



Measuring Business Performance



Introduction

InsightETE provides a technology solution that captures real-time transactions from the business-user to proactively measure availability and performance. A graphical representation of this information is presented and highlights how it impacts the user's ability to do business. In addition to providing quantifiable business benefits, this solution:

- Enables businesses to **increase revenue** by significantly reducing the impact that outages and disruptions may cause.
- **Improves productivity** and efficiency because fewer resources are required and less time is spent monitoring and resolving outages.
- Enables rapid problem-solving by identifying the cause and nature of application outages and performance degradations.
- **Improving customer satisfaction** by facilitating more effective communications between the Business and I/T, thereby eliminating "Service-Level Disagreements"

The Business Problem

Many large companies have critical business processes which are supported by complex technologies that include major applications, networks, databases, storage systems, etc. These technologies are usually monitored individually to show whether or not they are working properly. However, the business user may still experience application degradation and poor performance which is usually difficult to pinpoint to any single component or combination thereof.

Impact to the Business

IT organizations waste much time and resources trying to acknowledge, identify root cause, and fix the problem long after the outage has already occurred. The result is lost revenue due to business outages, dissatisfied customers, lost productivity, and missed business opportunities.

The Solution

InsightETE offers the solution (using software and services) that not only confirms the end-user problem, but assists in identifying the cause and nature of the problem *and* how the problem impacts the end-user from accomplishing their business.

The Features

- Provides the most accurate and real-time measurement of the business user experience with their application.
- Enables I/T and the business to create Service Level Agreements (SLAs) that are realistic and easy to manage.
- Enables companies migrating major applications to establish accurate baseline performance in order to set realistic expectations.
- Eliminates finger-pointing often associated with outages because it is totally automated.
- The proactive nature of InsightETE's monitoring capability eliminates the need for the user to notify I/T there is a problem.

Key Differentiators

- Provides Real-time Alerting in the event of an application slowdown or outage
- Provides the "True End-User Experience"
- Easy to install, manage, and maintain
- Non-intrusive technology, requiring minimal to no overhead
- Supports ALL platforms and ALL applications
- Directly ties I/T performance to business processes
- Enables I/T to become more "proactive"