

CA's Wily Technology Division Customer Success Management

ICTI 2007 — 18th October 2007

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CA/Wily and his partner SedamIT

Who is SedamIT:

based in Zagreb, CA partner since 2003, we are specialized in “turn key” solution for the overall ICT management of enterprises.

We have 40 technical people with Cisco, CA certification and we provide also a CRM Solution developed by ourself.

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Agenda

- Wily Introduction and Market Overview
- The Web Application Management Challenge
- The Wily Solution

Wily Introduction and Market Overview

Who is CA's Wily Technology Division?

Our products and services enable enterprises to

- Deploy critical web applications faster
- Ensure applications are available and high performing
- Rapidly diagnose slowdowns and failures
- Establish ongoing control of these critical web applications

We focus on the real business value behind applications

- Only production solution that can follow real transactions as they cross through heterogeneous systems and middleware
- Collaborative platform that gives every stakeholder a customizable view of application value and performance

Leading Organizations Manage Their Next-Generation Applications with Wily

Financial Services

ABN Amro
Bank of America
Bank of Montreal
Barclays
BNP Paribas
Citigroup
Credit Suisse
Discover Financial
E*Trade
Experian
Fannie Mae
Fidelity Investments
Fiducia
HSBC plc
ING BHF Bank
JP Morgan Chase
Kookmin Bank
Lehman Brothers
MBNA
Prudential Financial
RBC Dain Rauscher
Royal Bank of Canada
Royal Bank of Scotland
The Northern Trust
TIAA-CREF
Trans Union
T Rowe Price
Vanguard

Media

Cox Interactive
Hallmark Channel
Knight Ridder
NBC
Nielsen Media
Sony Pictures Entertainment

Technology

Cisco
Hewlett-Packard
IBM
Ingram Micro
Intel
Intuit
Motorola
Unisys

Services

Cendant
First Data Merchant Svcs.
Gordon Foods
Hewitt Associates
Hertz
Lexis-Nexis
Robert Half International
Starwood Hotels

Retail

Ahold
Argos
Carrefour
Columbia House
Corporate Express
Dixons
eBay
Hannaford Bros.
Harry & David
Home Depot
John Lewis Partnership
KB Toys
Lowe's
Otto Versand
The May Company
Toys 'R Us

Government

Canada Post
Companies House
Federal Communications Comm.
H.M. Land Registry
Seguridad Social de Espana
State of California
State of New Jersey
State of Washington
U.S. Dept. of Agriculture
U.S. Dept. of Education
U.S. Patent & Trademark Office
U.S. Social Security Admin.
U.S. Treasury Department

Health Care

Australia Health Commission
Beckman Coulter
BJC Healthcare
Blue Cross Blue Shield
CareMark Rx, Inc.
Express Scripts
GE Medical
Kaiser Permanente
PacifiCare
United Health Group
Univ. of Michigan Health Sys.

Transportation & Logistics

APL Limited
British Airways
Conway Transportation
Federal Express
KLM Royal Dutch Airlines

Telecom

Cingular
Covad Communications
NTT DoCoMo
QUALCOMM
SBC-ATT
SK Telecom
Sprint
Telenor
Telstra
Verizon
Vodafone

Insurance

AFLAC
AIG
American Family
AXA
Chubb
Federated Mutual
Geico
John Hancock
Liberty Mutual
Met Life
Primerica Life
Samsung Fire & Marine
Sentry

Consumer Products

Anheuser-Busch
Coca Cola
Daimler Chrysler
Harley Davidson
Honda Motors
Kraft Foods
Xerox

Insurance and Financial Services

Insurance

- AFLAC
- AIG
- American Family
- **AXA**
- Chubb
- Federated Mutual
- Geico
- John Hancock
- Liberty Mutual
- Met Life
- Primerica Life
- Samsung Fire & Marine
- Sentry
- **Generali France**

Financial Services

- **ABN Amro**
- Bank of America
- Bank of Montreal
- **Barclays**
- **BNP Paribas**
- Citigroup
- **Credit Suisse**
- Discover Financial
- E*Trade
- Experian
- Fannie Mae
- Fidelity Investments
- Fiducia
- HSBC plc
- **ING BHF Bank**
- JP Morgan Chase
- Kookmin Bank
- MBNA
- Prudential Financial
- RBC Dain Rauscher
- Royal Bank of Canada
- **Royal Bank of Scotland**
- The Northern Trust
- TIAA-CREF
- Trans Union
- T Rowe Price
- Vanguard
- Lehman Brothers
- **IntesaSanPaolo**

