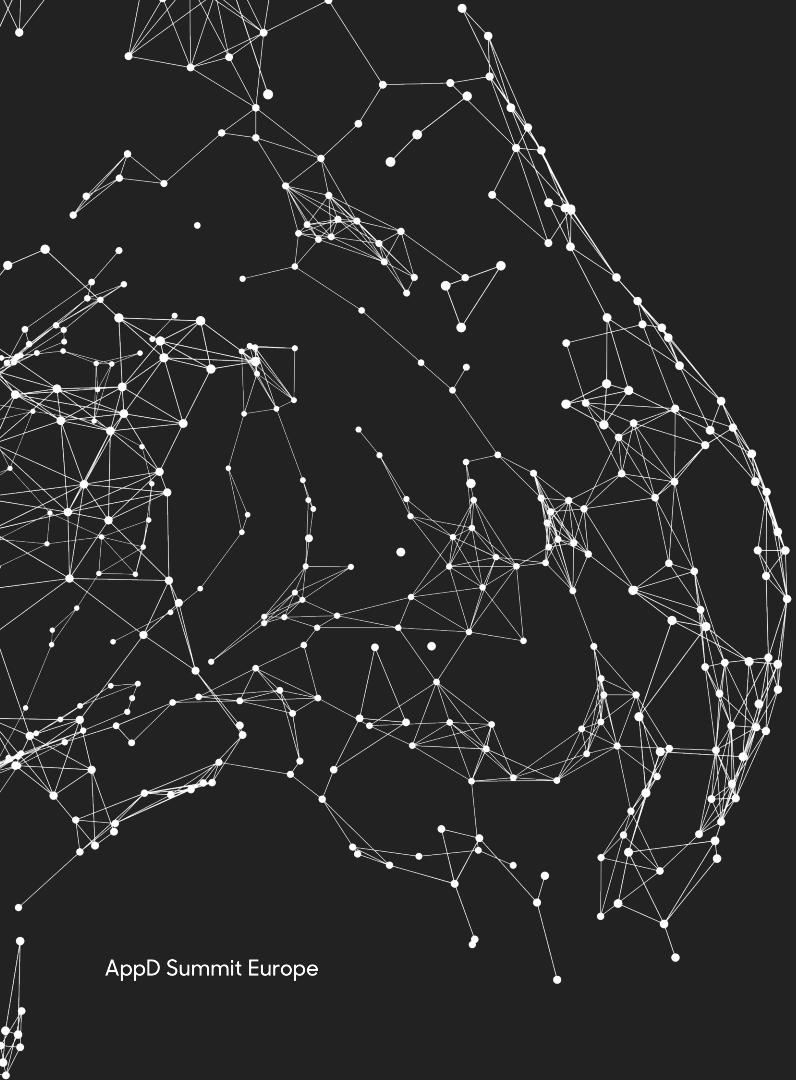
“There aren’t enough Public Domain
Super Heroes...”

My Application		Business Transactions											
		last 1 month ▾ ?											
		Application Dashboard Details Filters Actions View Options Configure Business Transactions Q Showing 31 of 31											
Business Transactions		Name	Health ↓	Response Time (ms)	Calls	Calls / min	Errors / min	% Errors	% Slow Transactions	% Very Slow Transactions	% Stalled Transactions	Tier	
Service Endpoints	/	!	11	8,642	3	0	0	0.2	0.1	0	0	node	
	/Login/0	✓	389	2,986	187	0	0	0	0	2	0	WebTier	
	/ChangePassword/0	✓	3	2,986	187	0	0	0	0	0	0	WebTier	
	/CheckPosition/0	✓	188	2,985	187	0	0	0.3	0.1	0	0	WebTier	
	/Search/0	✓	3	2,985	187	0	0	0	0	0	0	WebTier	
	/Homepage/0	✓	179	2,985	187	0	0	0.4	0	0	0	WebTier	
	/Logout/0	✓	29	2,984	187	0	0	0.1	0	0	0	WebTier	
	/UserDetails/0	✓	4	2,984	187	0	0	0	0	0	0	WebTier	
	/MakeTrade/0	✓	13	2,984	187	0	0	0	0	0	0	WebTier	
	/index.html	✓	59	79	0	0	0	0	0	0	0	node	
Metric Browser	/manager/html	✓	15	49	0	0	0	0	0	0	0	node	
	/report	✓	2	36	2	0	0	0	0	0	0	HelperServices	
	/testproxy.php	✓	5	35	0	0	0	0	0	0	0	node	
	/readme.html	✓	66	23	0	0	0	0	0	0	0	node	
	/reader/about	✓	41	21	0	0	0	0	0	0	0	node	
	/report	✓	1	12	1	0	0	0	0	0	0	WebTier	
	/report	✓	2	10	1	0	0	0	0	0	0	PositionsServ...	
	/script	✓	16	8	0	0	0	0	0	0	0	node	



“Wouldn’t you just rather get a notification when something is going wrong?”





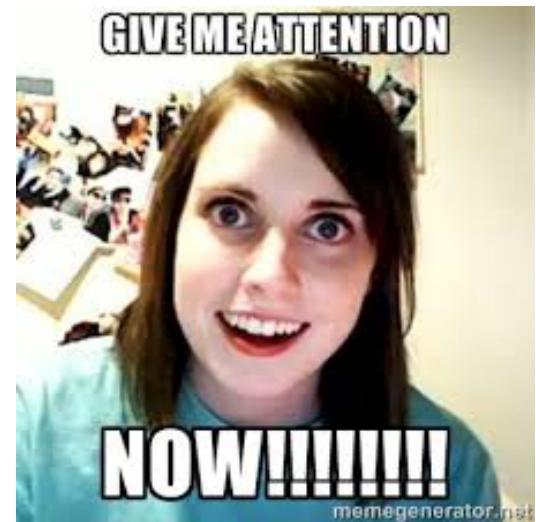
So what is Andy going to talk
about for the next 30mins?

