




Networld + Interop Panel

Measuring and Managing System Performance

Al Fink, President & CEO
May 12, 2004
2:15-3:30PM

Companies can not compete without a Web presence



FREE Instant Record Check™ Enter a VIN Here

[Order Reports](#) | [Find A Car](#) | [Find A Dealer](#) | [Register Guarantee](#) | [Account Holders](#) | [Help](#) | [About Us](#) | [Home](#)

Order Reports Now
In a hurry? Click to order CARFAX Reports now!

Don't make a \$10,000 mistake!
Order a [CARFAX Vehicle History Report](#) ...your best protection against buying a used car with costly, hidden problems. CARFAX searches its nationwide database and provides a detailed report in seconds.

ConsumerReports.org
Consumer Reports has joined with CARFAX to bring you a valuable GUIDE TO INSPECTING USED CARS. Yours FREE! Just click here...

Get started now with our FREE CARFAX Record Check™. Enter a [Vehicle ID Number\(VIN\)](#) and click "Search":



Hi! Welcome to [bedbathandbeyond.com](#)

PRODUCT FINDER

[product guides](#) [shopping cart](#) [store locator](#) [your account](#)

turn menus off | [shop online](#) | [bridal & gift registry](#) | [service & beyond](#) | [shop for college](#)

gifts
[bedding](#)
[bath](#)
[kitchen](#)
[dining](#)
[home decor](#)
[electronics](#)
[storage & cleaning](#)
[seasonal](#)
[specialty shops](#)

Buzz into Summer



Gift Cards! always the perfect gift!

Clearance shop our end of season values

Purchase a wedding card with clearance




[HOME](#) | [ABOUT US](#) | [PRESS ROOM](#) | [INVESTOR RELATIONS](#) | [CAREERS](#) | [CONTACT US](#) | [EXPLORE THOMSON](#)

Search [Advanced Search](#)

THOMSON FINANCIAL | [About Financial](#) | [Financial Press Room](#) | [Contact Financial](#)

Find solutions for:
[INVESTMENT BANKS](#)
[INVESTMENT MANAGERS](#)
[SALES & TRADING PROFESSIONALS](#)
[CORPORATIONS](#)

[PRODUCTS & SOLUTIONS A-Z](#)
[PARTNERS & SERVICES](#)
[CONFERENCES & EVENTS](#)

[PRODUCT LOGIN](#)
[Business Websites](#)

WELCOME to THOMSON FINANCIAL

Featured Product
Thomson ONE Advisor
 The Complete Wealth Management Solution

Challenge: A regional broker/dealer with a growing financial advisory business needed a way to bring together all of their client information into one comprehensive system to manage existing clients and identify the most profitable opportunities.

Solution: Thomson met the challenge with Thomson ONE Advisor by combining wealth management tools, real-time market data and back-office integration into one comprehensive and easy to use advisor solution. From a senior management point of view, they increased advisor productivity, ensured delivery of high-quality consistent advice, and ultimately grew assets under management for the firm. [Learn more >](#)

Featured
 The Directory of Independent Investment Research



Talk to a salesperson (866) 734-4249 toll-free 

[HOME](#) | [DOMAINS](#) | [EMAIL](#) | [WEB SITES](#) | [HOSTING](#) | [PROMOTE](#) | [BUSINESS SOLUTIONS](#) | [INCORPORATE](#)

[LOG IN](#) | [CUSTOMER SUPPORT](#) | [WHOIS](#)

Start your online business now! [Learn More!](#)

Build and host a Web site for as little as **\$4.95 a month.** [Learn More](#) (plus domain name)

1 SEARCH FOR A DOMAIN NAME **2 CHOOSE YOUR EXTENSION(S)** **3 Go!**

www.

e.g. mybrand.com

.com .net .org
 .us .biz .info
 .tv .ws .cc

[Search for multiple domains](#) [Over 40 extensions](#)

QUESTIONS?
Check out our new and improved FAQ.

