The background of the slide features a dark, textured surface with several 3D geometric shapes. These include a large, dark, semi-transparent cube in the upper right, a smaller cube below it, and a large, dark, semi-transparent cylinder in the lower right. There are also some smaller, lighter-colored geometric shapes scattered around. The overall aesthetic is modern and tech-oriented.

Unlocking the power of data for a seamless IT and business collaboration

Erwan Paccard, AppDynamics

Application loyalty is the new brand loyalty

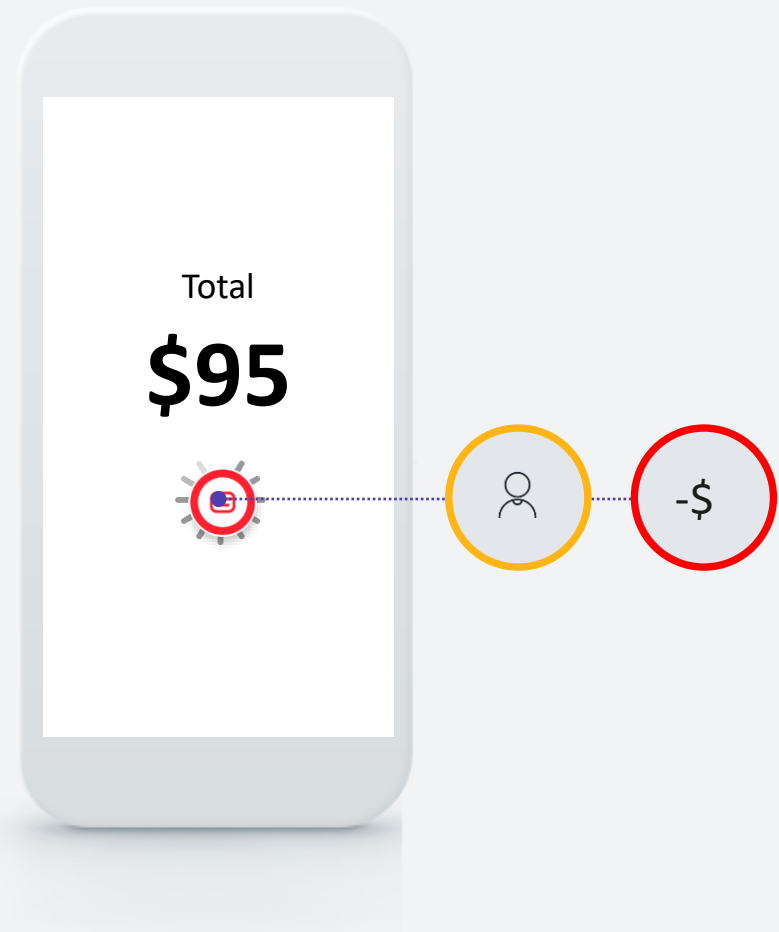


How do you stack up against the new user expectations?



