

Proactive Application Performance Management with Synthetic End User Experience Monitoring

Performance from the end user's point of view

The quality assurance of digital processes at the users' is decisive for competition today. Your business will only run smoothly if employees and customers have continuous access to powerful applications. User-oriented application performance management is therefore one of the most important tasks of every IT department, but in today's complex, dynamic and decentralized environments it is also one of the most difficult: An IT service runs through numerous individual components along the „service delivery chain“ up to the user's terminal device, which are supported by various specialized departments or third-party providers. The availability of each component is monitored by the provider, but: the individual results of the component monitoring do not allow overall conclusions to be drawn about the IT service quality at the users.

Application Performance Management remains reactive at this maturity level - problems are not detected until the user notifies support. Until the cause is found and the problem resolved, the affected business processes stagnate and both employee productivity and customer satisfaction drop to a business-threatening low point. Proactive application performance management, i.e. the early detection and proactive elimination of performance weaknesses or operational disruptions without negative effects on the business, is only possible with synthetic end-user experience monitoring.



More than the sum of all components: Only End User Experience Monitoring provides reliable indicators of IT service quality for users.

Glossary

Synthetic End User Experience Monitoring

Software robots operate applications on the graphical user interface (GUI) - just like human users. They run through complete digital business processes across system, media and application borders, e.g. processing an order with the help of Microsoft Office applications and SAP in a Citrix environment. At the same time, the software robots measure and document the response times for dedicated transactions, such as a Citrix login, and thus enable an objective presentation of performance from the user's point of view.

Application Performance Management

Measures and methods for monitoring the availability and performance of software applications with the aim of identifying and proactively resolving performance problems in order to ensure an optimal *End User Experience* and maintain high *IT service quality* in accordance with agreed service levels.

End User Experience

Evaluation of the user journey in a digital context. A positive End User Experience correlates with a high *IT service quality*

IT Service Quality

Availability, functionality and performance of digital processes from the user's point of view.

Expertise. Excellence. End user experienced.

Application Performance Monitoring – 5 Criteria for Success

In 15 years of software development and work at various IT and business customers, we have identified the most important points for successful software robotics projects and integrated them as essential features into our holistic solution for synthetic end user experience monitoring.

1 Universal. Your business is based on a complex landscape of different applications. So Servicetrace Software Robots can handle all applications in any environment, e.g. SAP, CAD, Salesforce, Outlook or in-house developments, internally hosted, from the cloud or in Citrix environments – just like your employees and customers.

2 Secure. Sensitive information and processes are nobody's business. That's why Servicetrace software robots work shielded and access-secure in a multi-client system – for optimal process security and maximum data protection.

3 Scalable. Scale up your monitoring landscape quickly and cost-effectively: Several Servicetrace Software Robots work in parallel on one physical terminal

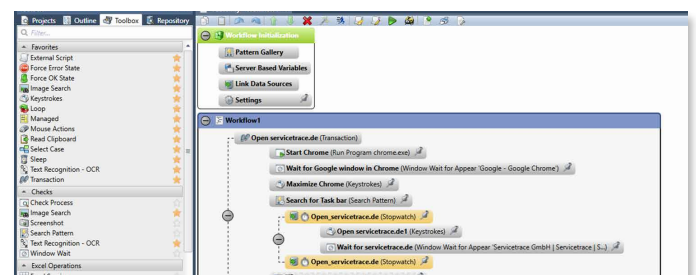
or virtual machine. This keeps your investment in hardware at an unrivalled low level.

4 Stable. A highly flexible image search and integrated error handling routines ensure continuously reliable 24/7 performance data from the user's point of view. If icons alter their position on the desktop, popups require immediate action or the SAP login via Citrix fails, Servicetrace software robots handle and report every exception and continue running.

5 Easy. Load a webshop. Log in to Citrix. Send a mail. Use *Workflow Studio* to quickly and intuitively configure the workflow for Servicetrace software robots – without writing a single line of code.



Transparency: Automated service level reporting visualizes all important performance KPIs for IT service mgmt.



Drag & drop: The Workflow Studio allows you to set up your performance monitoring quickly and easily.

Servicetrace Application Performance Monitoring – your benefits

✓ Proactive Application Performance Management

Detect and eliminate bottlenecks and errors in advance before they affect customers and employees

🔗 Easy Integration into System Management Solutions

i.e. Dynatrace APM

🔍 Transparent Service Level Management

Define, monitor and automatically report service levels

Digitalization, Automation, Artificial Intelligence - stay up-to-date.

