Business Context Matters: Driving Business Outcomes with AppDynamics Business IQ

Workshop Guide

Overview

During this interactive session, including a hands-on demo, you will learn how to link application performance to critical business outcomes. Discover how Business IQ can become a pivotal tool in your sales conversations, helping you deliver enhanced value to your customers and differentiating our offerings in a competitive market. Business context is a game changer!

Workshop Outline:

Business Context Matters: Driving Business Outcomes with AppDynamics Business IQ

1. **Introduction (7 minutes)**
   - Welcome and session objectives
2. **Understanding Business Context (10 minutes)**
   - Importance of linking application performance to business outcomes
   - How business context enhances value delivery
3. **AppDynamics Business iQ Overview (20 minutes)**
   - Key features and capabilities
   - Differentiators in the competitive market
4. **Demo (20 minutes)**
   - Live demonstration of Business iQ in action
   - Real-world scenarios showcasing business context integration
5. **Hands-On Demos (20 minutes)**
   - Access demo block
   - Access AppDynamics demo1 SaaS controller
6. **Interactive Q&A (10 minutes)**
   - Address participant questions
   - Discuss potential use cases and applications
7. **Conclusion and Next Steps (3 minutes)**
   - Recap of key takeaways
   - Call to action and resources for further learning

Use Case

Use BiQ to monitor the health of our most important Travel partners in real-time to see how issues impact the overall business & application health.

Technologies Used

- ADQL
- Dashboarding

Features

- ADQL
- Business Transactions

Storyline

By utilizing ADQL and our dashboarding, we show how a business partner, EzTravel, is experiencing an issue with a high error rate and less-than-expected bookings for the time of day. EzTravel shows a higher number of booking calls, yet the booking dollars do not equate. We will use BiQ to drill down to see what is happening.

Technology Background and Overview

For this demo, we will show how the rich data we collect helps us understand how application performance impacts the business.

Demo Flow

1. Select "Dashboards & Report"
2. Navigate to the AD-Travel Dashboard
3. Set the timeframe for 1 hour
4. Select EzTravel by double-clicking the EzTravel Widget
5. Right Click on Error user %User Experience and select "Apply global filter for User Experience: ERROR"
6. Right-click on Error under % API Calls and select "Apply global filter for Business Transaction: Travel.Booking"
7. Right-click on Error under % API Calls and select "Search for events with Business Transaction: Travel.Booking"
8. Double-click on any of the transactions that show an ERROR
9. Click on "Transaction Data"

Steps: (with ScreenShots)