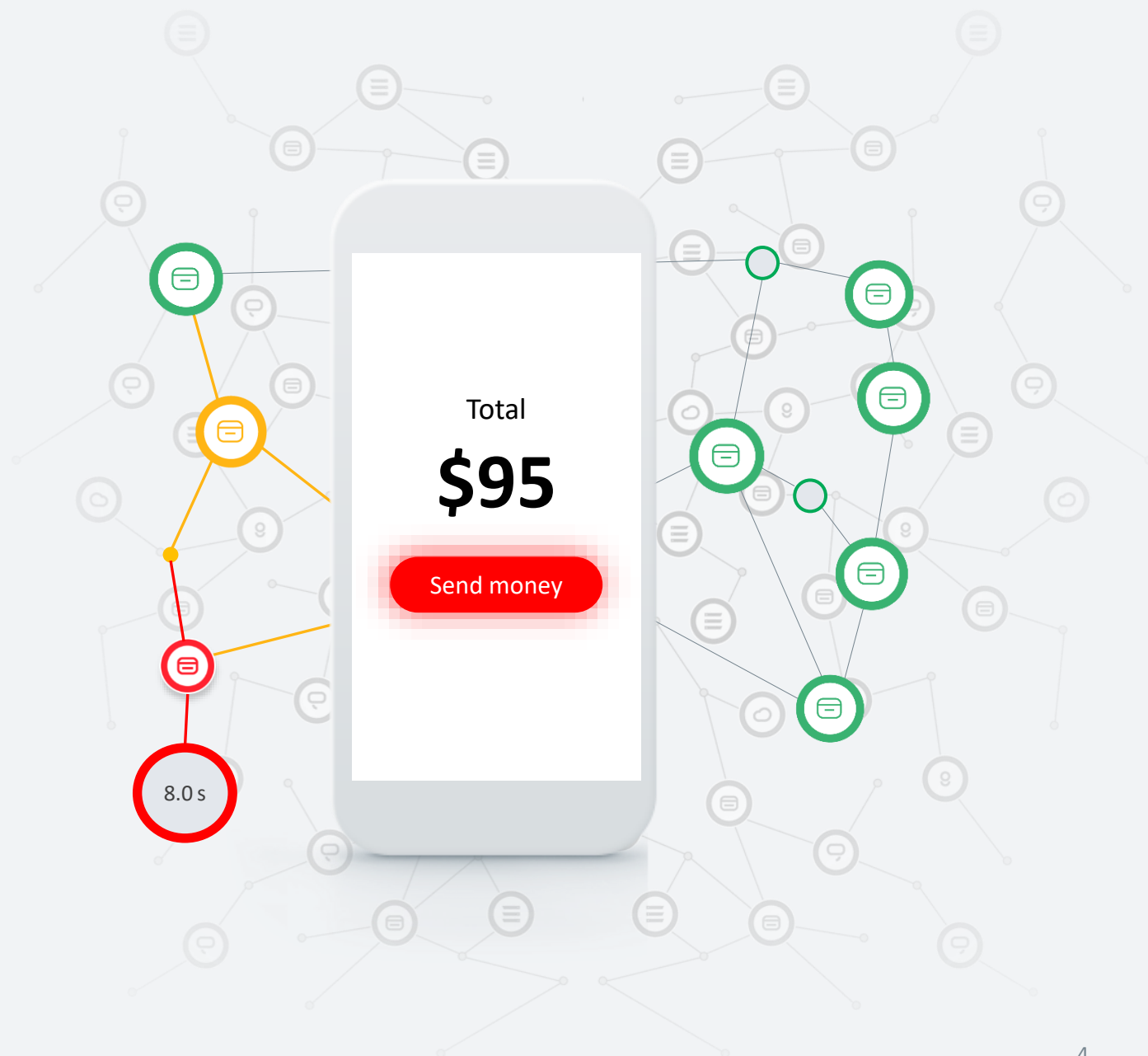
IT impact on business is greater than ever

- Digital is becoming #1 channel
- One IT failure escalates around the world in seconds
- App code change reduces customer conversions
- Slow servers result in user abandonment



Complexity is exploding, scale is massive

...a single interaction activates millions of lines of code across complex distributed multicloud environments...