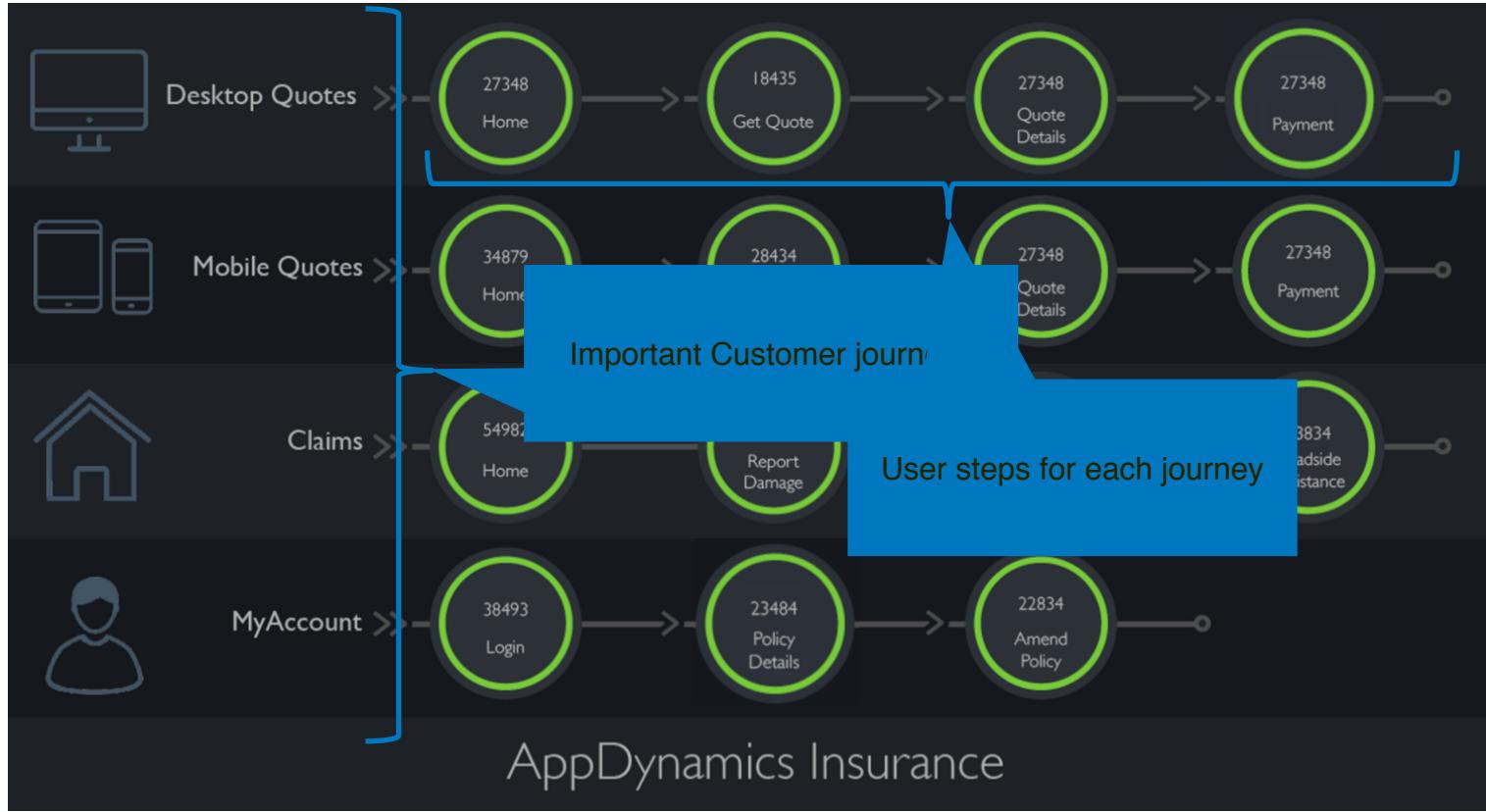
~~APPDYNAMICS~~ ~~DASHBOARDS~~ Me

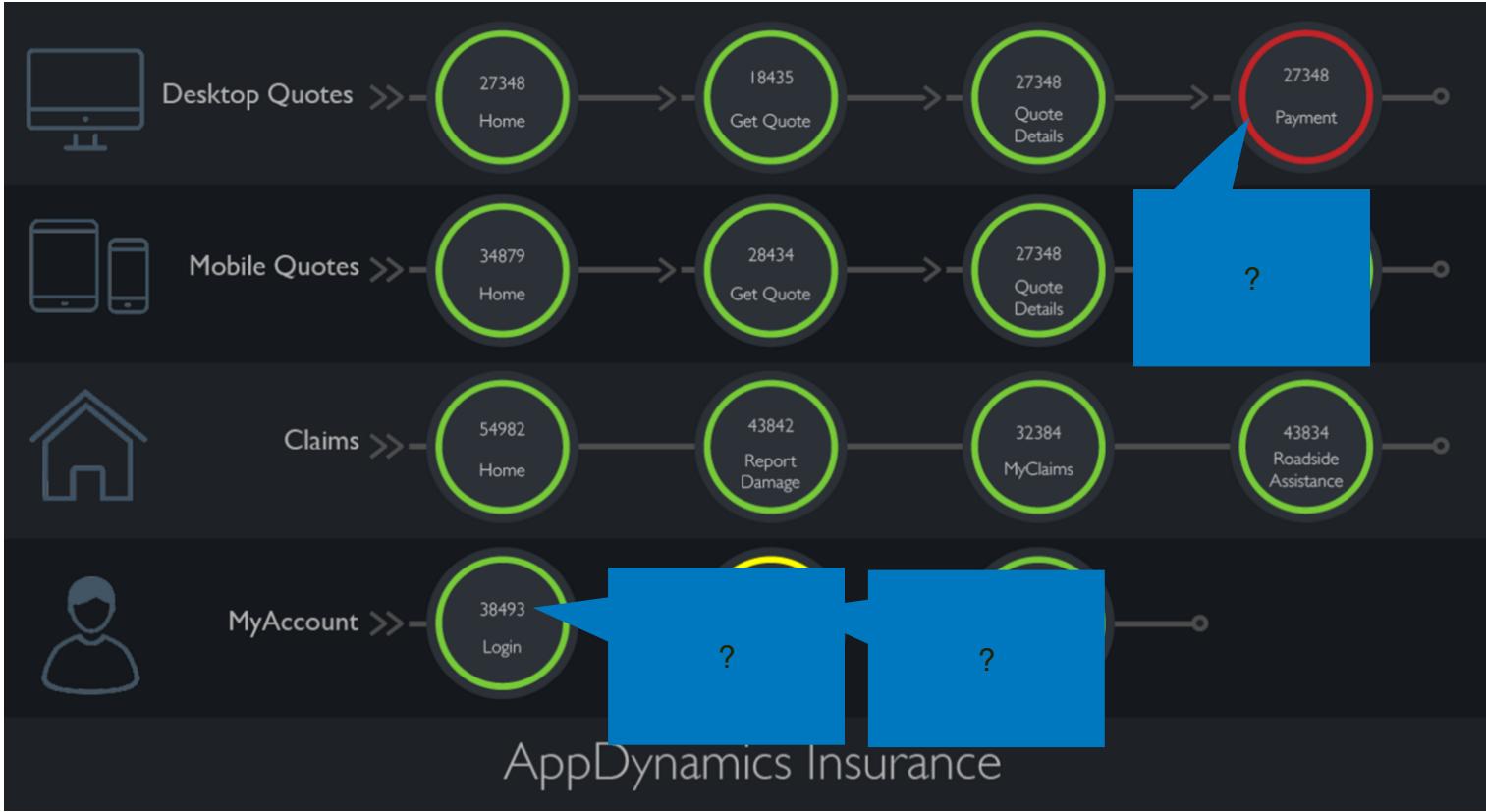
What I've seen that doesn't work

What I do

How I do it







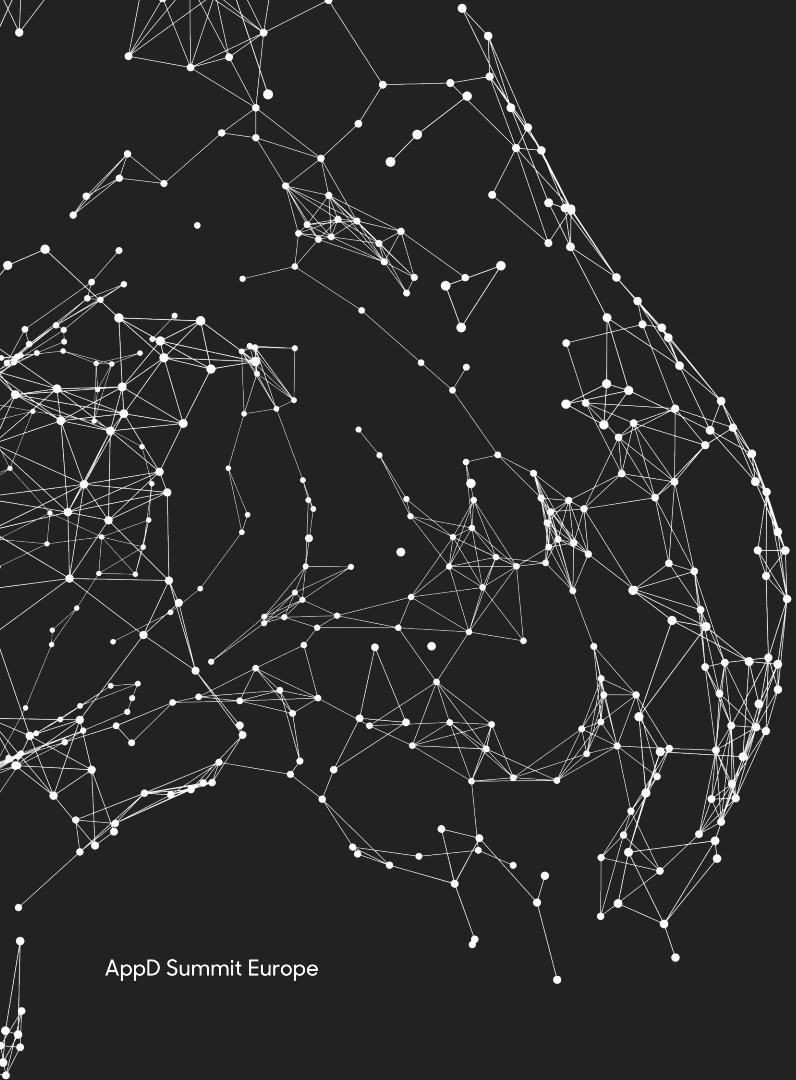




So What Went Wrong?

- Pretty dashboards, functionally useless
- Information is not timely





WWAD

What Would Andy Do?

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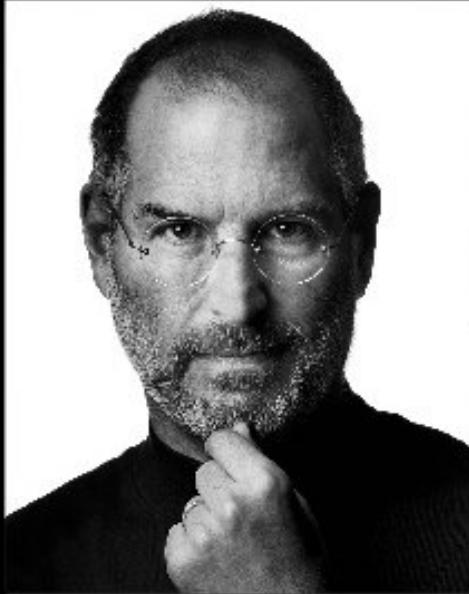
What's my process for developing good dashboards?

Step 1: Planning

Think about your audience. Then speak to them!

Questions

- Why do you want a dashboard?
- What outcome do you want?
- How will you use the dashboard (on wall, interactive, mobile)?
- Is this something they look at regularly throughout the day, or look at when there is a problem

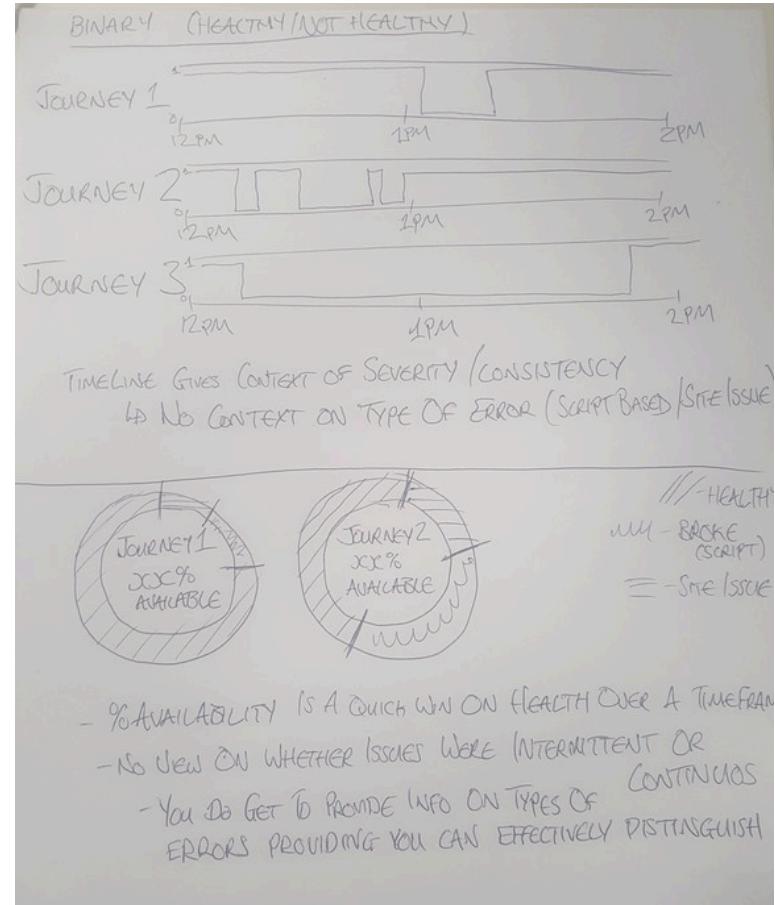


*“A lot of times,
people don’t know
what they want
until you show it to
them.”*

*- Steve Jobs, Co-
founder of Apple*

Step 1: Planning

Draw the dashboard with the end users
Or better still ~~Driving & driving~~
~~Paper and Pen!~~
Knowing what they want to achieve
Don't worry about the essence of what
they want to achieve with a dashboard
Take notes



**THE FIRST RULE OF
DASHBOARDING IS**

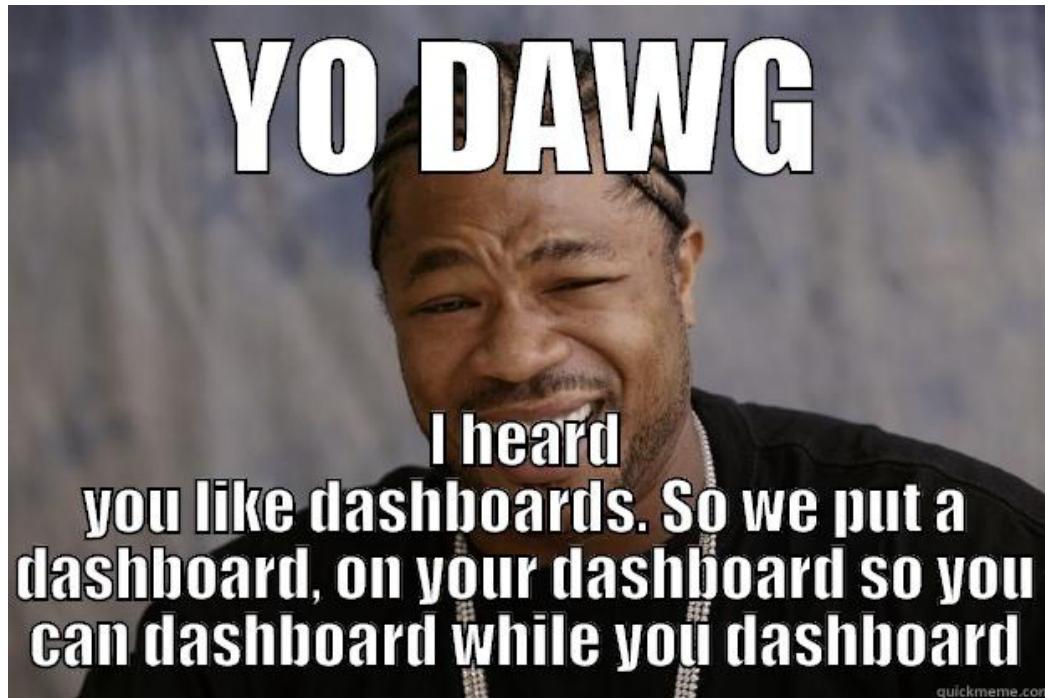


PPPPPPP

memegenerator.net

Proper
Planning and
Preparation
Prevents
P***
Poor
Performance Dashboards

Step 2: Build It



Step 3: Review It

Review the dashboard with the customer

Take them through it, don't leave them with it.