DRIVE TRAFFIC
Drive traffic to your Web site through [search engines](#).

WEB SITE FORWARDING
Drive traffic from your domain name to an existing site.

Web Applications Prominence



- > Almost all new development today is Web-based
- > Companies can not compete without a Web presence
- > On the Web, the customer directly interfaces with technology
- > Increased complexity of the applications not accounted for in most organizations
- > Increased utilization of Web services

“Over the next 5 years the majority of applications will be Web based.”

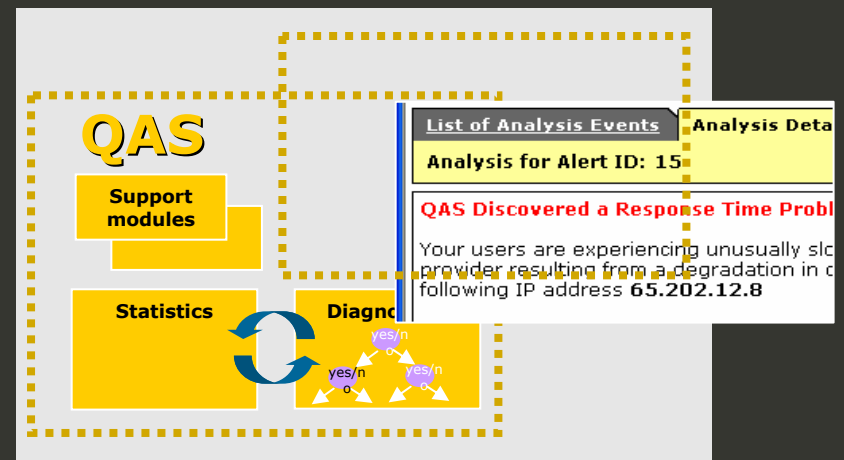
Corey Ferengul
META Group
April 21, 2004

Solving a key market problem

- Software development company focused on:
Automated Performance Analysis for Web Applications
- Addresses key market need by automatically identifying and diagnosing application performance problems in complex componentized application delivery systems



becomes..

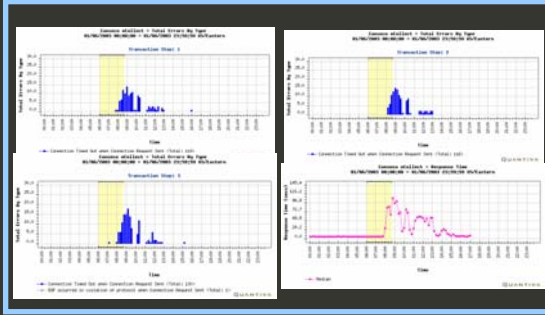


- Powerful progressive analysis technology incorporating algorithms & methodologies developed by eminent statisticians and web application performance gurus
- Fundamental innovations in self-learning overcome critical challenges from frequent changes in configuration, & assure adaptive and scalable operations

What QAS does

Data from public and/or private agents

BEFORE



Expert technician

Technician Attributes:

- Hard to find
- Expensive
- Limited bandwidth
- Goes home at night
- Prone to inconsistency & mistakes

