

# Business Process Application Monitoring



## **Better application performance requires better visibility.**

As digital transformation pushes forward, it is creating a significant number of challenges for the enterprise. Whether connecting a data center to multiple cloud environments or end users to their mobile devices, the network and the applications running over it are becoming indispensable for business success.

In order to maintain long-term performance, applications distributed over the web must not contain blind spots that can result in brown-out, or worse, black-out conditions. Now, more than ever, there is a need for a simple solution that provides visibility and business insight into the evolving application delivery landscape.

## **Take control with Application Performance Management.**

Understanding today's complex IT environments and applications is not an easy task. In fact, detecting, identifying and resolving issues can be the biggest IT challenge. To make matters worse, this is most often done reactively, in time-consuming and frustrating, cross-functional war rooms, taking valuable resources away from initiatives that drive innovation. It's time for a change, focusing on visibility and proactivity.

This need is what led Verizon to create our Network Application Performance Management (Network APM) solution. It was developed to provide a way to measure application outcomes as well as enabling digital and IT transformation. It provides a consolidated platform to perform server, operating system and application experience management via an environment for proactive management with predictive analytics.

The Verizon Network APM platform provides solutions that look beyond the network and transport layers, helping you understand every aspect of your service-delivery infrastructure. This means you can:

- Better understand application topology and performance
- Leverage key application metrics to help improve availability and performance
- Continually monitor the end-user experience
- Gain insight into component analysis and system performance

The Network APM platform is constantly growing and evolving, and along with a technology partner ecosystem, is designed to provide the latest tools to tackle the multifaceted challenges of the application landscape.

## **Gain actionable intelligence with Business Process Application Monitoring.**

IT innovation and new technologies, including IoT, mobile and others, have accelerated the rate of change for today's enterprises, creating a perfect storm of complexity for application development, deployment and monitoring. This complexity has contributed to performance problems that are often difficult to identify, diagnose and fix.

Now is the time to deploy a simple and highly-effective way to monitor, diagnose and resolve application problems before they have an adverse effect on your reputation or your bottom line. The Verizon Business Process Application Monitoring (BPAM) service is the most recent service group in the Network APM platform. We've teamed with AppDynamics – a market leader in enterprise-scale Business Process and Application Performance Management – to provide

real-time, end-to-end management for complex and distributed modern applications. By deploying agents throughout the network, we can monitor individual business transactions, create a dynamic baseline and record performance anomalies that may lead to early warning triggers for application and business performance. Ultimately, this enables you to make smarter business decisions by unifying monitoring, troubleshooting and analytics.

## What makes Business Process Application Monitoring different?

BPAM powers an improved digital experience by providing a clear view into your business. This means you can:

- Create a dashboard showcasing application performance
- Auto-discover and monitor end-to-end business transaction performance
- Dynamically baseline performance to alert and address emerging issues
- Quickly isolate and resolve production performance issues at the code-level
- Monitor any production app within minutes
- Scale as needed with our consumption based model allowing you to adapt to business demands with a pay as you go billing structure

BPAM provides the visibility and intelligence to drive the performance of applications, customer experience and business outcomes needed for success in today's demanding enterprise environment. All of this, offered with a simple and scalable consumption-based model. Our solution is available to order as a standalone service or with the full stack of Network Application Performance Management services.

## Who can benefit from Business Process Application Monitoring?

- IT Operations
- Production Support
- Developers
- Architects

## What application performance challenges can Business Process Application Monitoring help you solve?

- Uptime & availability
- Slow response times
- Slow database responses
- End-User monitoring
- Mobile APM

## Why Verizon?

- **Leading technology:** Business Process Application Monitoring (BPAM) is powered by AppDynamics (Cisco), a market leader in enterprise-scale business process and applications performance management
- **A full complement of platform services:** With the available feature groups of Network APM, you can expand the solution to a full end-to-end view of the whole stack, including Application Assurance, Service Management, Application Performance, End-User Experience, and our newly added feature, Business Process Application Monitoring
- **Scalable, consumption-based model:** Business Process Application Monitoring (BPAM) as a utility model is scalable on a monthly basis
- **Global reach:** Verizon is a leader in global networking. We provide the right route and performance for customer applications, as well as connections with interfaces around the globe

## We can help you improve the user experience for modern applications by enabling the monitoring platform needed to drive better application performance and positive outcomes for your business.

To learn more about Verizon Business Process Application Monitoring, as well as our Network Application Performance Management platform, visit [verizonenterprise.com](http://verizonenterprise.com) or contact a Verizon account manager at 1-877-297-7816

\*Verizon Business Process Application Monitoring is currently available in the U.S.