You are the salesperson now!



Step 4: Improve It

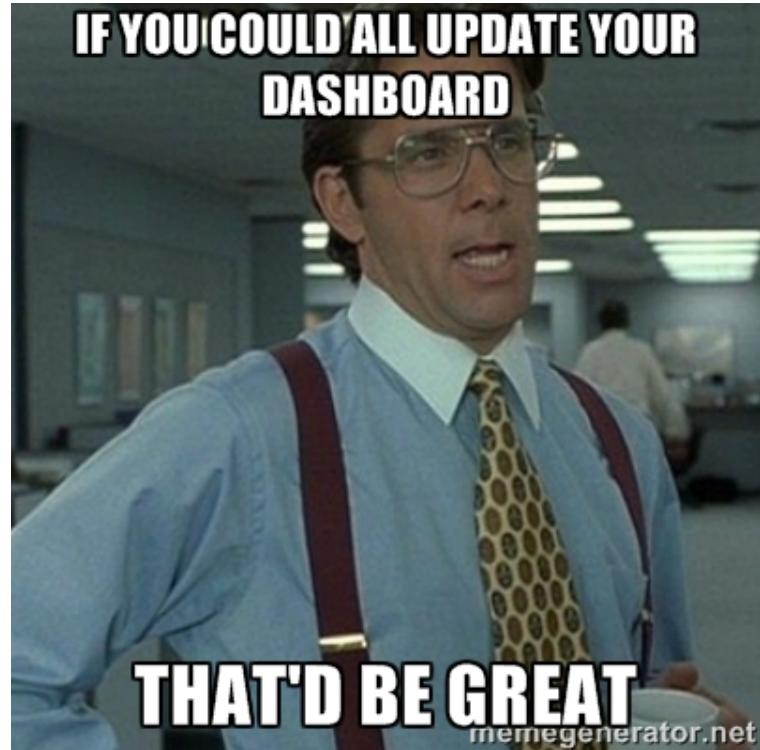
Be prepared to make changes.

Again

And again

And again

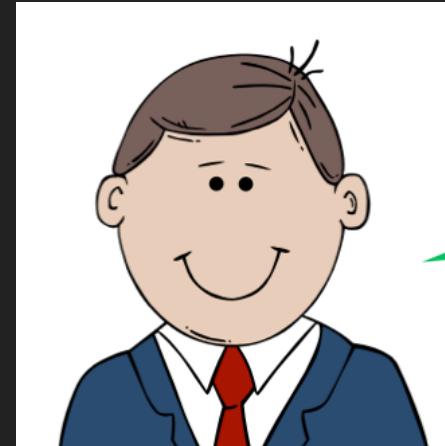
Dashboarding requires Continuous Improvement





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Good Dash!
Or Board?



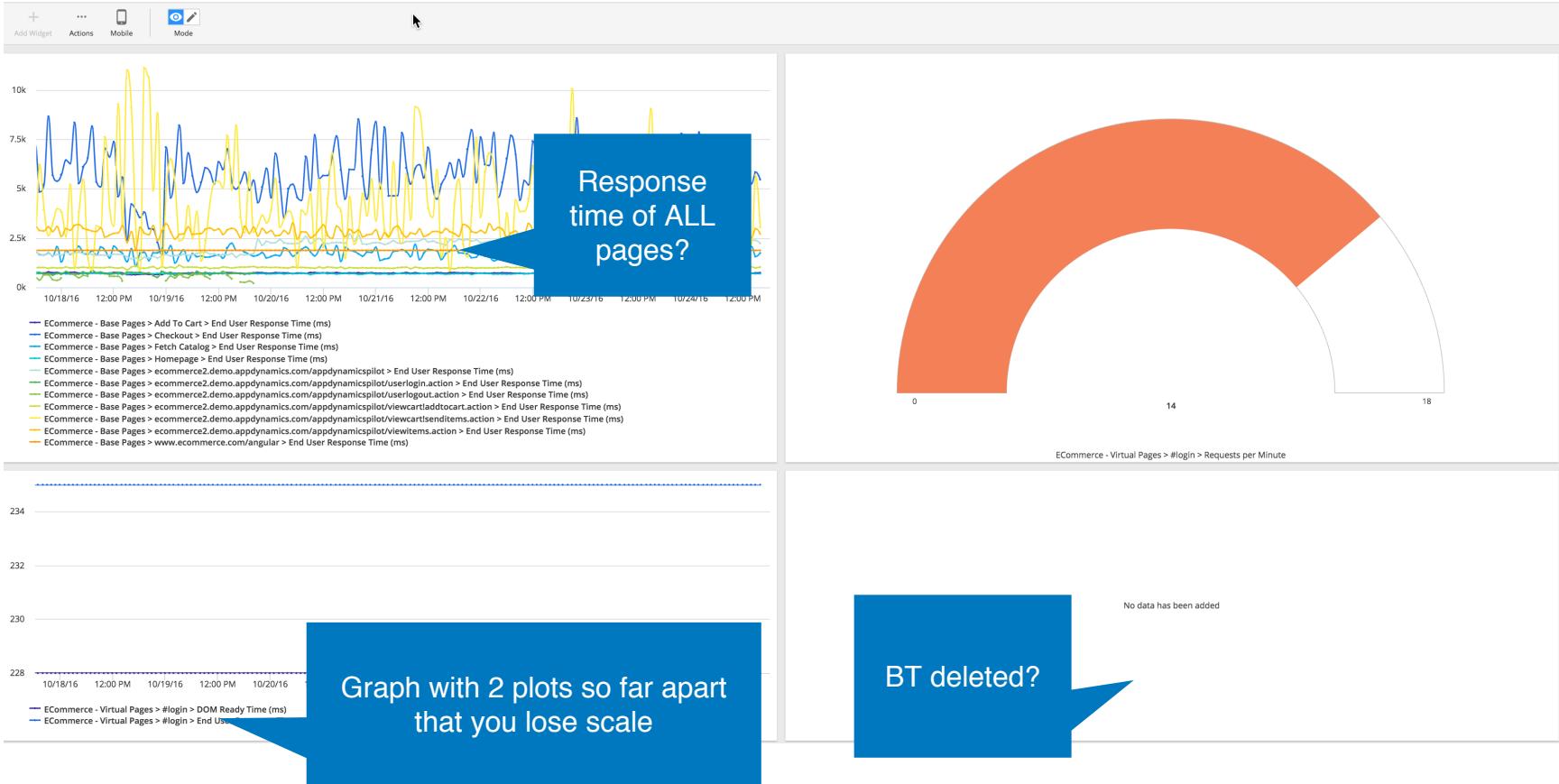
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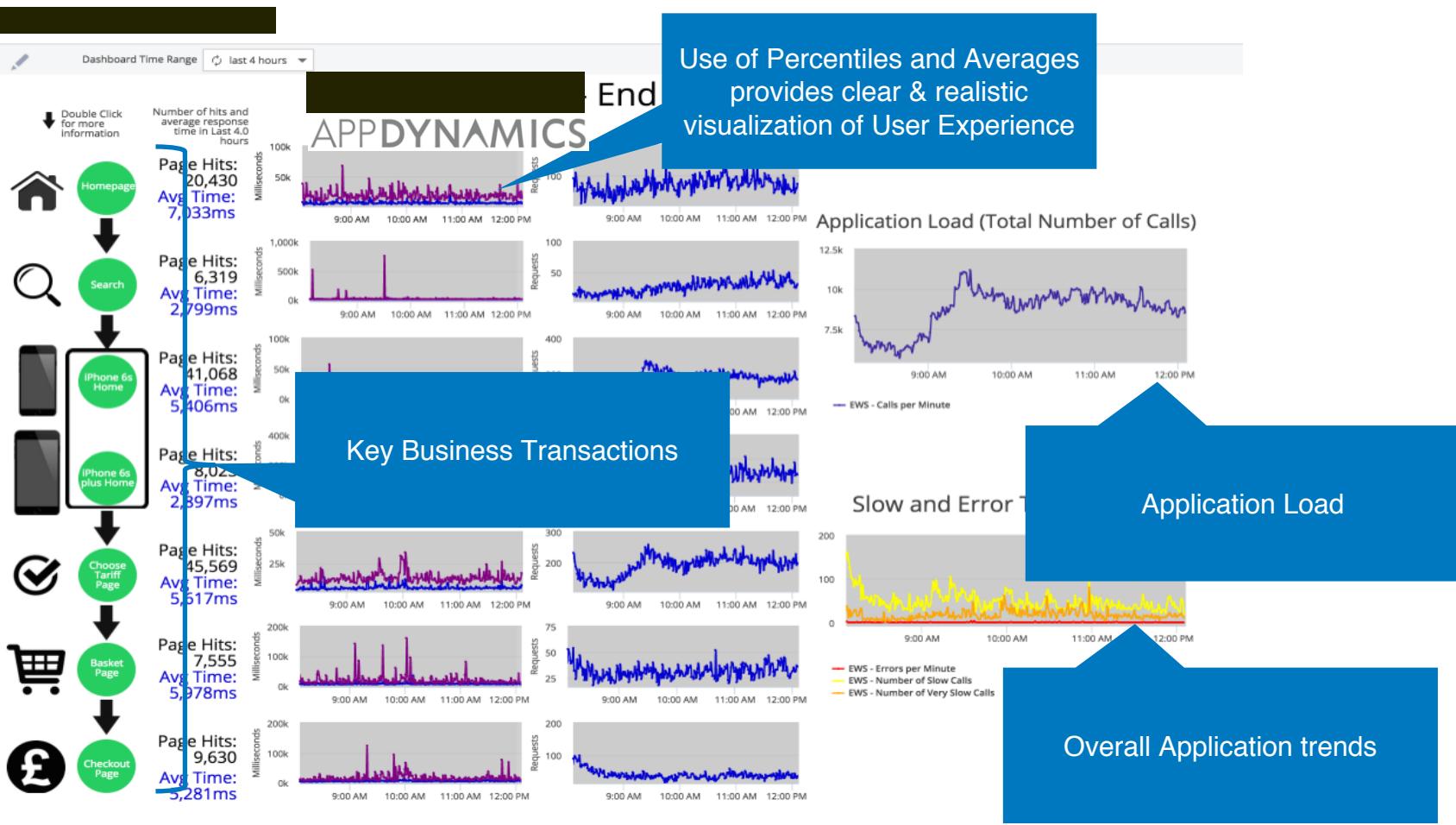