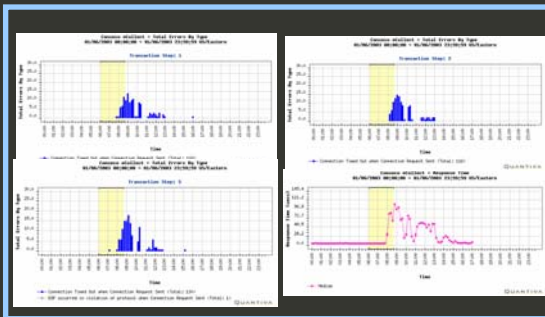
QAS inputs: Performance Data

- Detailed transaction performance measurements
- Supporting data

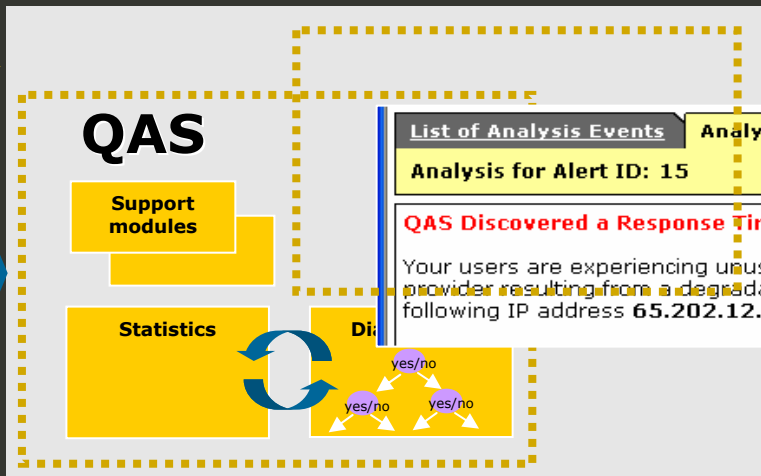
QAS focus: ANALYSIS & DIAGNOSTICS

- Selects & explores data - using a rigorous & systematic methodology
- Separates real problems from false positives & duplicate alerts
- Identifies segment/silo/component causing problem