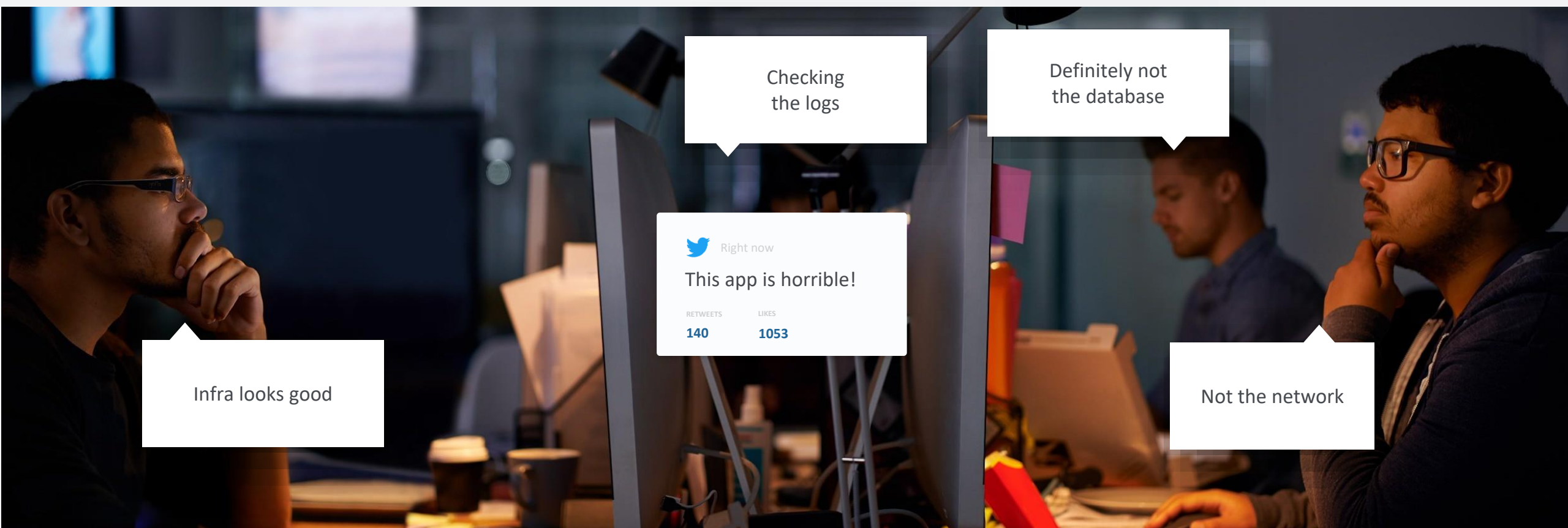


Data Overload

- Logs
- Social
- Open Data
- Back Office
- ...



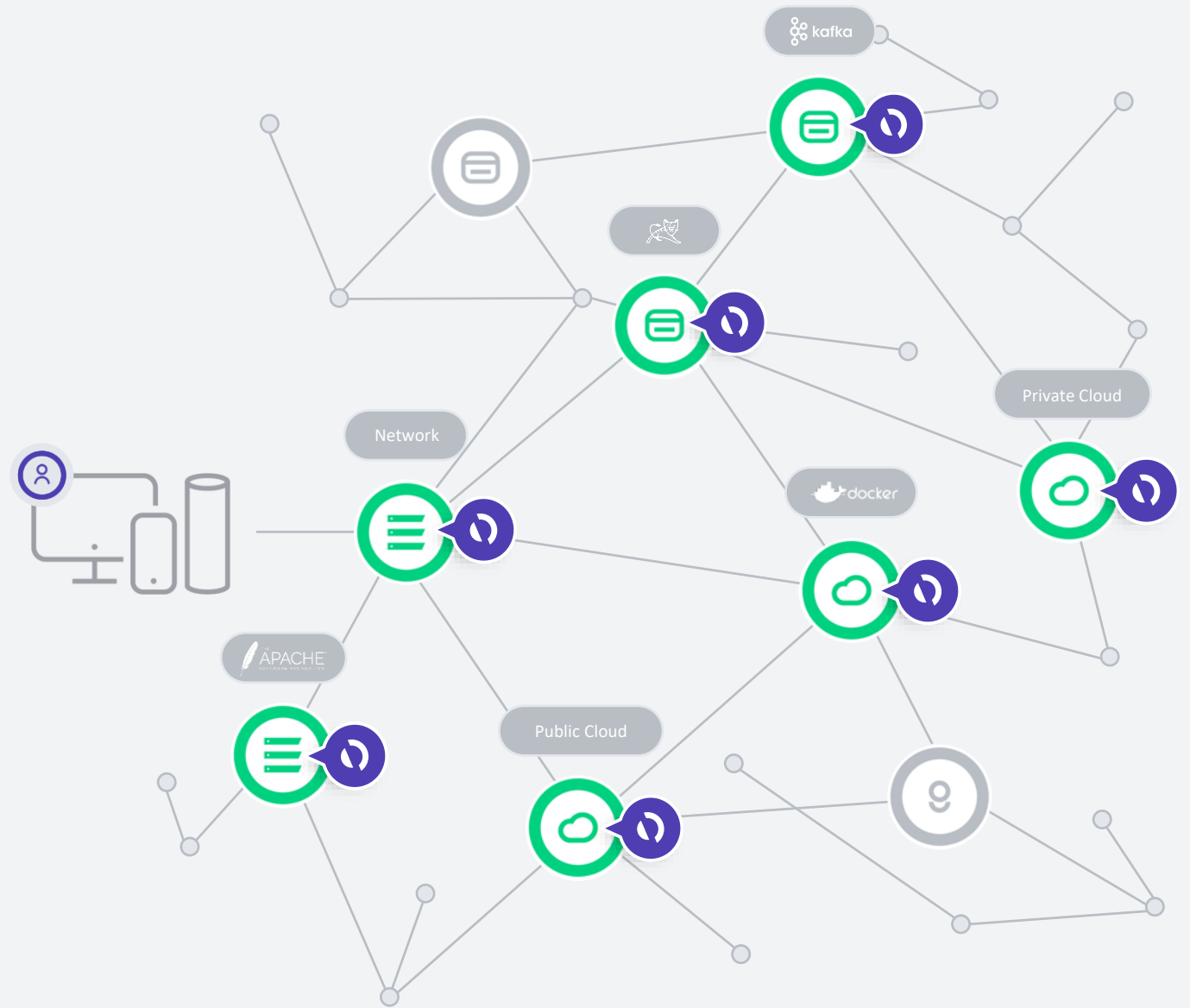
Siloed Data and Teams Solve Siloed Problems