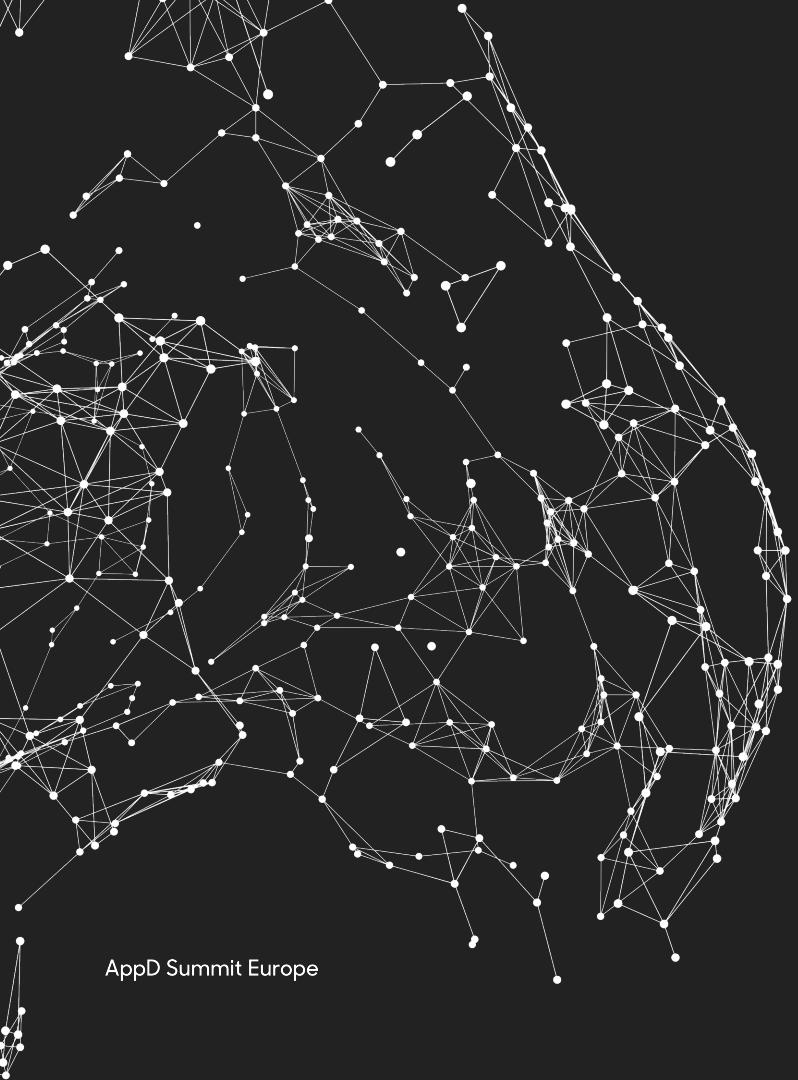


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Basket Total

£67,200

Basket Total (Today)

£262,510

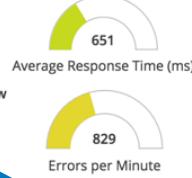
Calls per minute

161

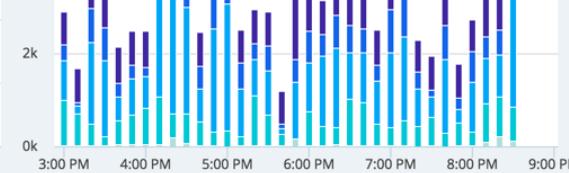
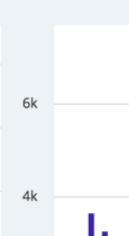
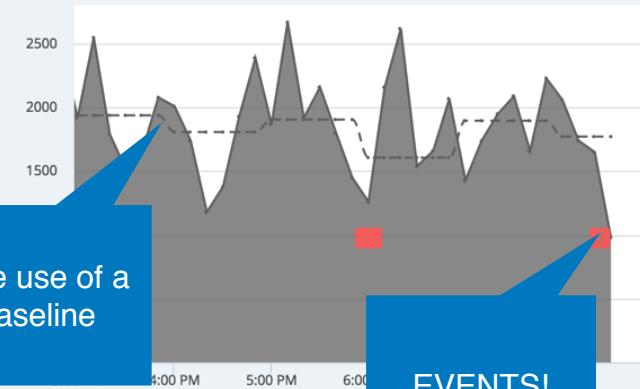
Business Metrics

Performance Summary

- Errors
- Normal
- Slow
- Very Slow



Sales Today



EVENTS!

- /
- /Cart/Add
- /Cart/Checkout
- /Movie/Search
- /login.aspx

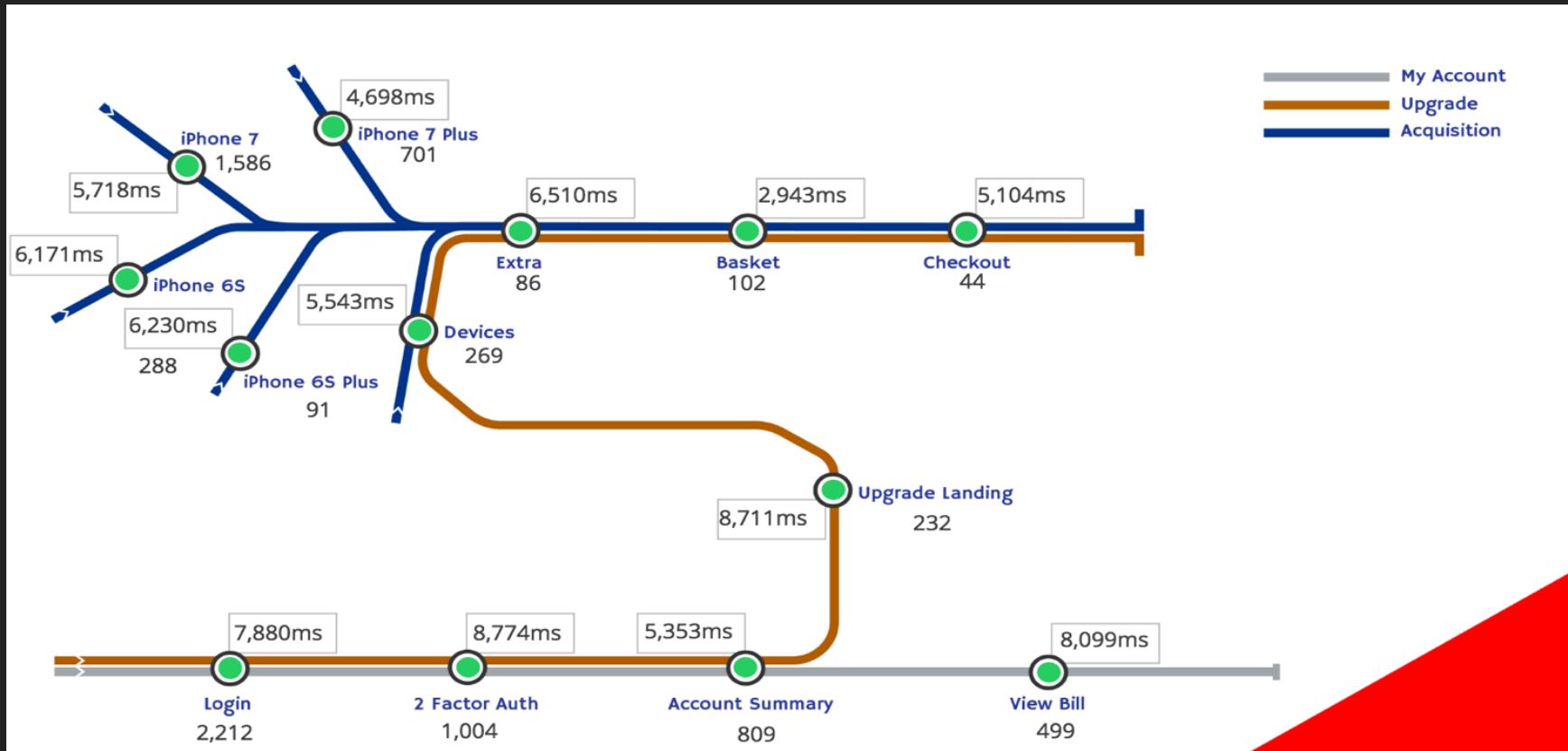
Key sets in the sales journey



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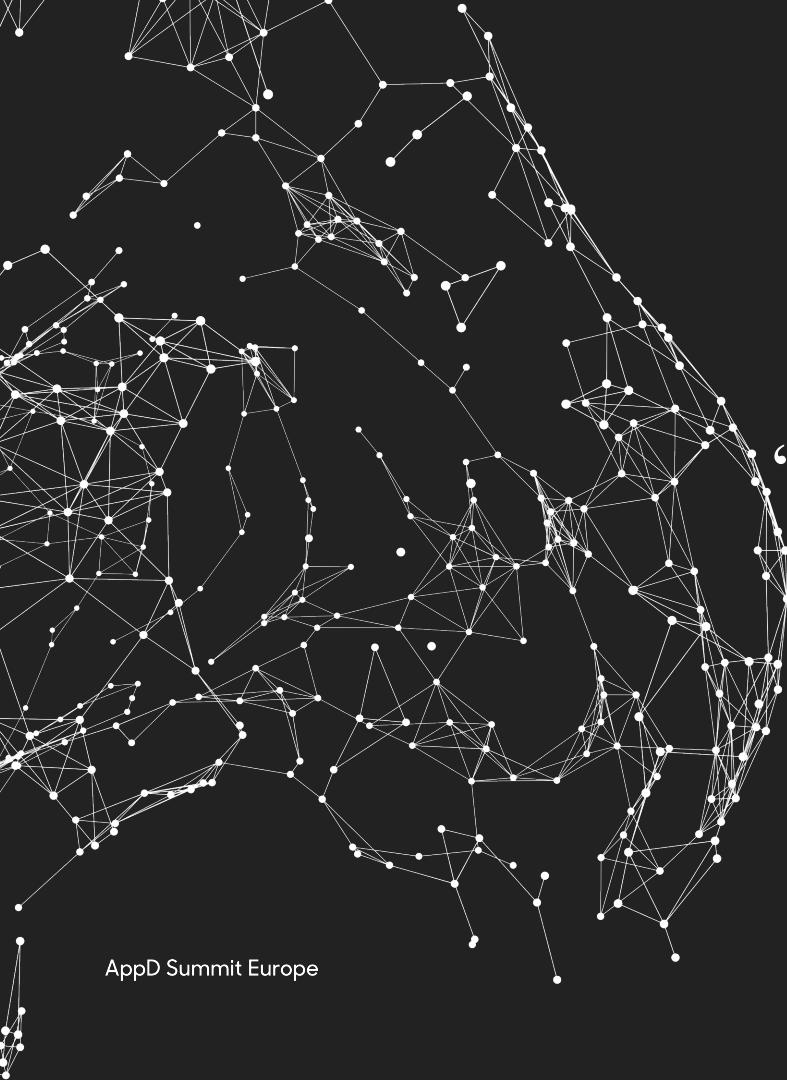