1. Go to https://demo1.saas.appdynamics.com or https://demo2.saas.appdynamics.com

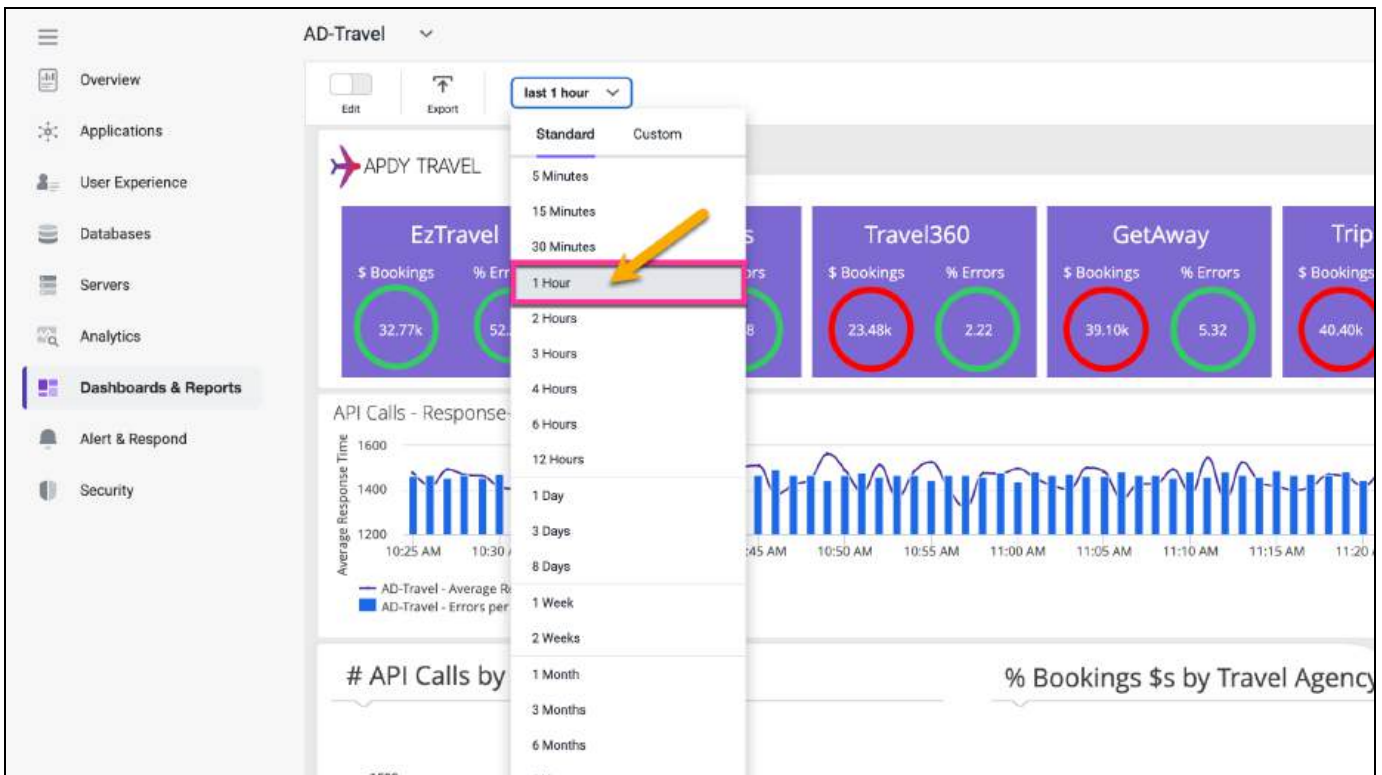2. Click "*Log in with Single Sign-On*" using your **Cisco credentials**.