The War Room

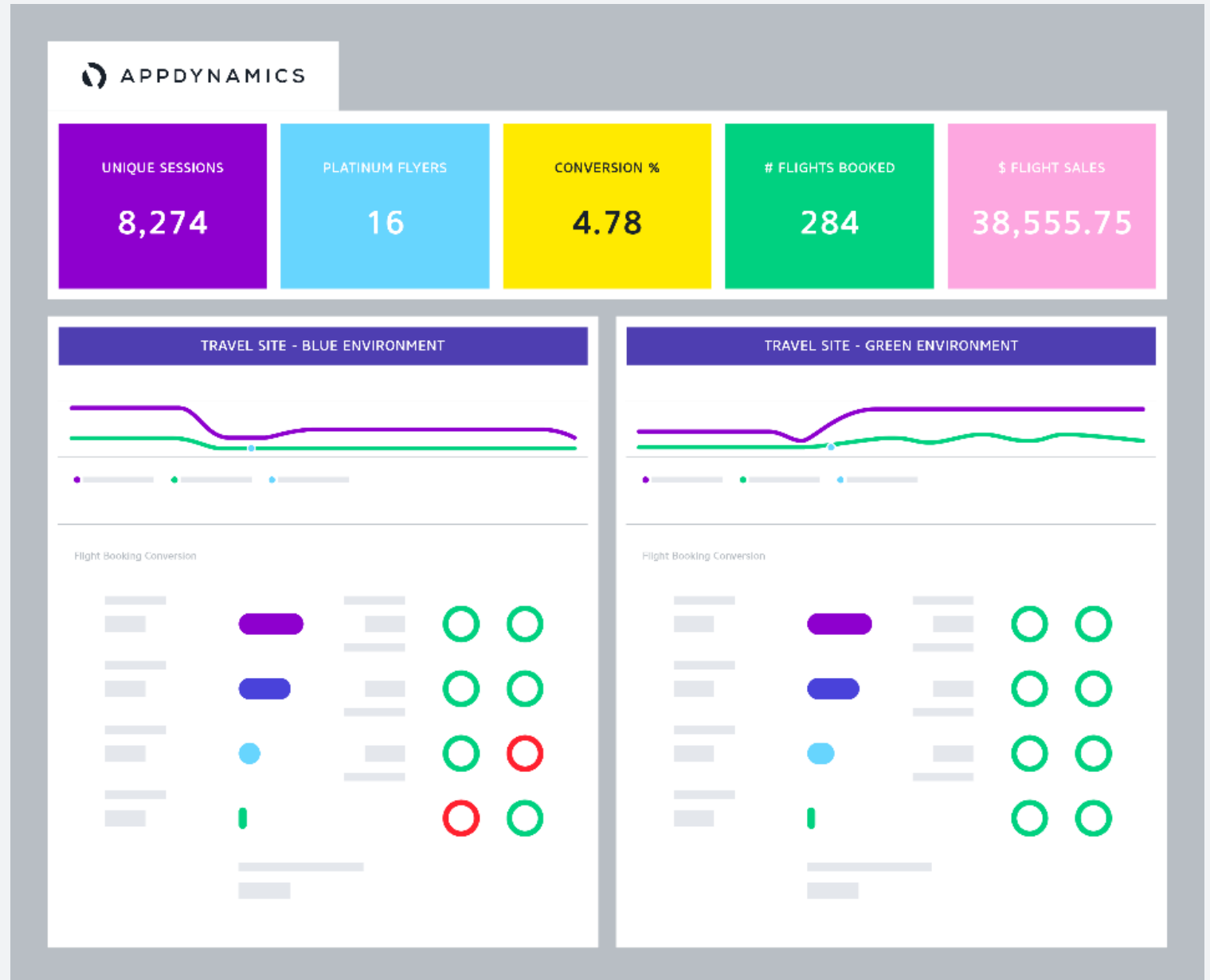
You need Transaction Tracing with Full Context

