

Business Context Matters: Driving Business Outcomes with AppDynamics Business IQ

February 2025



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Agenda

Business Context

Matters:

Driving Business Outcomes with
AppDynamics Business IQ

Objectives

What is Business IQ?

Architecture

In The Wild

Use Cases

Demo Scenarios

Your Turn

Objectives

Objectives

- Understand BiQ
- Understand value
- Understanding Use Cases
- Learning How to Demo BiQ Scenarios



What is Business IQ?

BiQ

What is it?

AKA Analytics

- Connects user experience and APM to business results.
- Provides real-time business health alerts and insights.
- Understand user journeys and prioritize fixes
- Allows for release validation comparison
- Enables collaboration and correlation across multiple business events.




Why BiQ Matters

- Improve brand reputation
- Protect revenue
- Break down silos between the business and IT



Bridging the Technology to Business Gap

Technology War Room

 Right now

This app is horrible!

RETWEETS

140

LIKES

1053

Checking the logs

Which customers are affected?

Conversion rates are dropping

Why is this happening?

Spend is down

Business War Room

Business Insights

Conversion rates are dropping rapidly, but we don't know why.

Application Insights

Response times are rising, but we don't know how that's impacting our customers.

Know What

Conversion rates are dropping rapidly.

Know Why

The new payment processing API is performing slowly for loyalty customers.

Identify

What happens if we focus on improving the performance of this credit check transaction?

Optimize

We could process 20 additional loan approvals per hour, adding \$1.2M in revenue.

BiQ:

Real-time Context from Customer to Code



Context

Real-time correlation of Application and Business performance metrics.



Action

Real-time detection of business health anomalies, automated alerts, & immediate problem isolation and diagnostics.



Unify

Application teams drive the business from a shared understanding.

Architecture

Business IQ Architecture: The Smart Airport Operations Center

The Business Transaction Enables Unifying and Strategic Context



Business IQ Architecture: The Smart Airport Operations Center

- **Check-In & Security - Data Collection**
 - Agents
- **Air Traffic Control - Data Processing & Events Service**
 - Events Service
- **Operations Dashboard - Real-time Analytics & Insights**
 - Real-time dashboards
- **Business Impact - Ensuring a Great End User Experience**
 - Aligns IT Performance with business outcomes

In The Wild



Target Audience

Who cares about Business IQ?

- CIOs
- App Owners
- IT Ops
- Developers
- Digital Business Execs
- **EVERYONE**



"Business IQ provides a vehicle for both business colleagues and IT colleagues to collaborate together on a single source of the truth. Not only business metrics but IT system metrics, so that we're operating from the same point of view."

JOHN HILL, CIO, CARHARTT

splunk>
a **CISCO** company

Use Cases

Use Cases

Business Health

Understand and act on real-time strategic business insights to improve business outcomes.

User Journeys

Understand the performance metrics and business impact of a sequential order of customer events.

Segment Health

Analyze, monitor, control, and prioritize segmented customer experiences to improve SLA, service adoption, and other performance KPIs.

Release Validation

Compare, interrogate, and validate production code releases based on applications, customer experiences, and business KPIs.

Business Health

Business Health

Understand and act on real-time strategic business insights to improve business outcomes.

How it works

Business Health converges business data with application and infrastructure data to give you visibility into business KPIs that diagnose and fix problems in real time. AppDynamics continuously monitors an application's business health, alerting any potential sales, orders, or conversions issues before they become critical.