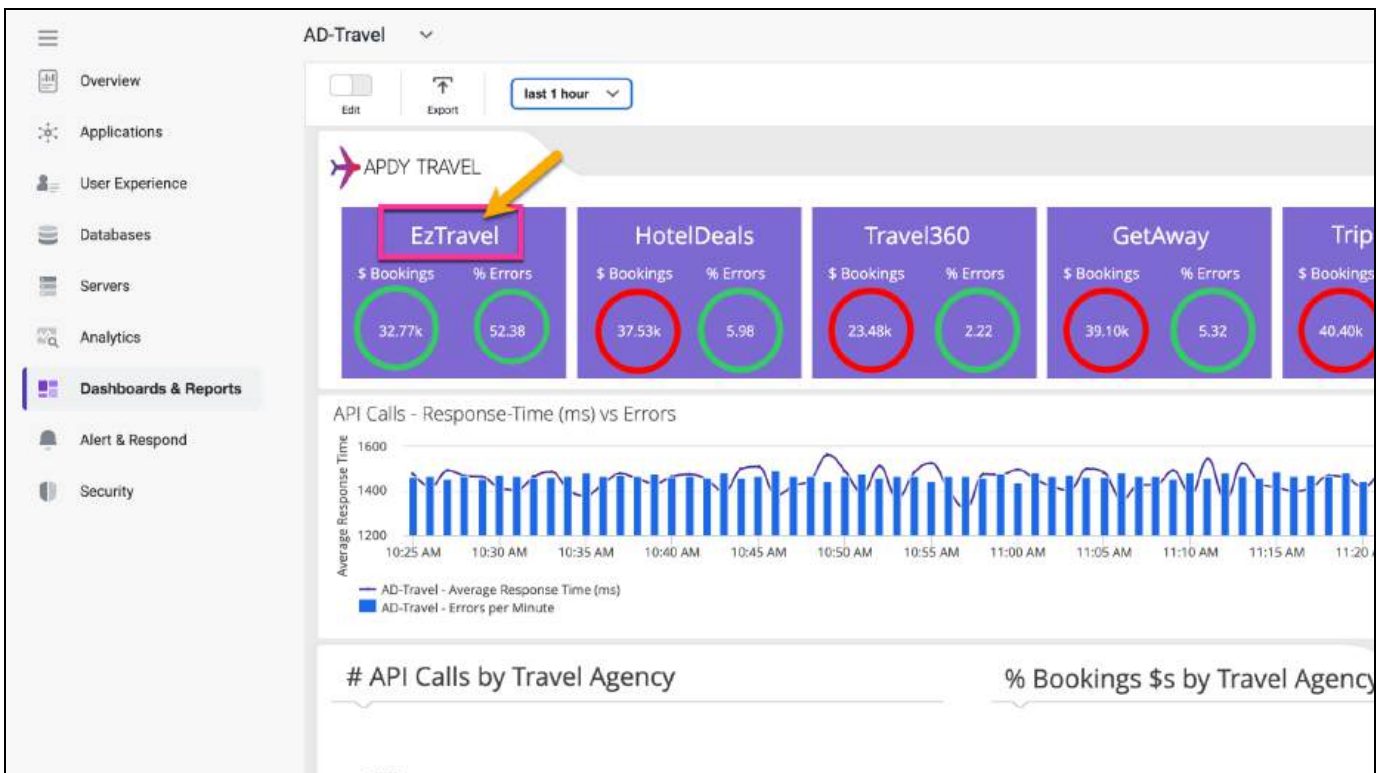3. Select "Dashboards & Report"
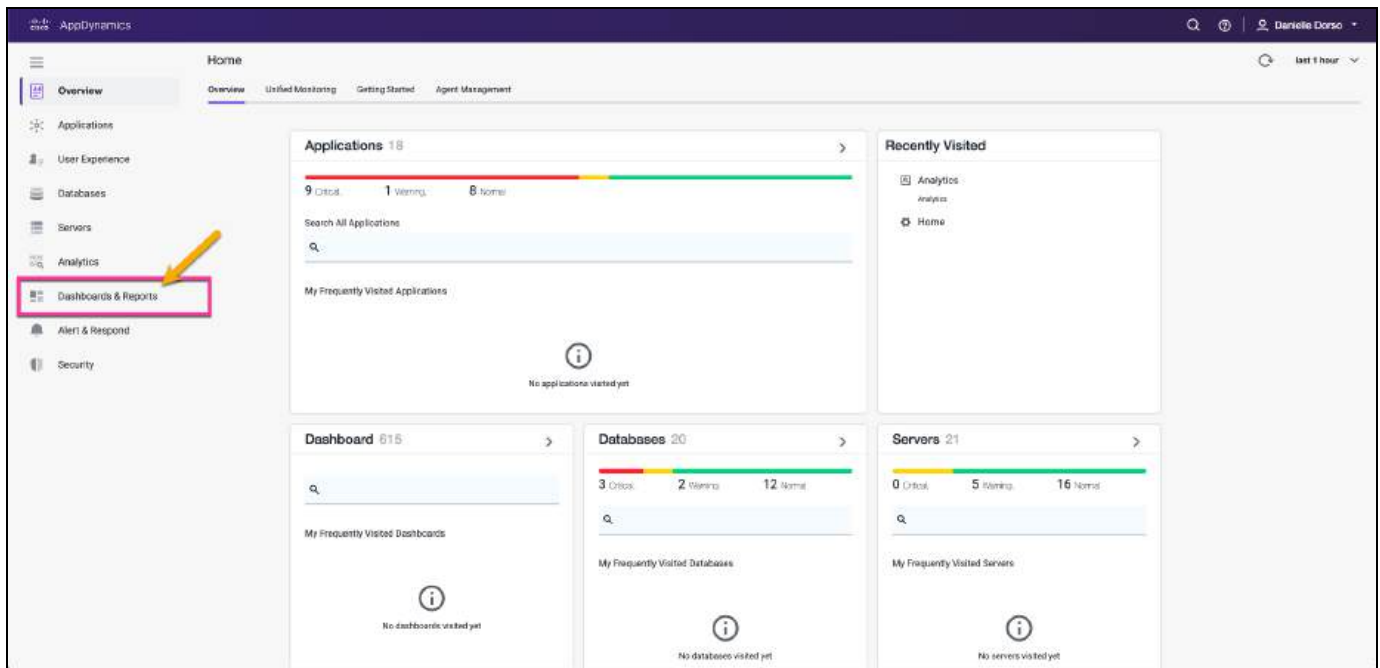