Industry Success

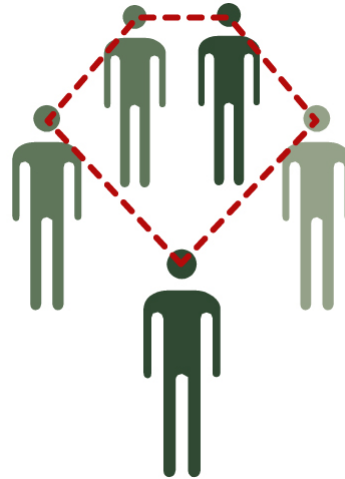
- Our customers include:
 - 16 of Top 20 Global Banks
 - 8 of Top 10 U.S. Banks
 - 10 of Top 30 Global Telecommunications
 - 12 of Top 30 Life & Health Insurers
 - 5 of Top 10 Global Investment Firms
 - 7 of Top 12 Auto Makers

In a Perfect World...

LOB Manager



- Service levels are acceptable
- Customer satisfaction is high
- We exceeded targets for daily orders

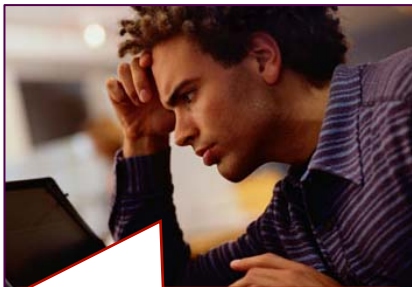


VP Operations



- SLAs are acceptable
- My team is working efficiently
- Costs are under control

Development



- I'm not debugging, I'm coding
- I can see exactly what the problem is
- It's not the code, it's the database

QA



- I have the data I need to reproduce problems
- I can point dev to the likely cause
- I'm confident the application will perform well in production

Operations



- I see problems before customers do
- I know who to contact when alerted
- I know if it's the application, network, or back-end systems

In Reality...

What's the Application Doing, and Who's in Charge?

LOB Manager



What are My Customers Seeing?

VP Operations



Are We Meeting Service Levels?

Not Another 3 a.m. Crisis Call!

Who's to blame?