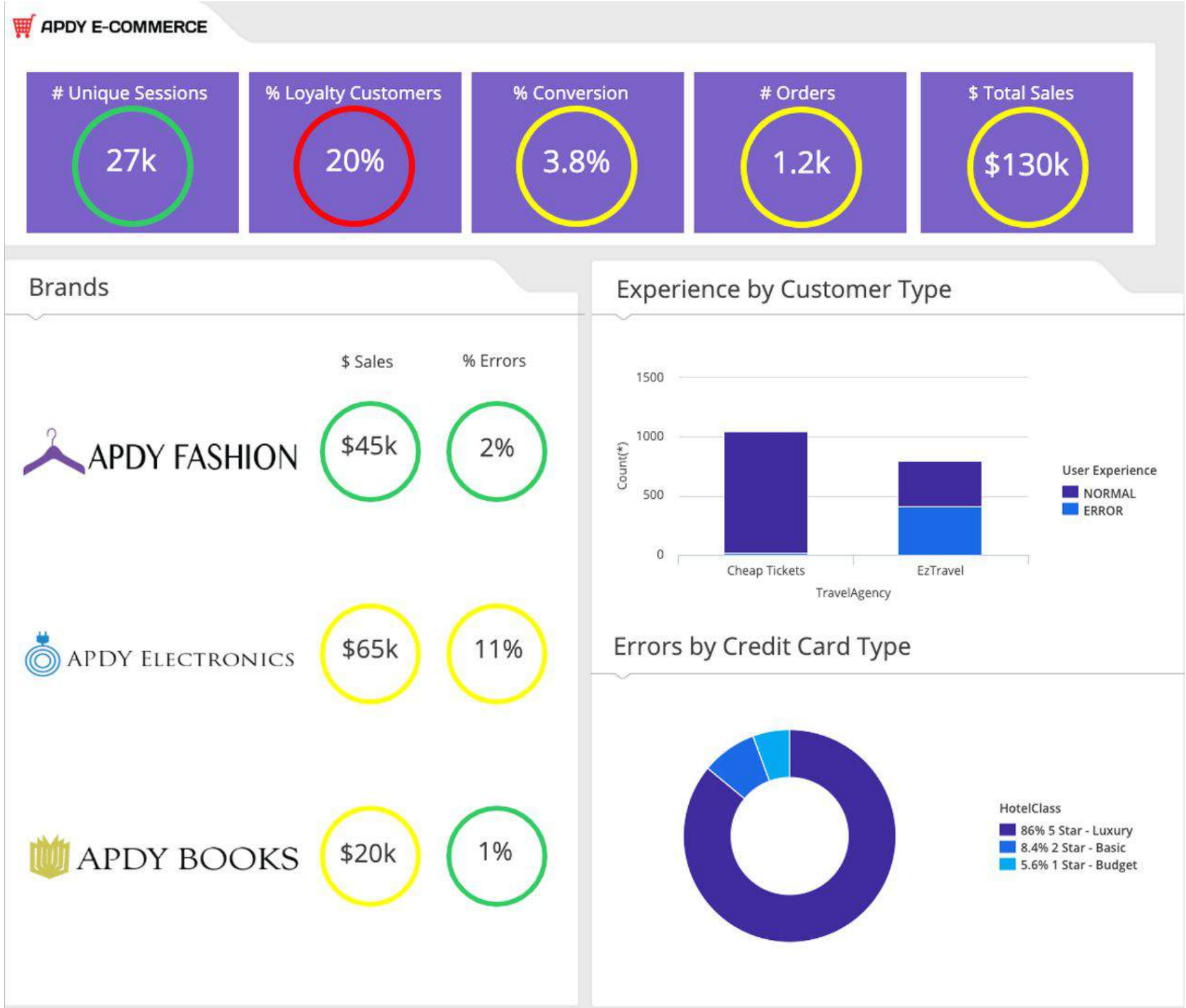


Figure 1

User Journeys

User Journeys

Understand the performance metrics and business impact of a sequential order of customer events.

How it works

User Journeys measure how business components and customer experience come together to drive top-level KPIs. From banks looking to optimize processes to retailers trying to visualize how customers shop online, it enables you to visualize different parts of a process, driving a common language between business and IT.