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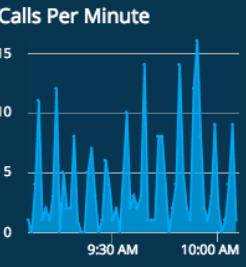
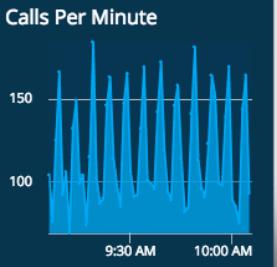
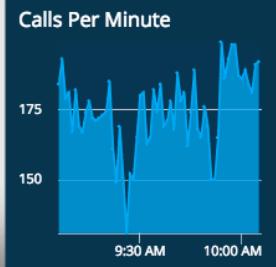
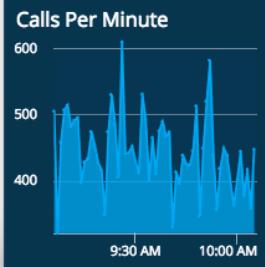
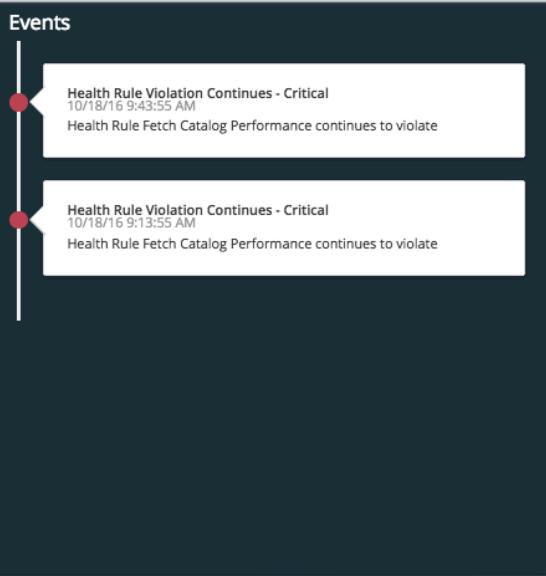
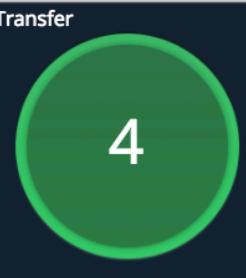
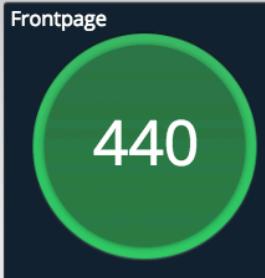
APPDYNAMICS CONFIDENTIAL AND PROPRIETARY

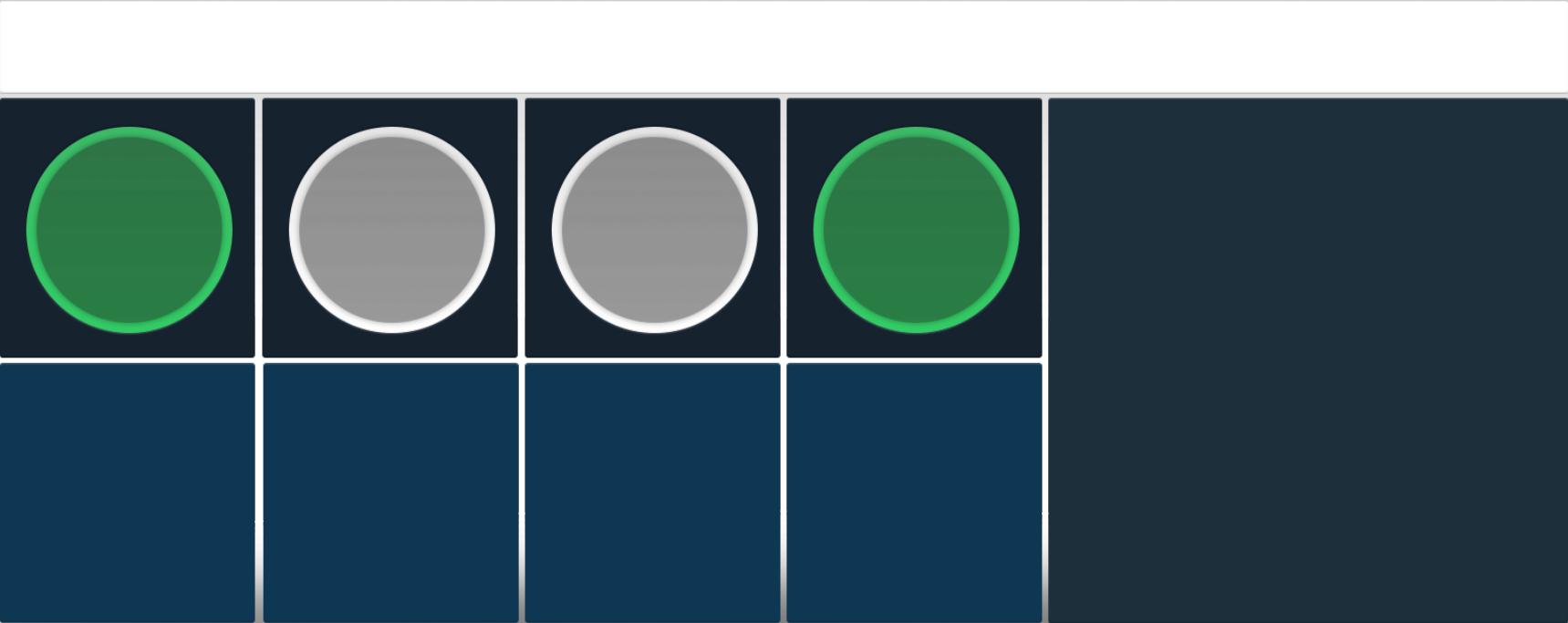


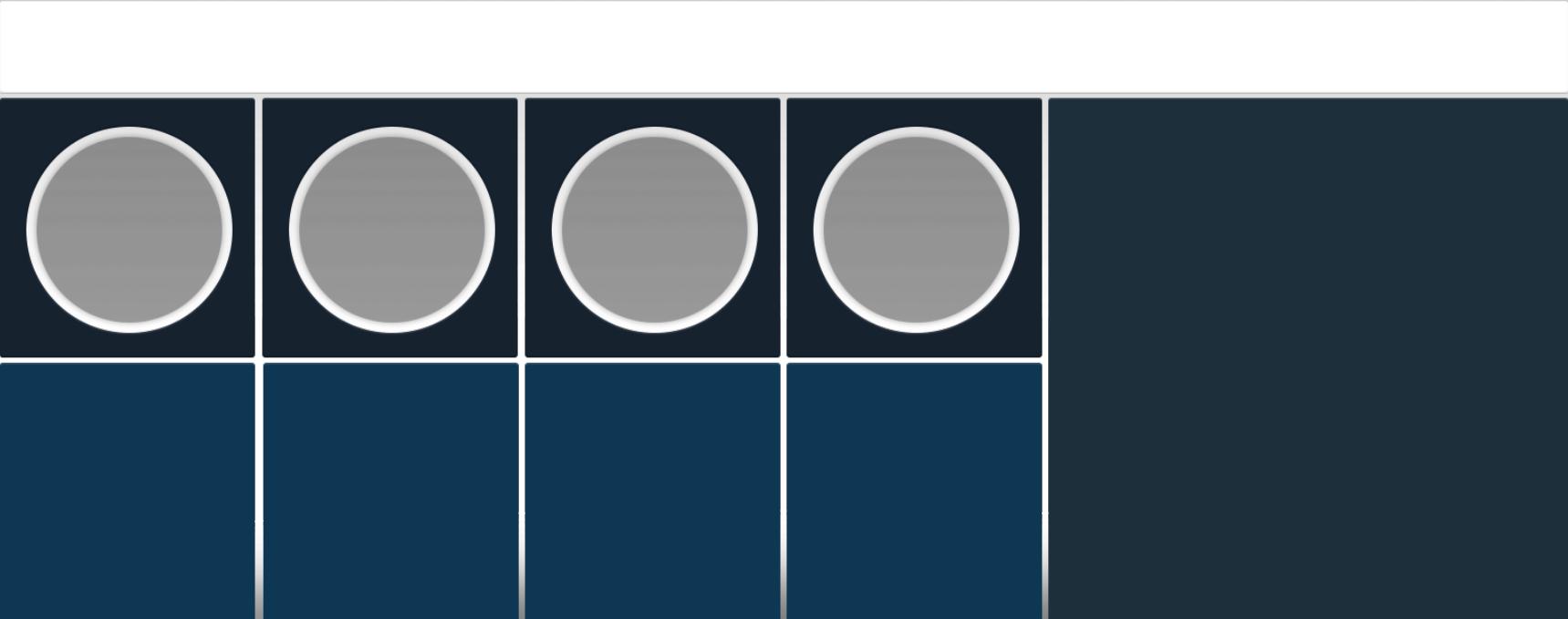
Andy,
How do you actually make those
'awesome' Dashboards you showed
me?

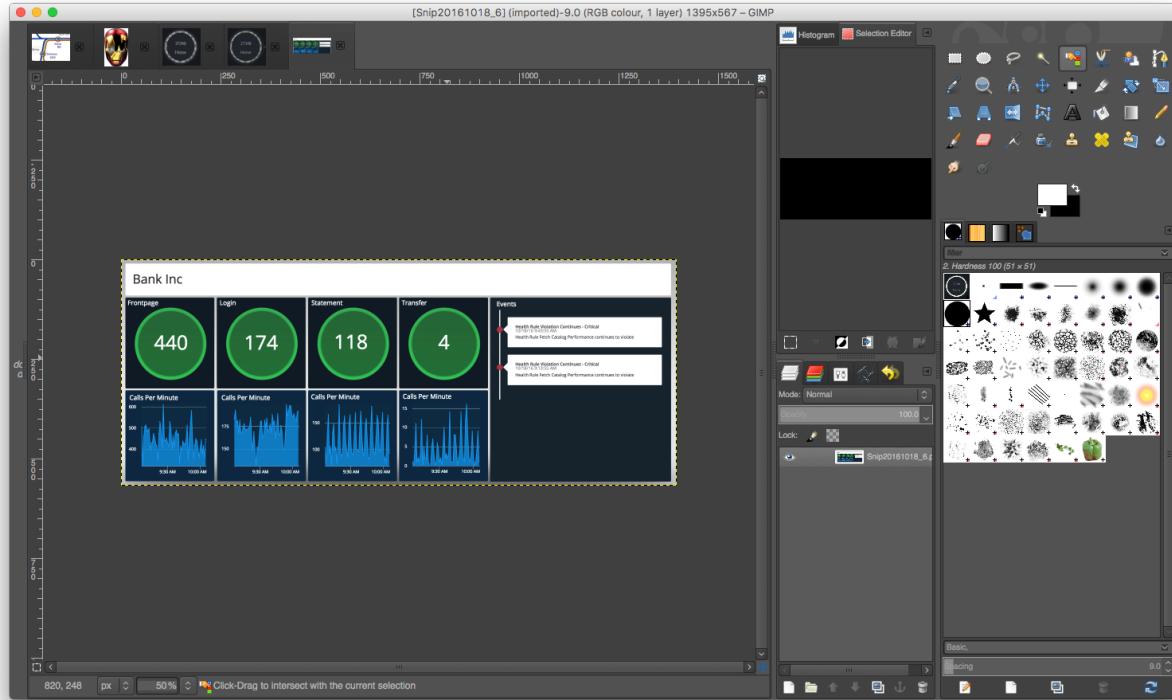


Bank Inc









The image shows a dashboard meme at the top left, featuring four circles in a 2x2 grid. Below it is a screenshot of GIMP showing a dashboard titled "Bank Inc" with various metrics like 440, 174, 118, and 4. To the right is a screenshot of a web browser displaying the [Base64 Image Encoder](https://www.base64-image.de) website. The site features a cartoon character named "MR. BASE" holding a briefcase, and a large call-to-action button with the text "DRAG & DROP IMAGES ANYWHERE" and "OR CLICK HERE". Below this is an "Encoding" section where a file named "Snip20161018_6.png" has been uploaded. The "converted" file size is 264.68 KB. A green button labeled "copy image" is highlighted with a red box. At the bottom of the page, there are sections for "File Formats", "Image optimization", and "Browser Support".