AFTER



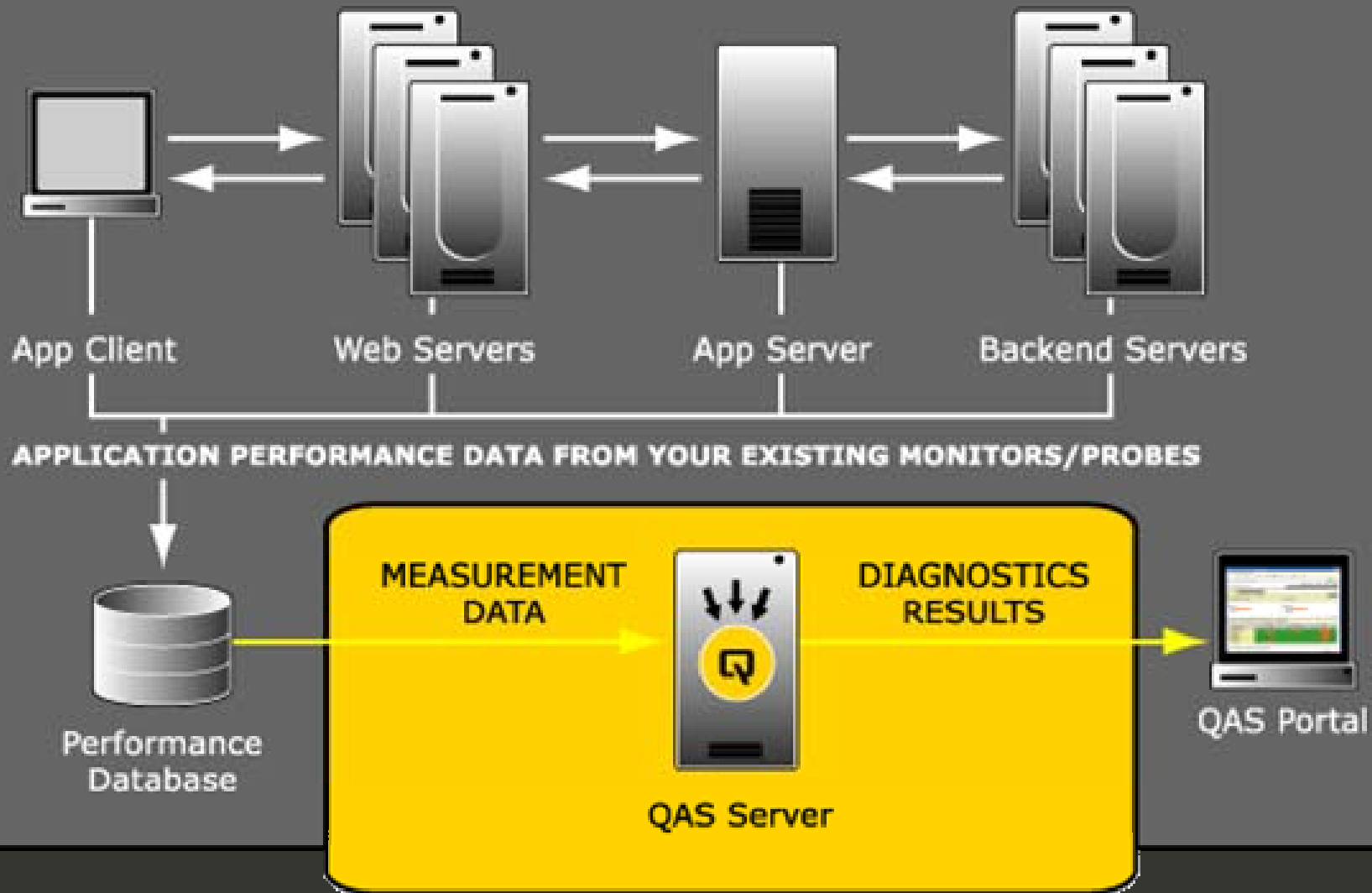
Data from public and/or private agents



QAS Attributes:

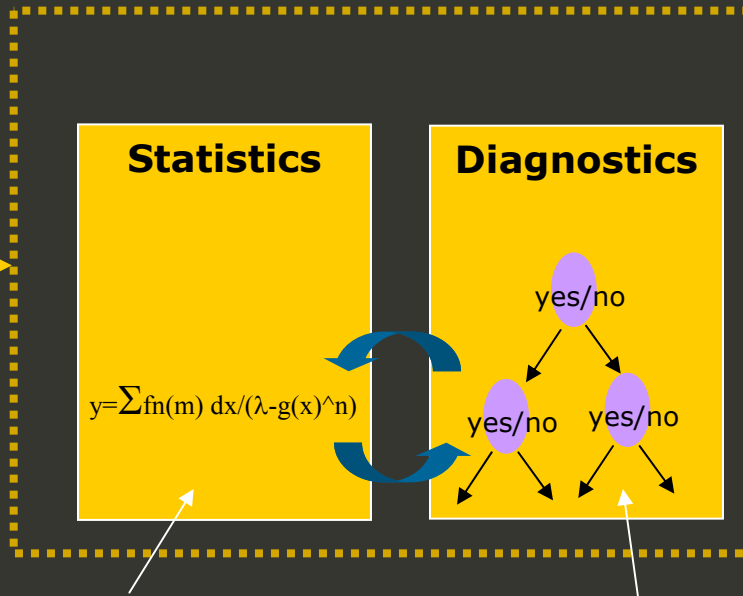
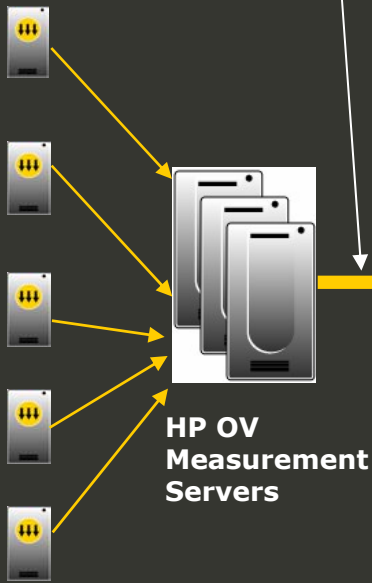
- Automatic!
- Much less expensive
- Handles many problems concurrently
- Operates 7x24
- Reliable & accurate

QAS/Enterprise



QAS Enterprise for HP OV

Transaction performance data
Direct connect (XML Servlet)



**Web
portal**

Alerts
(email, SMS
HTTP Post, and
SNMP)

Did something happen?

- Compare with history
- Auto-profiling
- Detect anomaly
- Eliminate noise & false positives

What happened?