Figure 2

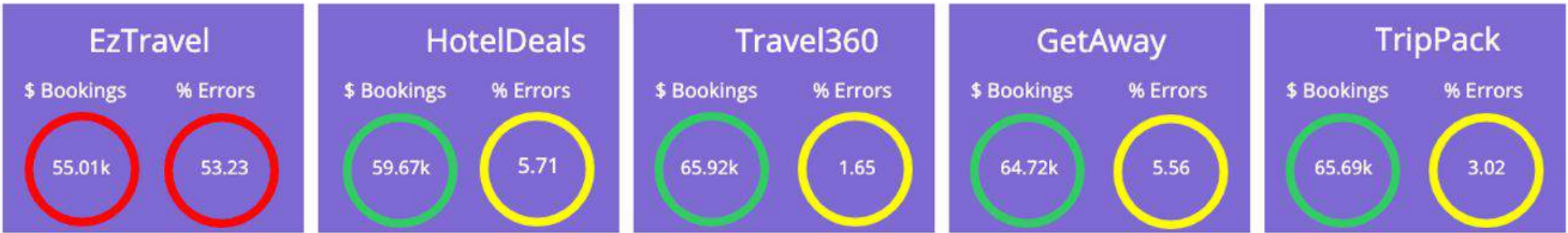
Segment Health

Segment Health

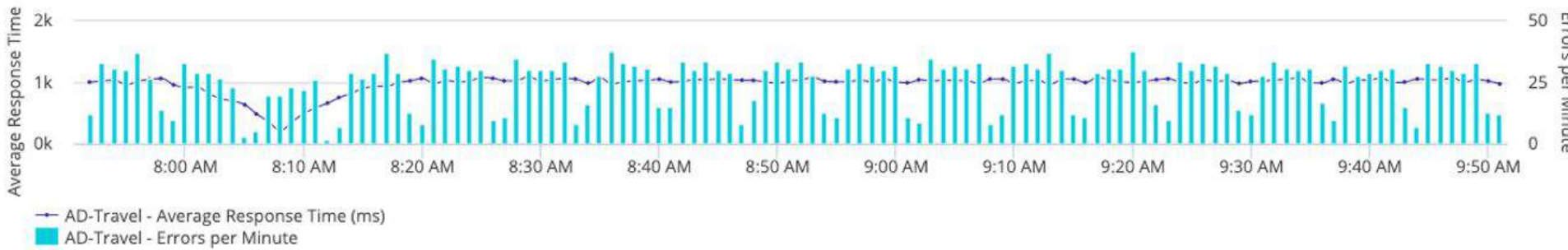
Analyze, monitor, control, and prioritize segmented customer experiences to improve SLA, service adoption, and other performance KPIs.

How it works

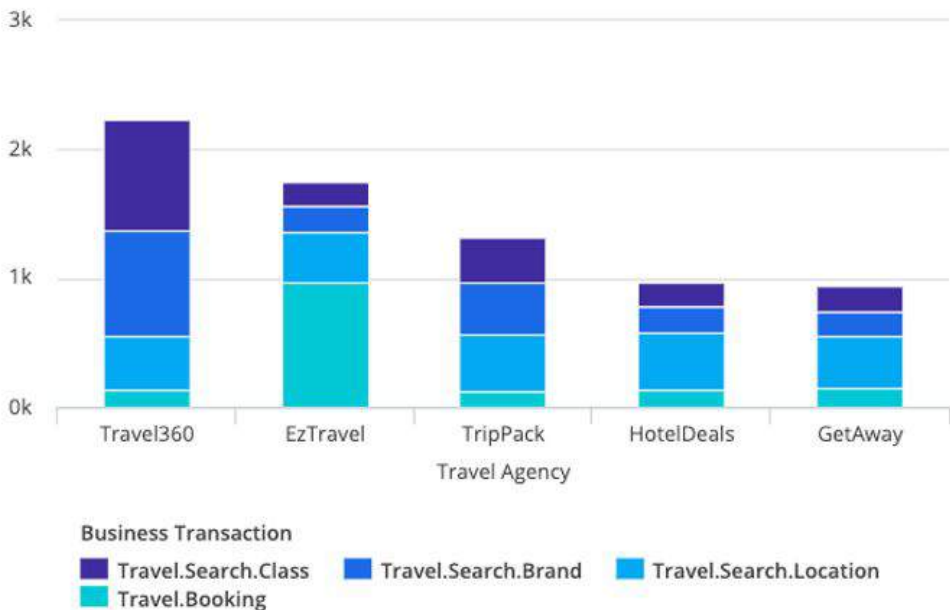
The Segment Health capability gives you visibility into which customers are using what features and whether application performance is impacting usage behaviors. DevOps can prioritize which segments to troubleshoot based on how application usage might be impacting your business, while providing the best possible user experience.



API Calls - Response-Time (ms) vs Errors



API Calls by Reward Tier



% Bookings \$s by Reward Tier

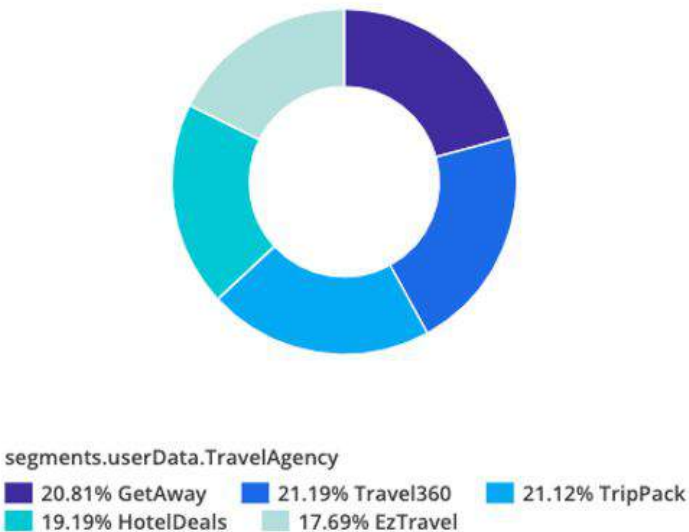


Figure 3

Demo Scenario 1

Customer Segmentation

Demo Scenario 2

Release Validation

Release Validation

Release Validation

Compare, interrogate, and validate production code releases based on applications, customer experiences, and business KPIs.