CONVERT YOUR IMAGES TO BASE64

MR. BASE

DRAG & DROP IMAGES ANYWHERE

OR CLICK HERE

Encoding

filename	size	progress	converted
Snip20161018_6.png	198.51 KB	1395 x 567 px	264.68 KB

copy image

File Formats

You can upload up to 20 images (max. 1.00 MB each) as JPG, PNG, GIF, BMP or SVG.

Please note that Internet Explorer 8 has a limit of 32 KB for [data URL](#). Versions below have no support.

Image optimization

We can optimize your JPEG & PNG images, using `jpegoptim` and `optipng`. This will reduce the file without any visible impact (in most cases).

Optimization status:

disabled

Browser Support

The encoded results are compatible with all of the following browsers and versions. Please send me a note if there are issues.

Chrome 4+ Safari 3.1+
Firefox 2+ Opera 9+

A problem has been detected and windows has been shut down to prevent damage to your computer.

The problem seems to be caused by the following file: SPCMDCON.SYS

PAGE_FAULT_IN_NONPAGED_AREA

If this is the first time you've seen this Stop error screen, restart your computer. If this screen appears again, follow these steps:

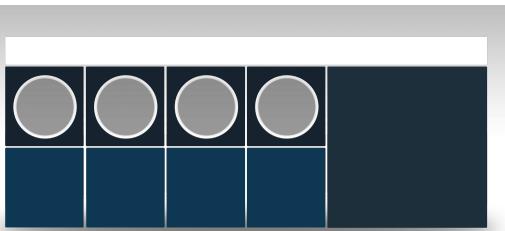
Check to make sure any new hardware or software is properly installed. If this is a new installation, ask your hardware or software manufacturer for any windows updates you might need.

If problems continue, disable or remove any newly installed hardware or software. Disable BIOS memory options such as caching or shadowing. If you need to use Safe Mode to remove or disable components, restart your computer, press F8 to select Advanced Startup Options, and then select Safe Mode.

Technical information:

*** STOP: 0x00000050 (0xFD3094C2,0x00000001,0xFBFE7617,0x00000000)

*** SPCMDCON.SYS - Address FBFE7617 base at FBFE5000, DateStamp 3d6dd67c



CONVERT YOUR IMAGES TO BASE64

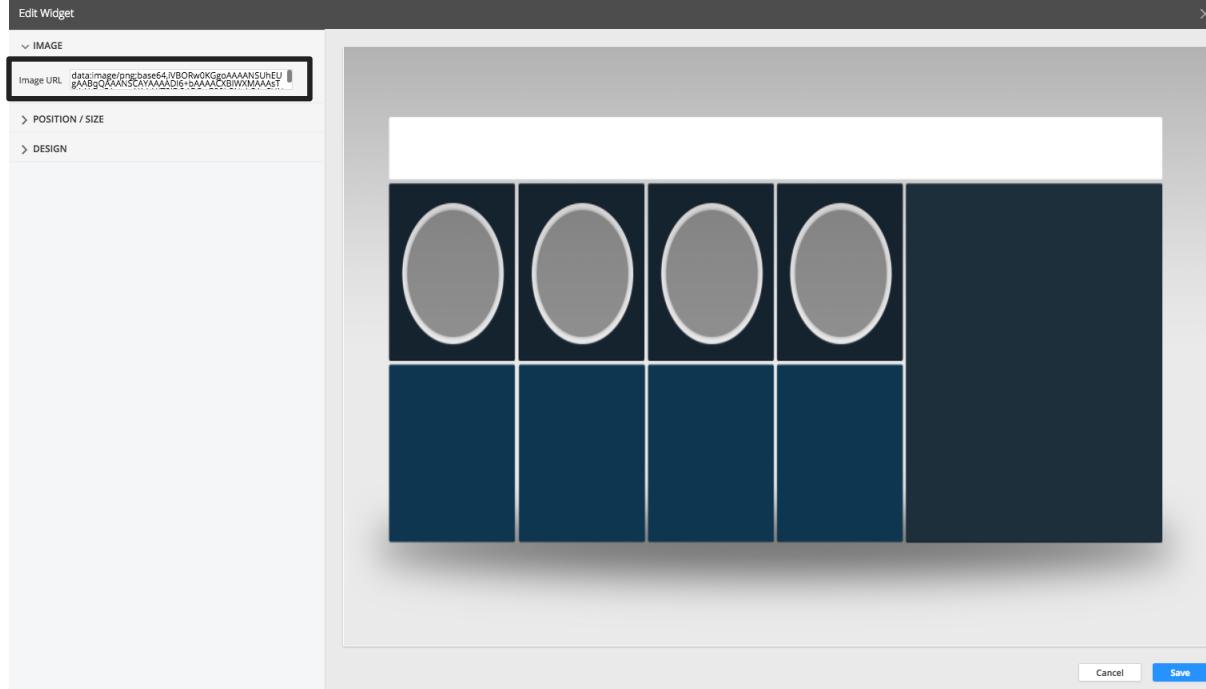
ON CLICK HERE

Encoding

File Formats

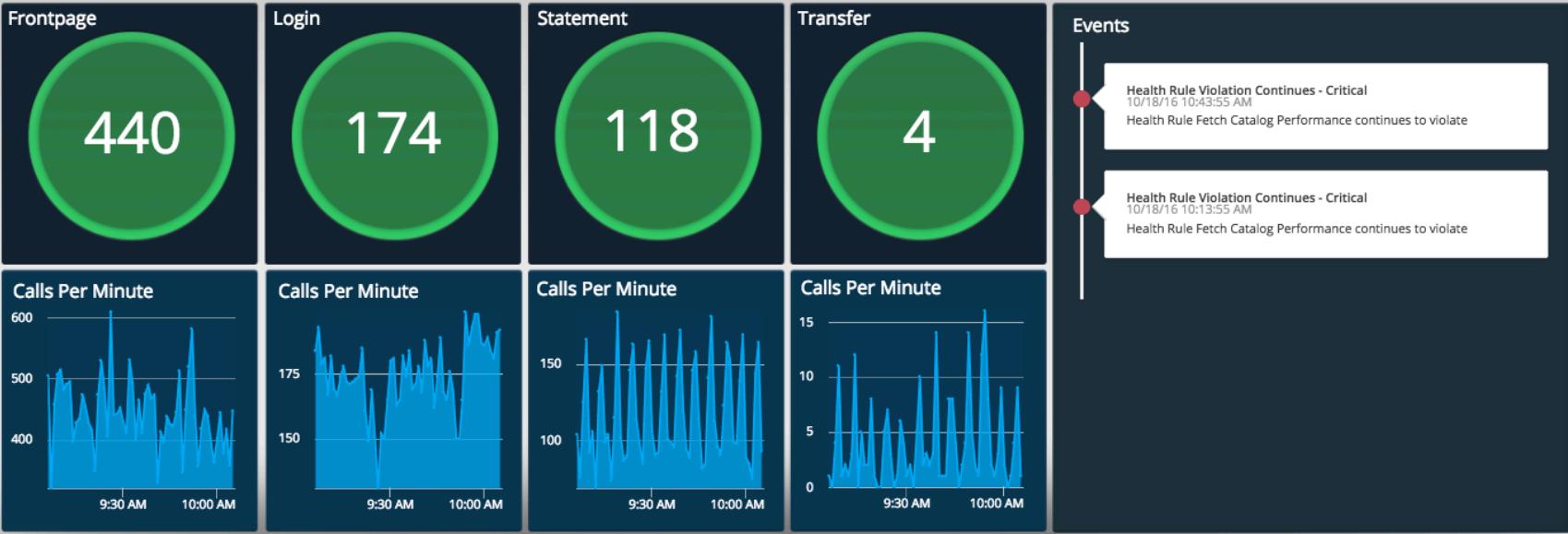
Image optimization

Browser Support



APPDYNAMICS CONFIDENTIAL AND PROPRIETARY

Bank Inc



Events

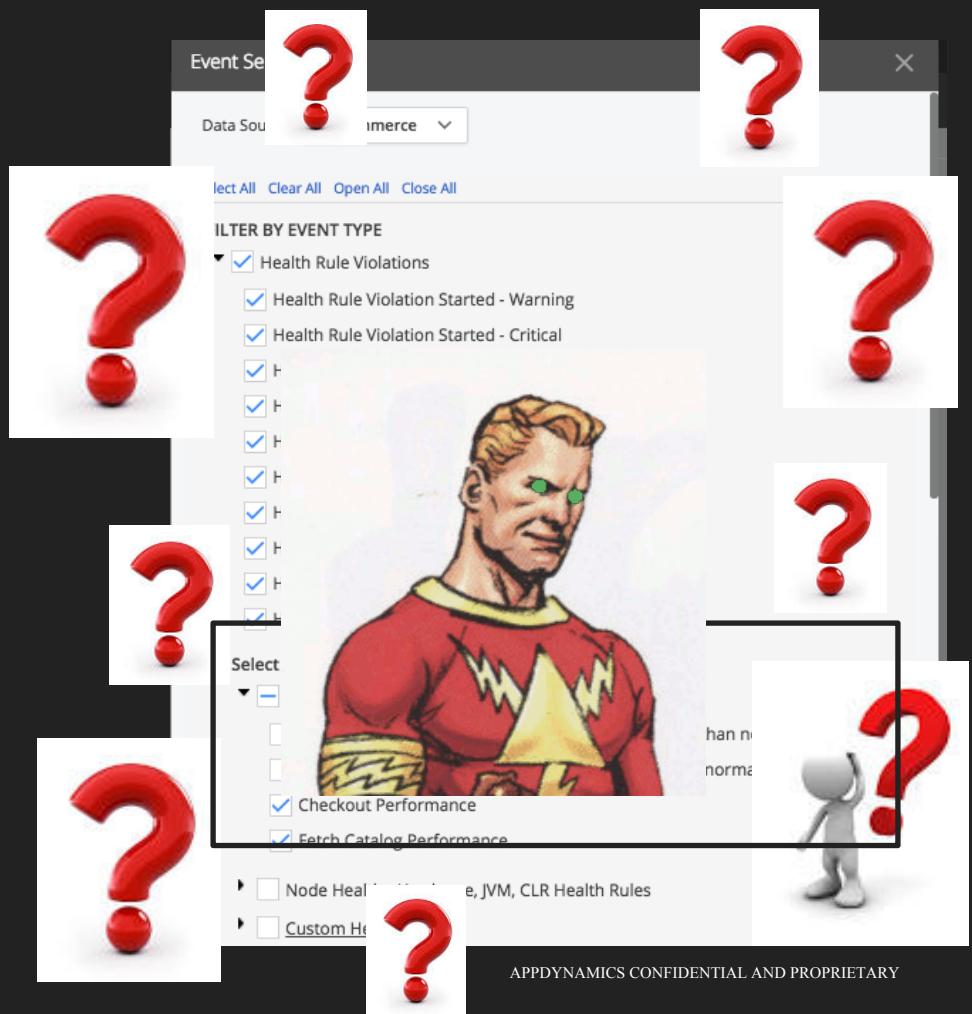
Health Rule Violation Continues - Critical