- Lightweight Agents
- Deployed Throughout Application Environment
- Auto Instrument | Auto Configure



Technology and Business Unified

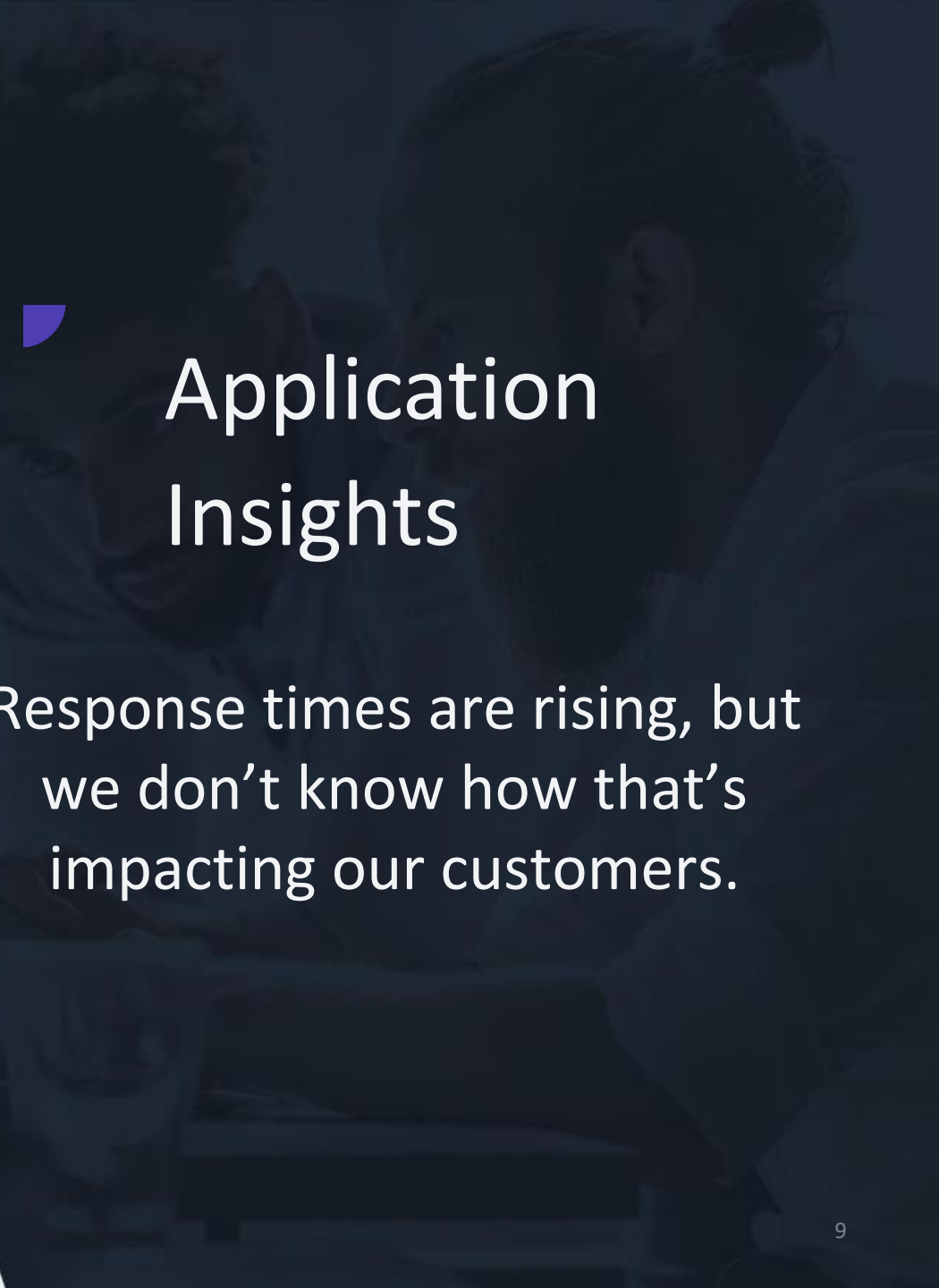
- Technology metrics
- Business Metrics
- Fully Correlated
- Ready for Real-Time Insights