How it works

Use Splunk AppDynamics in real time as you release newer versions of your application, migrate from legacy infrastructure to new infrastructure, or compare pre-release and post-release performance.

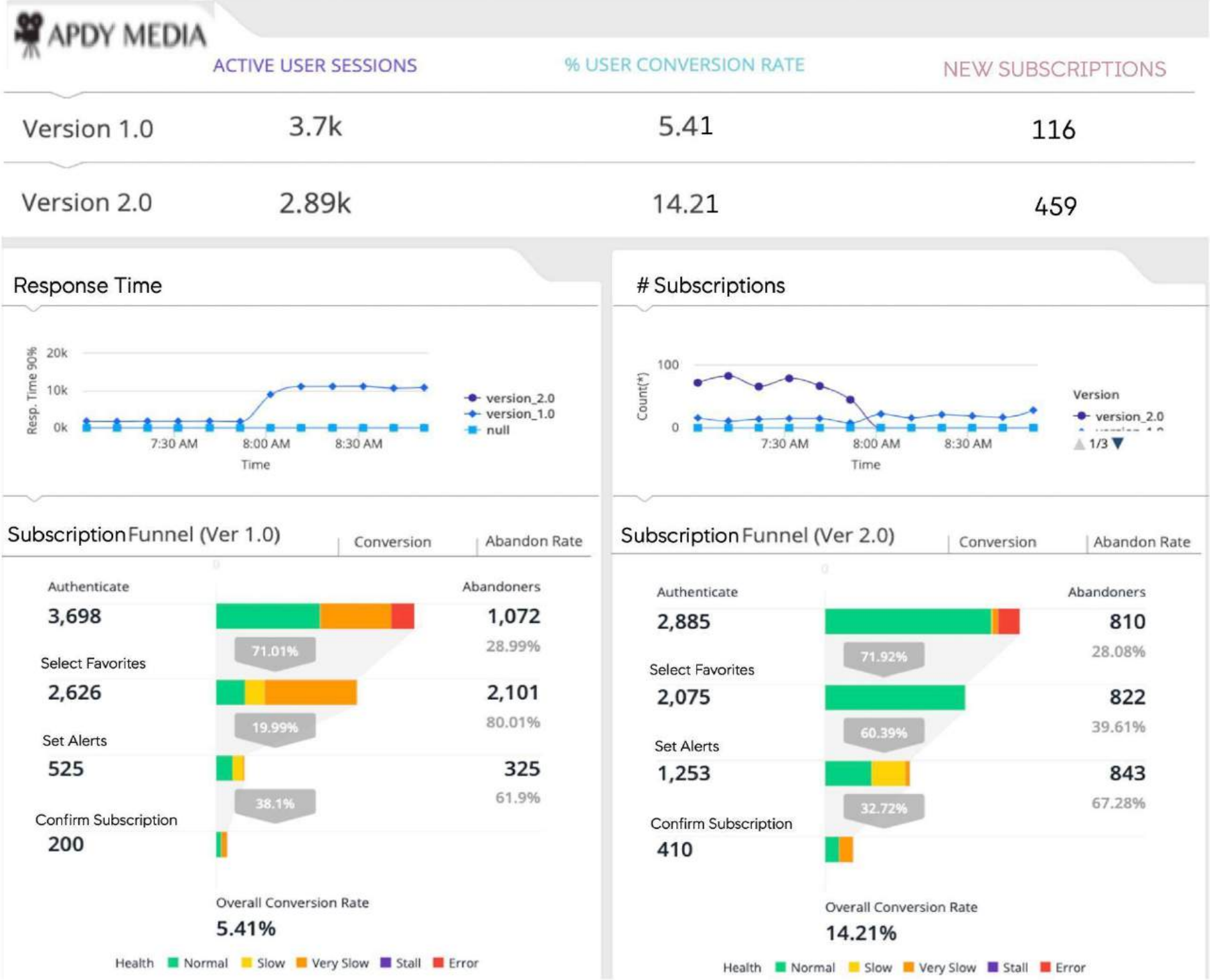


Figure 4

Your Turn

Accessing the Demo Blocks

Splunk Show

Demo Blocks by Technology



Accessing the AppDynamics Controller UI

Demo1 or Demo2

<https://demo1.saas.appdynamics.com>

<https://demo2.saas.appdynamics.com>

- Cisco SSO



Hands-On

- Tables click through demo together.



Thank you