Health Rule Fetch Catalog Performance continues to violate

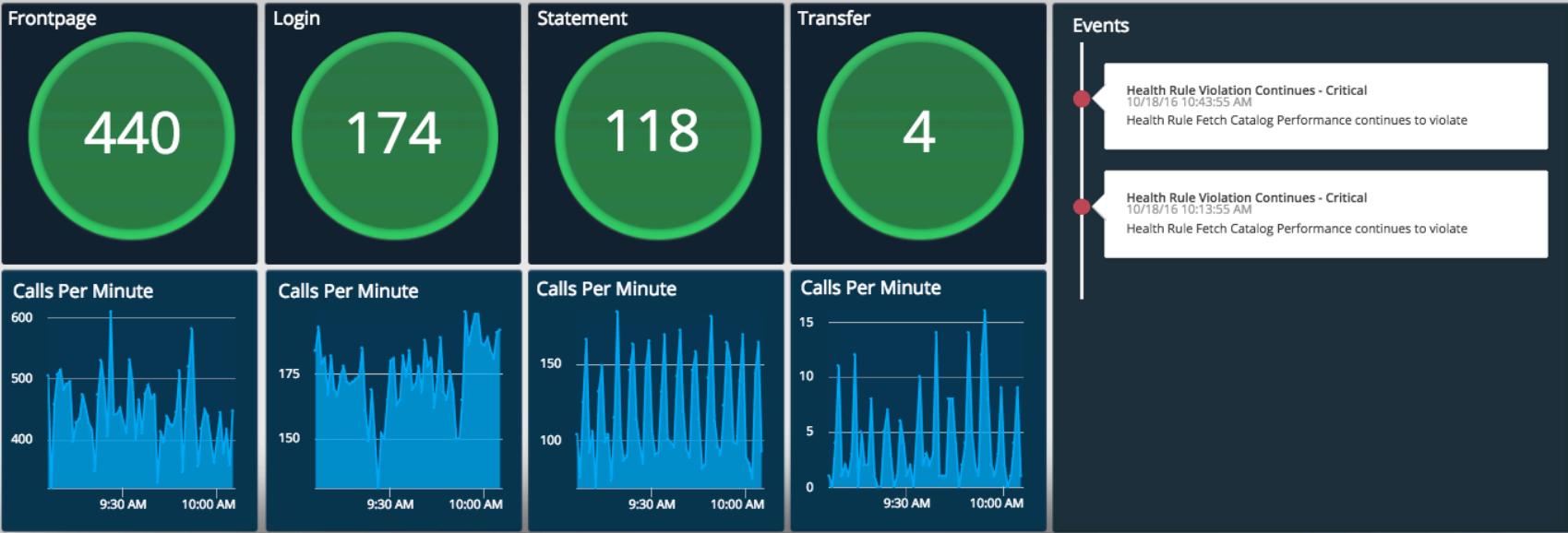
Health Rule Violation Continues - Critical

10/18/16 10:13:55 AM

Health Rule Fetch Catalog Performance continues to violate



Bank Inc



AppDynamics T-Shirt Shop

+ ... Mobile Mode



Basket Total

£67,200

Basket Total (Today)

£262,510

Calls per minute

161

Total Calls

229,536

Performance Summary



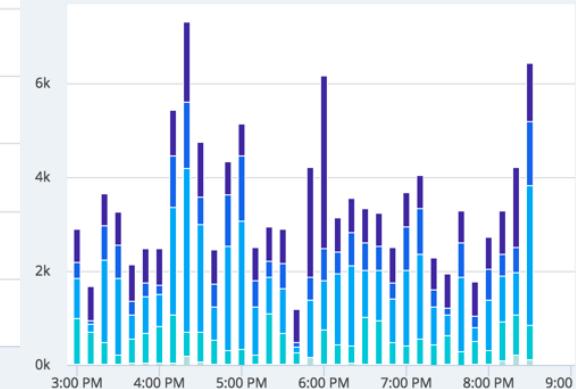
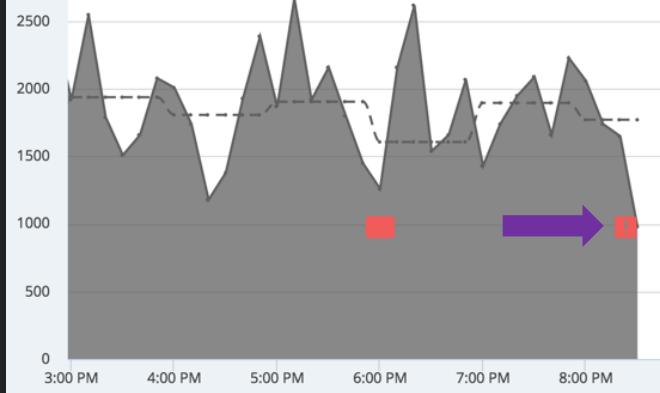
Errors
Normal
Slow
Very Slow

Average Response Time (ms)

829

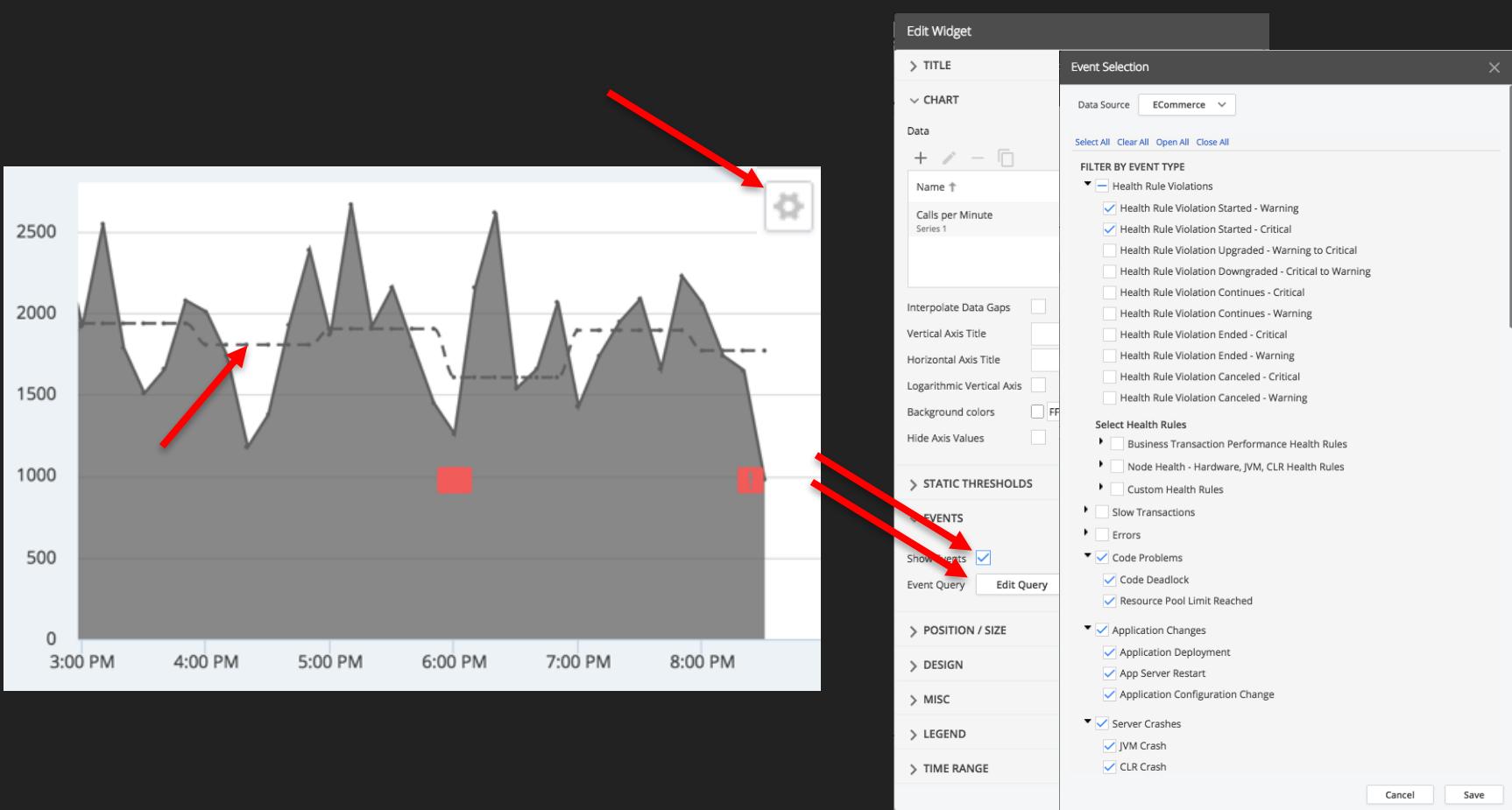
Errors per Minute

Key Pages



Legend:
/ /Cart/Add /Cart/Checkout /Movie/Search /login.aspx

APPDYNAMICS



Edit Widget

X

> TITLE

< CHART

Data



Name ↑	Type
Average Response Time (ms) Series 1	Line

Interpolate Data Gaps

Vertical Axis Title

Horizontal Axis Title

Logarithmic Vertical Axis

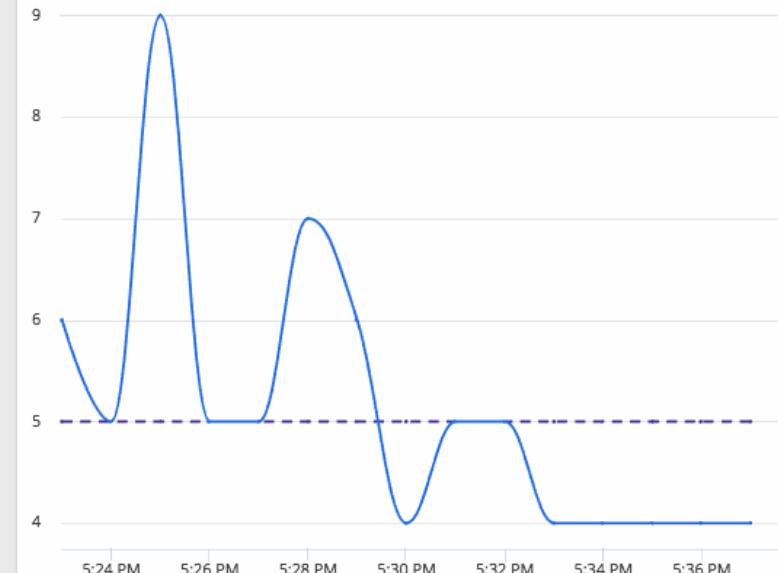
Background colors FFFFFF FFFFFF

Hide Axis Values

> STATIC THRESHOLDS

< EVENTS

Show Events



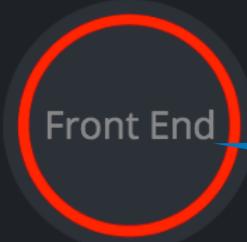
▪ Baseline of ECommerce-Services > Homepage > Average Response Time (ms)