4. Select "AD-Travel Dashboard"
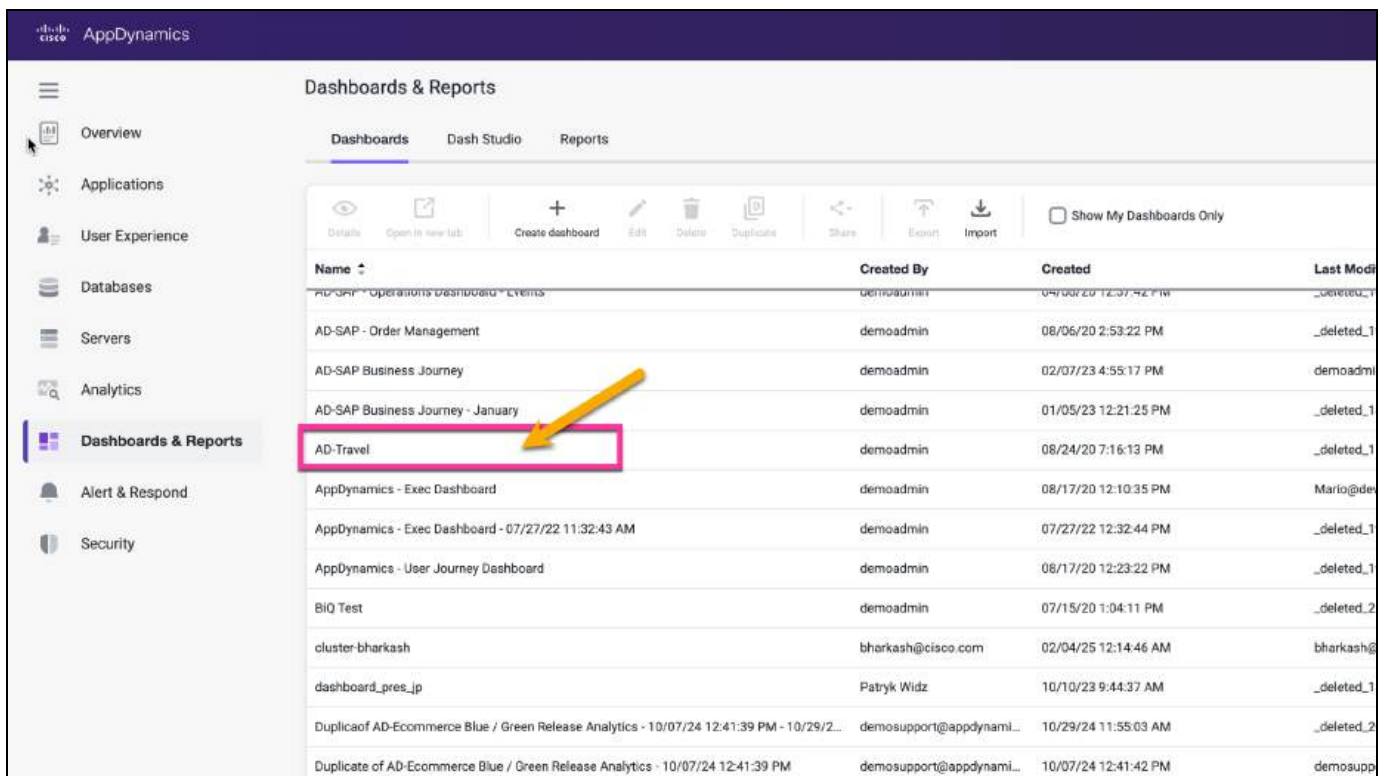
5. Set the timeframe to 1 hour.