A group of four business professionals (three men and one woman) are gathered around a table, looking at a laptop. The scene is brightly lit, suggesting an office environment. A large, semi-transparent white triangle is overlaid on the right side of the image, separating it from the 'Application Insights' slide.

Business Insights

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

A group of four business professionals (three men and one woman) are gathered around a table, looking at a laptop. The scene is dimly lit, with the primary light source coming from the laptop screen, creating a focused and professional atmosphere. A large, semi-transparent dark blue triangle is overlaid on the left side of the image, separating it from the 'Business Insights' slide.

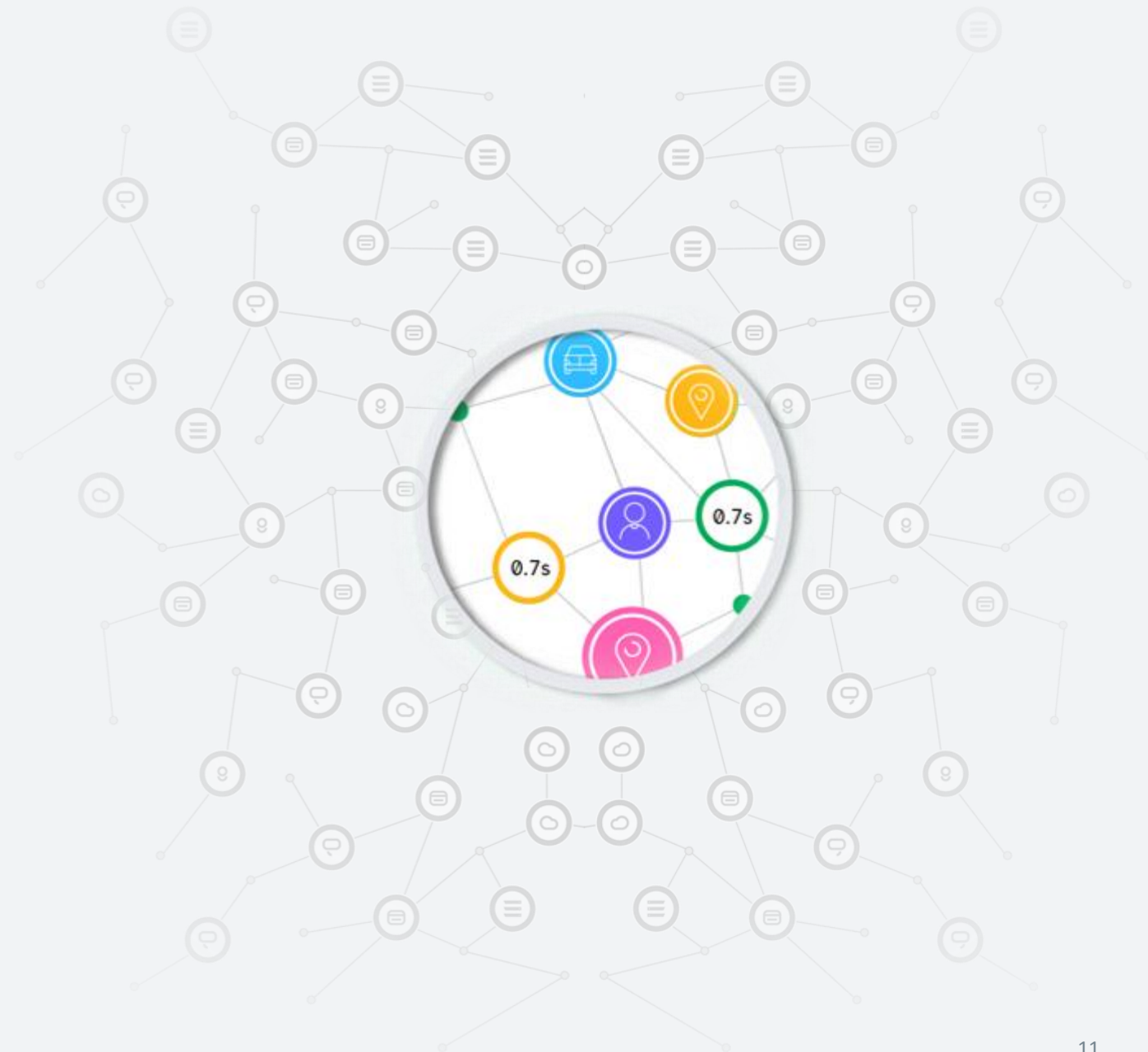
Application Insights

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

Cognition Engine

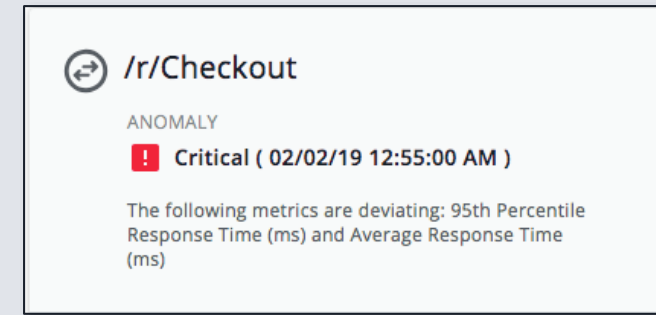
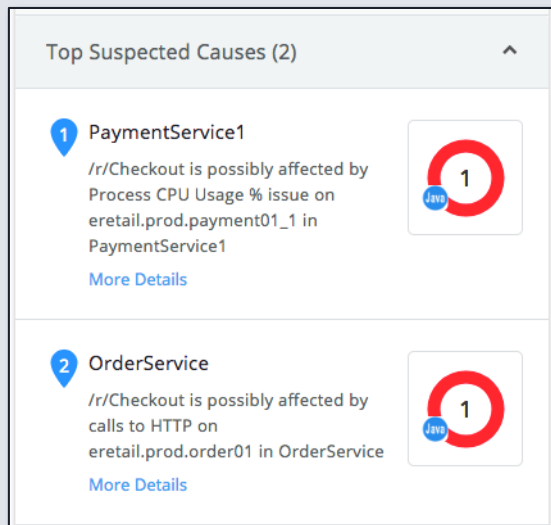
High Quality Data with context to
