

# 5 steps to simplify APM for business-wide results.

**Failure to deliver application services due to data center downtime averages \$180,000 per hour in lost revenue.<sup>1</sup>**

Application downtime is just one of many costs associated with a fragmented application performance management (APM) strategy. Managing today's more complex and interdependent mission-critical applications is a growing challenge with even larger business implications.

## Growing Challenge



**Lack of single, point-in-time visibility** across infrastructure.



**Need for application availability** across a variety of end points.



**Complex environments** create inadequate reporting.



**Disparate tools** create siloed management efforts.

## Business Implication

IT must take a costly, reactive approach to repairs.

Interruptions and inconsistent end-user experiences decrease customer satisfaction and new business opportunities.

Compliance efforts are time-consuming and may result in penalties.

Redundant operations reduce process automation and low-touch deployment.

A simplified APM strategy based upon visibility, control and automation can reduce root cause analysis by 90%<sup>2</sup> and yield more than 201% ROI.<sup>3</sup>

## Transition from a costly, ad-hoc approach to a proactive APM strategy in 5 basic steps.

**1**

**Gain point-in-time visibility into the infrastructure.**

Speed time to problem resolution, decreasing operational costs.

**2**

**Monitor end-user experiences across diverse environments.**

Enable administrators to address problems before users are affected.

**3**

**Add robust tracking and diagnostics.**

To gain deeper insight into problem contexts and strengthen compliance with business policies and regulatory mandates.

**4**

**Automate processes for low-touch management and increased agility.**

Utilize zero-config solutions to optimize IT productivity, reduce operational risk and roll out, scale up and scale out at a competitive pace.

**5**

**Incorporate analytics.**

Reduce outages and improve business performance with proactive management and capacity planning.

Each of these steps is integrated into a comprehensive, low-touch IBM solution that combines real-time visibility, predictive alerts, and business service monitoring to help organizations simplify the complexities of application performance management from pre-production to deployment.

To learn more, visit our Solutions page at [ibm.com/tivoli/apm](http://ibm.com/tivoli/apm)

<sup>1</sup> Evolven, *Downtime, Outages and Failures - Understanding Their True Costs*, September 2009

<sup>2</sup> IBM Case Study: *CDC improves service level agreement levels by 98 percent*

<sup>3</sup> IBM Case Study: *International vehicle manufacturer anticipates \$25 million saving in 5 years with IBM*