6. Select EzTravel by double-clicking the EzTravel Widget.

7. Right-click on Error % User Experience
8. Select "Apply global filter for User Experience

Notice most of these are associated with booking transaction. If you look at the "$ in API Calls by Marketing Offer" widget, we can also determine that these errors are specific marketing offers.
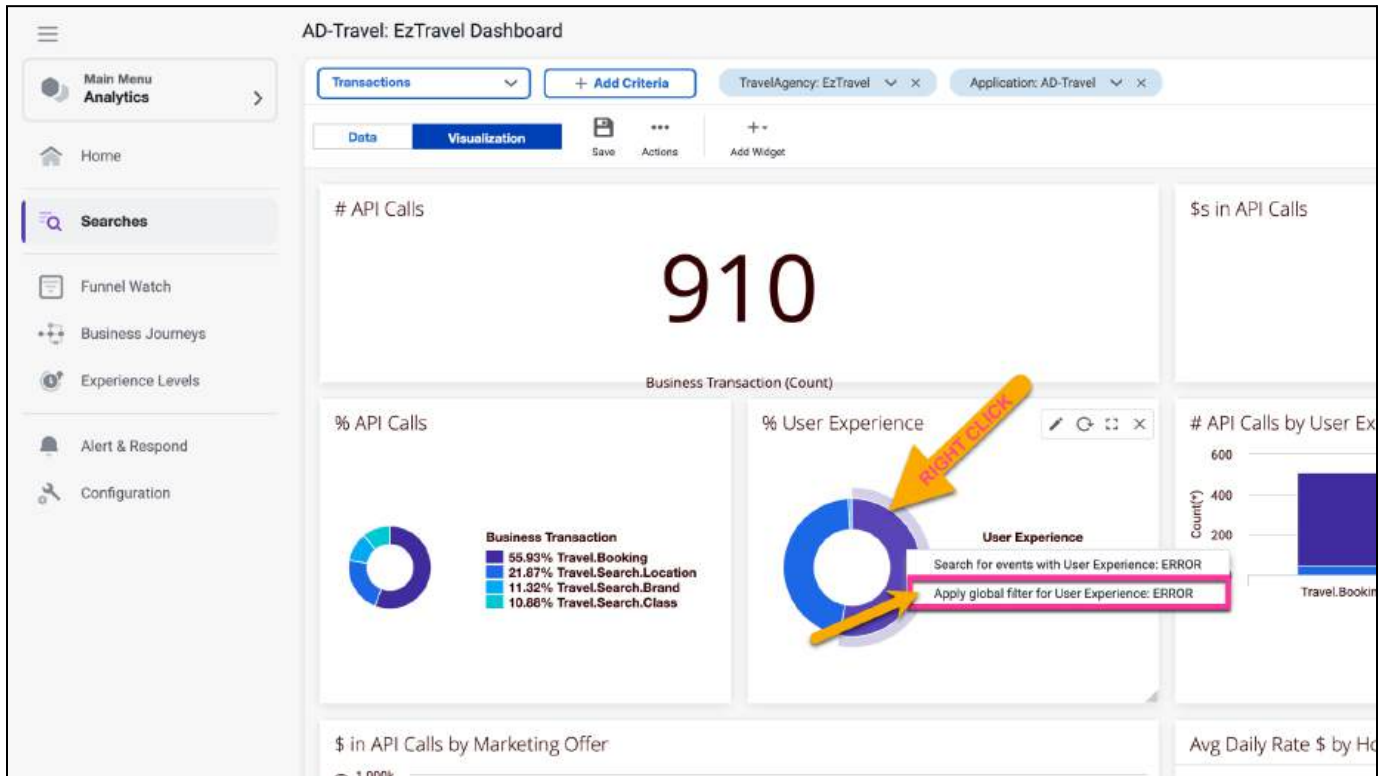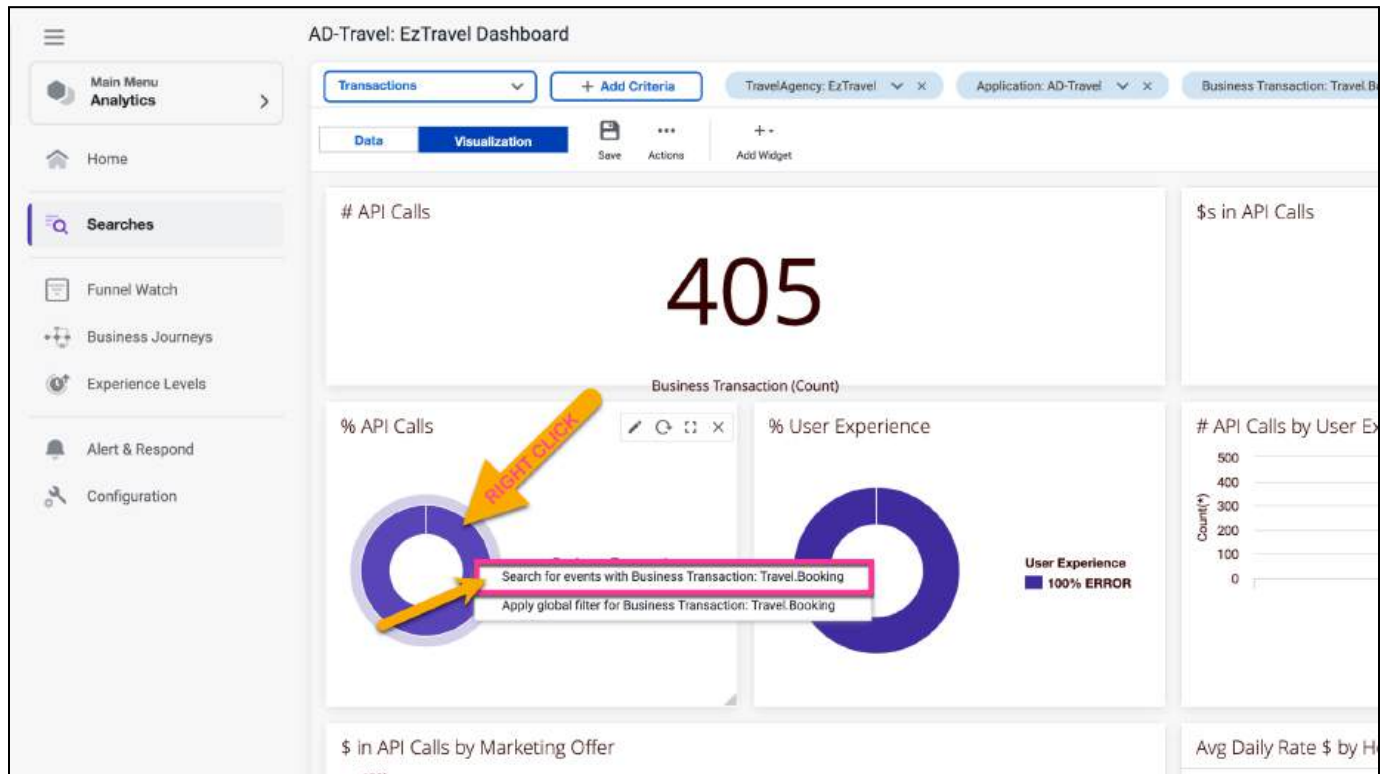
9. Right-click on Error under % API Calls.
10. Select "Apply global filter for Business Transaction: Travel.Booking"
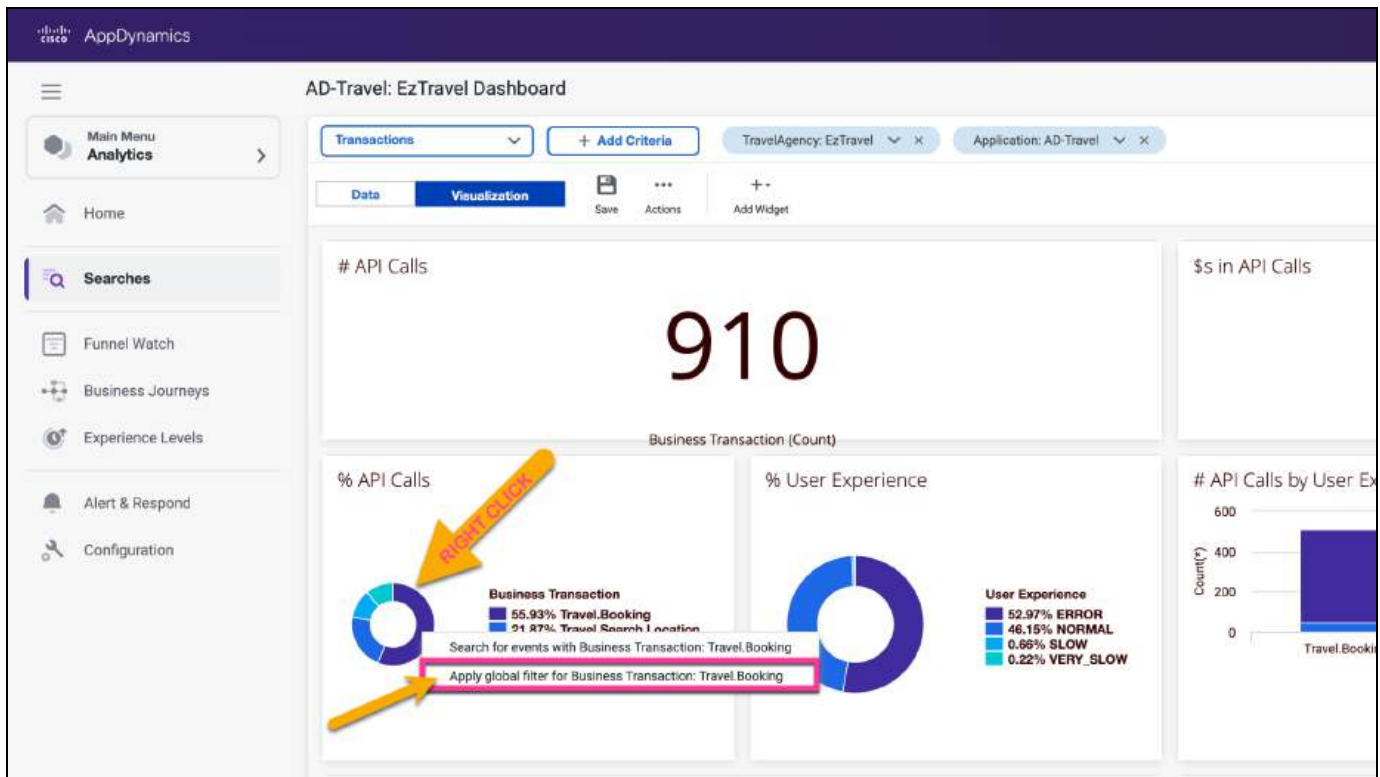
11. Right Click on Error under % API calls.