Separate signal from noise
with ML/AI insight

- Baselines historical & contextual performance
- Streaming anomaly detection
- Automated root cause analysis



Cognition Engine

Automatic Detection of Anomalies in Business Transaction Performance

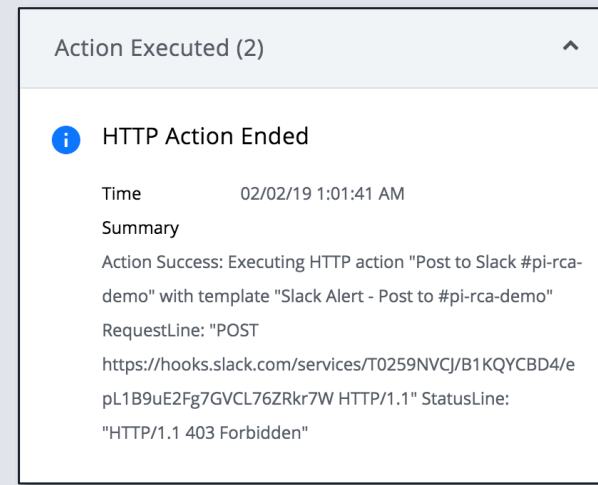


AI-Driven Root-Cause Analysis Identifies Top Suspected Causes

Cognition Engine



Transparent
Decisioning

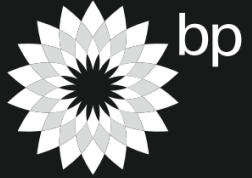


Respond with Automated
Actions

Take Away

- Transaction tracing exists
- Rich, full context
- Bridges the gap between IT and the Business
- Great for Ai/ML Insights





“

By embracing groundbreaking technologies like AI and data analytics, my team is working in ways we never imagined possible...we are learning new things all the time, and by taking this insight and deploying new ways of working, we are having huge business impact.

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Ayman Assaf
CIO compliance, Regulatory,
Risk & Finance





Thank You