- Location of problem
- Description of problem
- Analysis steps & results
- Explore data

QAS applicability to autonomics (IBM)

QAS focuses on automated problem discovery and diagnosis

- key steps in **self-healing**

QAS incorporates self-configuring capabilities

- auto-discovery of serving nodes
- auto-baselining of transaction performance attributes
- dynamically adapting to changes in application delivery infrastructure



QAS Features



QAS automatically...

- **Gathers** real-time performance metrics for the Web service delivery infrastructure (response times, errors).
- **Builds** an intelligent statistical model that understands the correct and normal performance of each and every transaction.
- **Creates** a “baseline” of normal performance for the transaction... and for each of its underlying components.
- **Understands** the relationships & correlations between all collected metrics, enabling it to quickly identify anomalies, and avoid false & duplicate alerts.
- **Pinpoints** the single cause of problems that will impact overall service performance.
- **Provides** you with an actionable diagnosis to the problem.
- **Routes** the alert to the right person in your organization.
- **Illuminates** the diagnosis with clear graphical displays.

Customer Example - Financial Services Company



Selected Quantiva for APM of Web Deployed Applications

- Initial deployment to provide 24X7 automated problem discovery and diagnostics for behind the firewall server farms support a business-critical revenue-producing application
- Additional deployments being planned for at least three customer-facing applications, utilizing QAS/Enterprise with their strategic APM vendors monitoring data
- Web Services Management

Major benefits to Customer

- Improved service quality to web customers
- Pro-active problem resolution and customer support
- Reduced time spent by valuable and scarce technical personnel analyzing performance data
- Negligible administrative burden

Quantiva differentiators



QAS with automated analysis	Existing solutions
Monitors end user experience	Monitors end user experience
Noise-free: Intelligent alerts without false “positives”	80-100 alerts for every real problem
Dependable: Reliable alerts, accurate analysis	Misses 20%+ of problems
Actionable: Analysis includes problem location & affected components	Requires expert staff
Insightful: Detailed data for deep dives & full context of problem	Requires supplementary tools

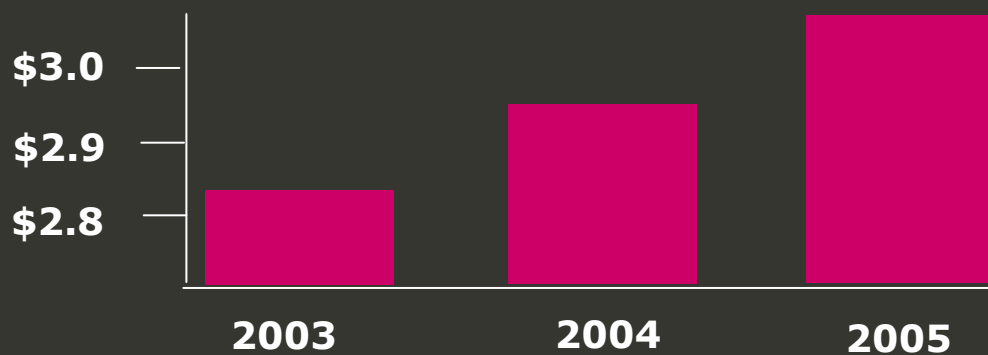
QAS returns between **\$5 and \$10** for every \$1 our customers spend with us.

APM market size



APM:

\$3+ billion opportunity in 2005



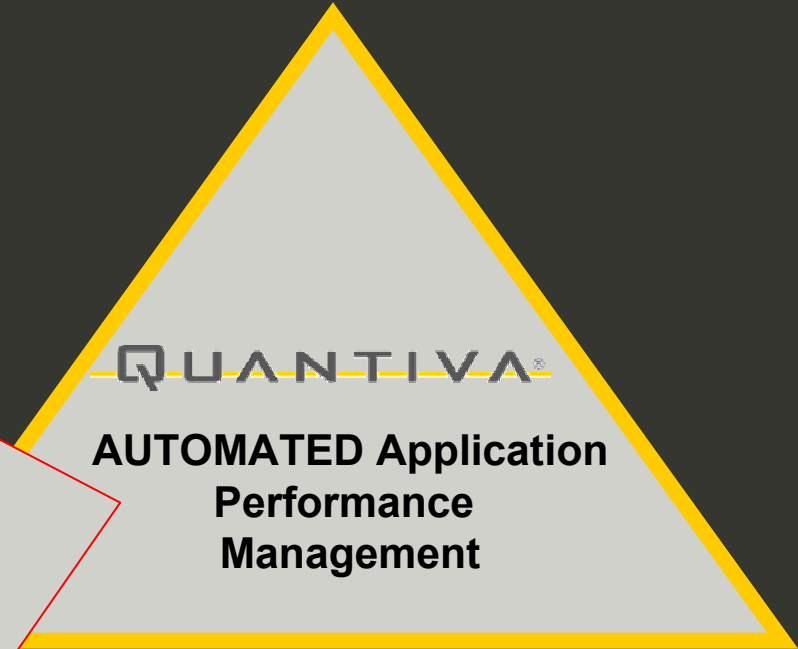
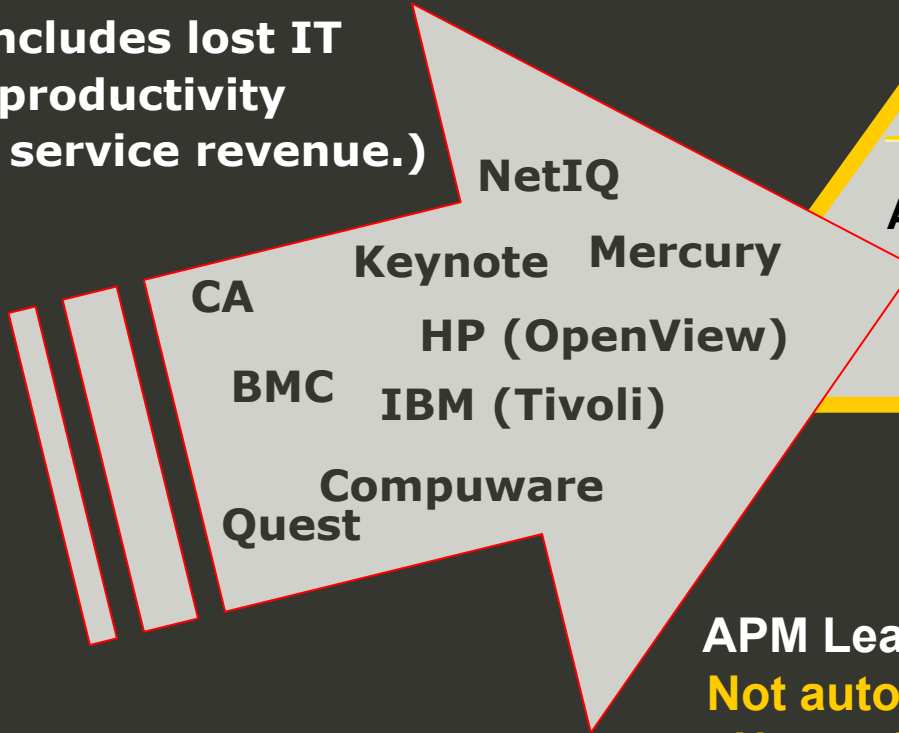
Web APM:

Fastest growth rate within APM
\$300-500 million per year

Sources:
Gartner Group, META Group

The market

Manual analysis of Web transactions is a **\$2 billion+** drag on Internet businesses. (Includes lost IT productivity & lost service revenue.)



APM Leaders –
Not automated
No analytics

Thank you!



Al Fink

President & CEO

Quantiva, Inc.

al@quantiva.com

Visit **Quantiva in the Performance Management Pavilion
in the **N+I PERFORMANCE ZONE****

Booth #2751