12. Select "Search for events with Business Transaction: Travel.Booking"

NOTE: Notice how we can slice the data down further to get richer context.

13. Double-click on any of the transactions that show ERROR.

14. Click on "Transaction Data"

Transaction Snapshot ✕

Overview   **Transaction Data**

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Event Details

T	Application	AD-Travel
T	Business Transaction	Travel.Booking
🕐	Event Timestamp	02/06/25 7:07:53 AM
T	requestGUID	7e260621-0bf9-4eef-a7d1-eac9cd60c70b
#	Response Time (ms)	138
T	User Experience	ERROR

docker-api-gateway

T	ApiErrorCode	XML41
T	ApiErrorDescription	Malformed Request
T	AppD-Fin-Session	-
T	BookingOfferCode	LUX
T	BookingOfferDescription	30-percent discount on Luxury Bookings
##	DailyRate	465
T	deployment	-
T	Error Code	com.appdynamics.sample.service.ApiGatewayReservation, 500
T	Error Detail	com.appdynamics.sample.service.ApiGatewayReservation : Failure to search for properties, error code: 500, HTTP error code : 500
T	Error Type	LOGGER_MESSAGE, HTTP_ERROR_CODE
T	HotelBrand	Ritz Carlton
T	HotelClass	5 Star - Luxury
#	Http Time (ms)	128
#	JMS Time (ms)	-
T	limit	-