— ECommerce-Services > Homepage > Average Response Time (ms)

Cancel

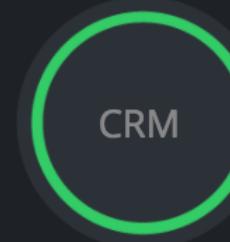
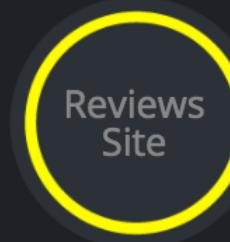
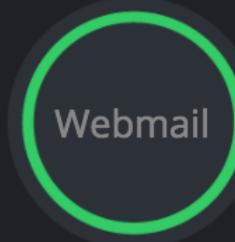
Save

ECommerce



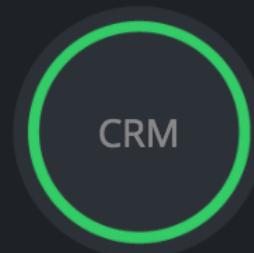
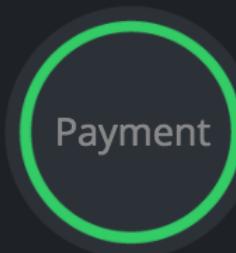
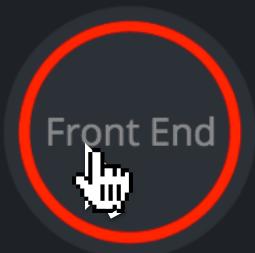
Drill down for more info

Movie Tickets

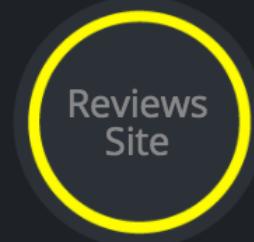
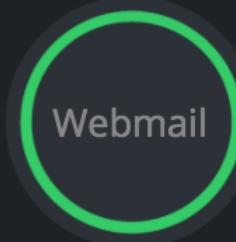


APP**DYNAMICS**

ECommerce

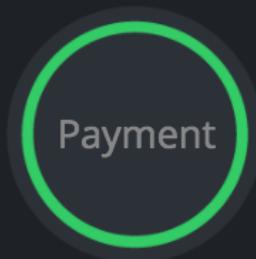
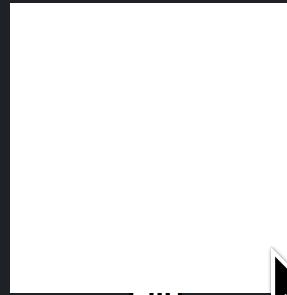


Movie Tickets

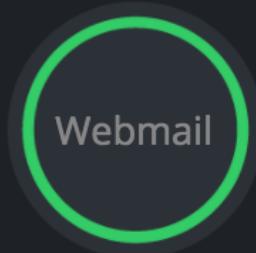


APP**DYNAMICS**

ECommerce



Movie Tickets



APPDYNAMICS

Edit Widget

▼ LABEL

Text

➤ POSITION / SIZE

▼ DESIGN

Font size Color:

Background color FFFFFF
 Transparent

Enable border

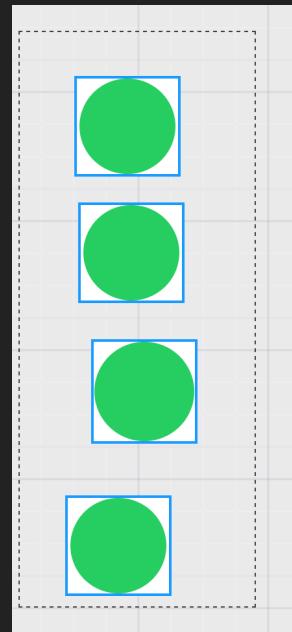
Border color Thickness:

▼ MISC

Drilldown URL

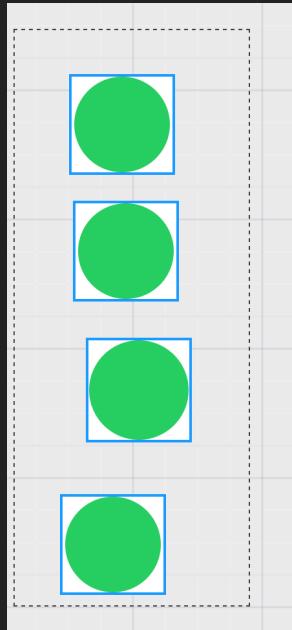
Description

New Features in 4.3!

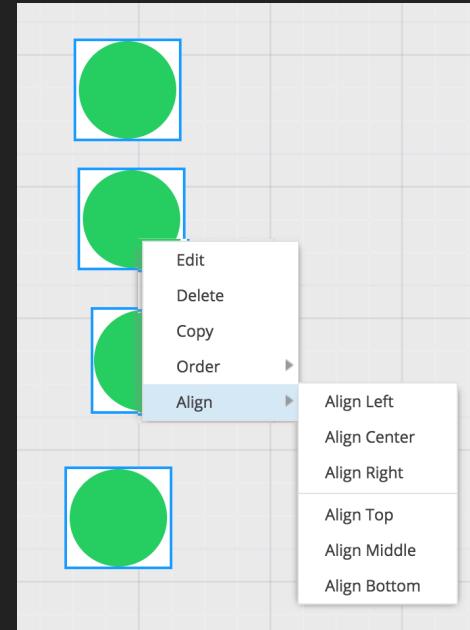


New Features in 4.3!

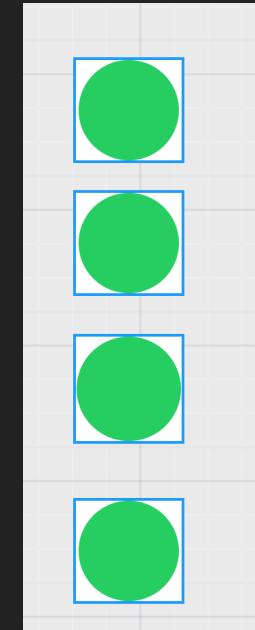
Shift + Drag



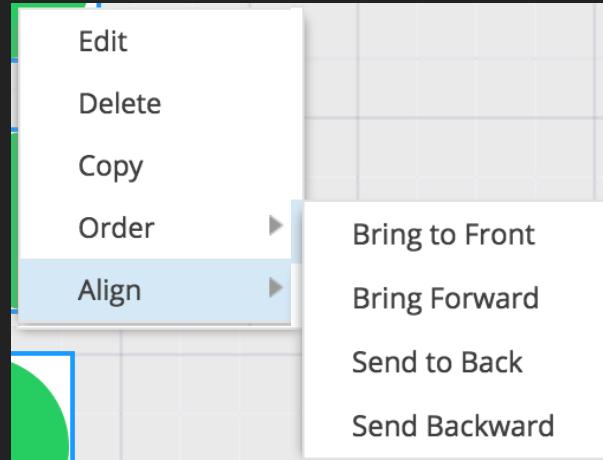
Right Click



Instant Pretty



New Features in 4.3!



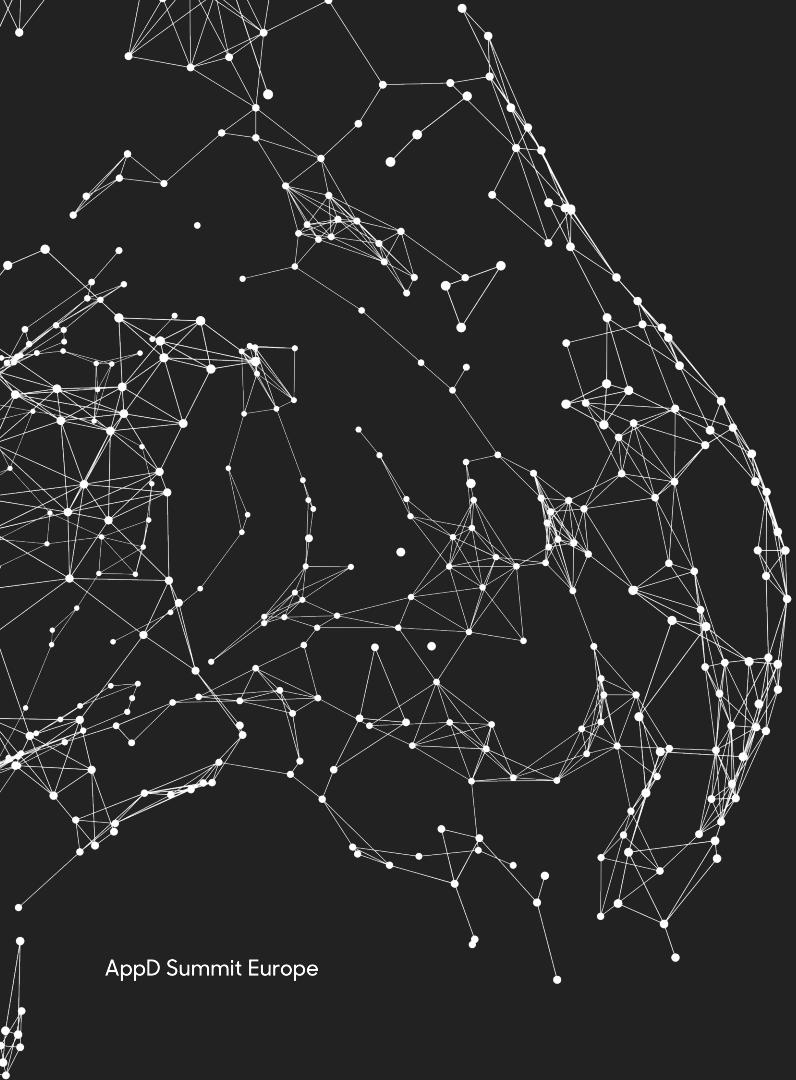
New Features in 4.3!



Recap

- 1) Understand the audience
- 2) Understand the purpose
- 3) Iterative process
- 4) Base64 + Transparency
- 5) Use drilldowns to make it functional

So get out there and be a Dashboard rockstar! You need practice!



Questions?