Development



Dev Doing Monitoring

Delayed Roll-Outs

QA



Can't Recreate Problem

Operations

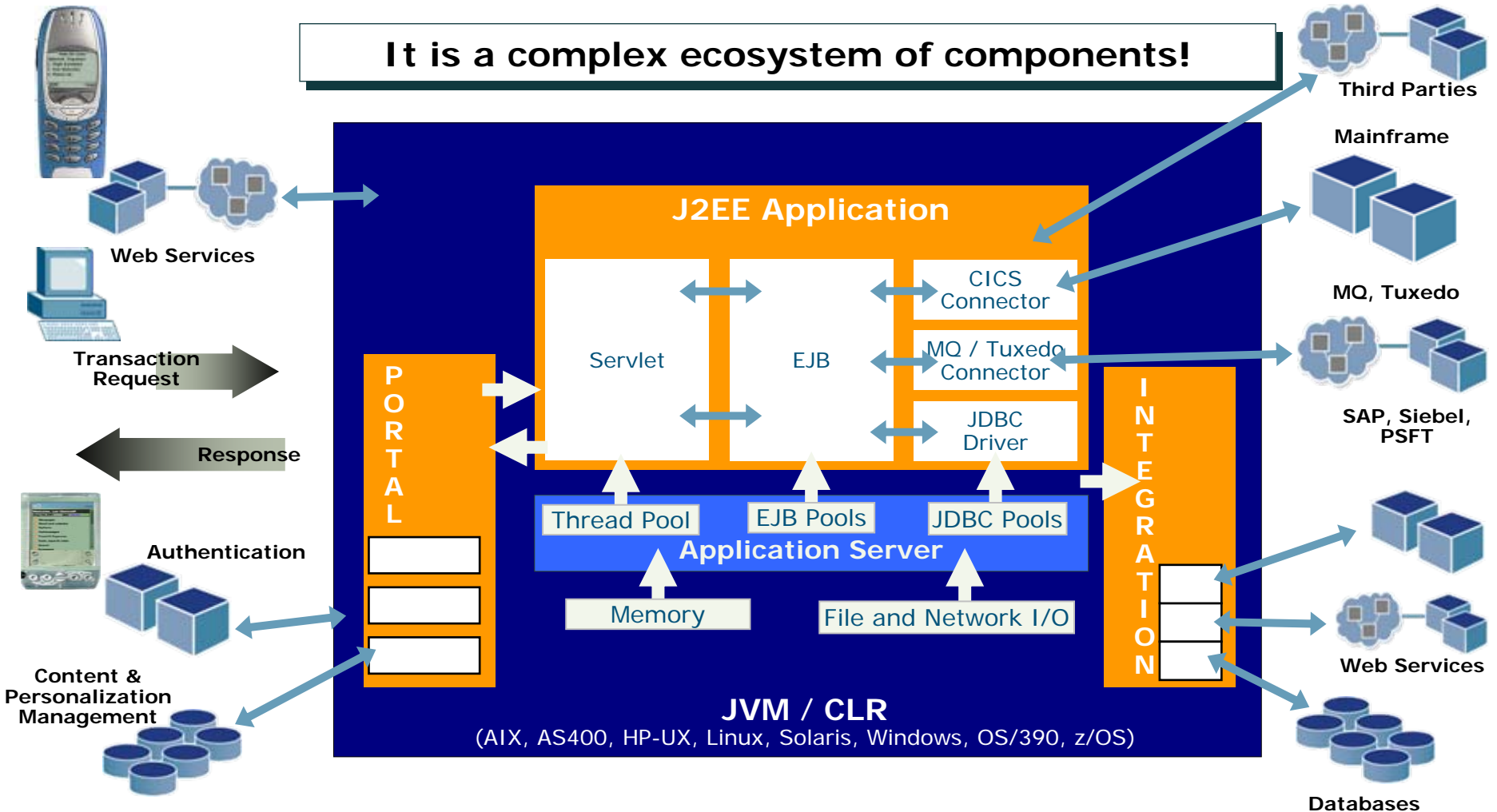


Forced Restarts

What Problem? My System Looks Fine

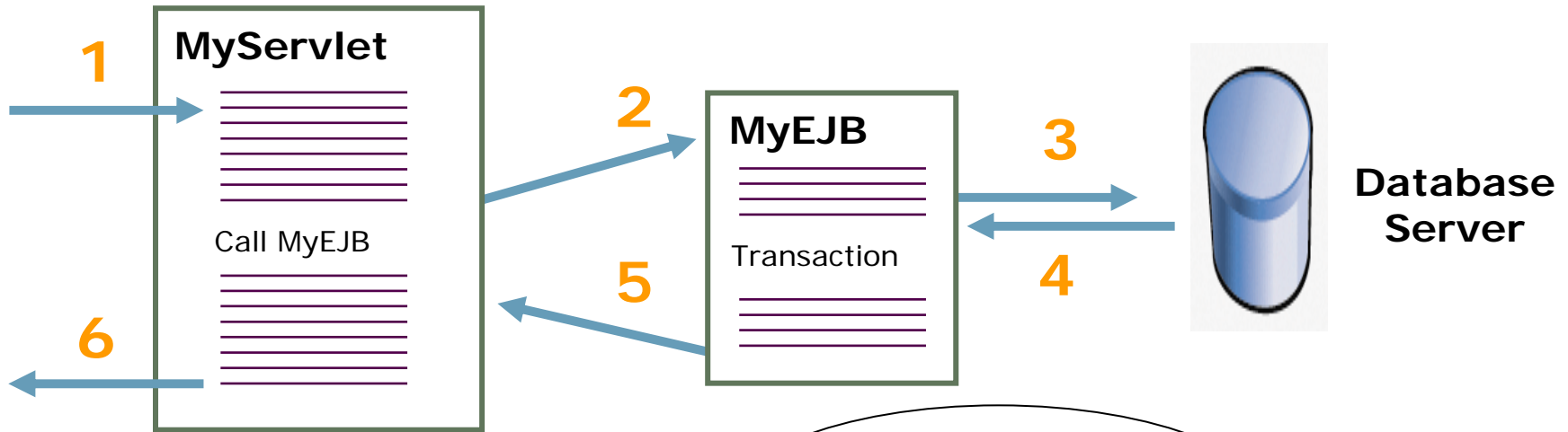
Why is Managing J2EE and .NET so Challenging?

It is a complex ecosystem of components!

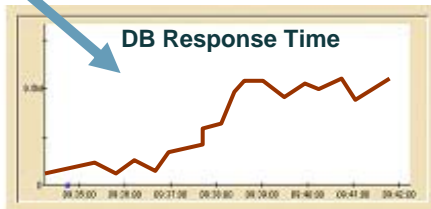
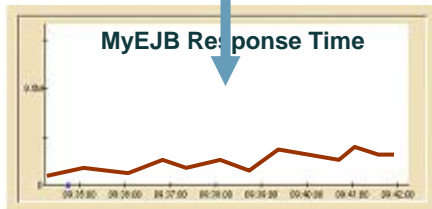
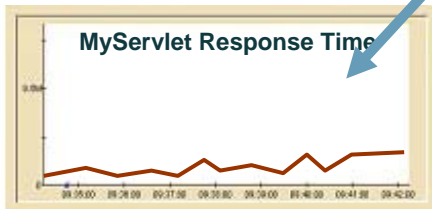


Monitor the Whole Application from the inside at the component level

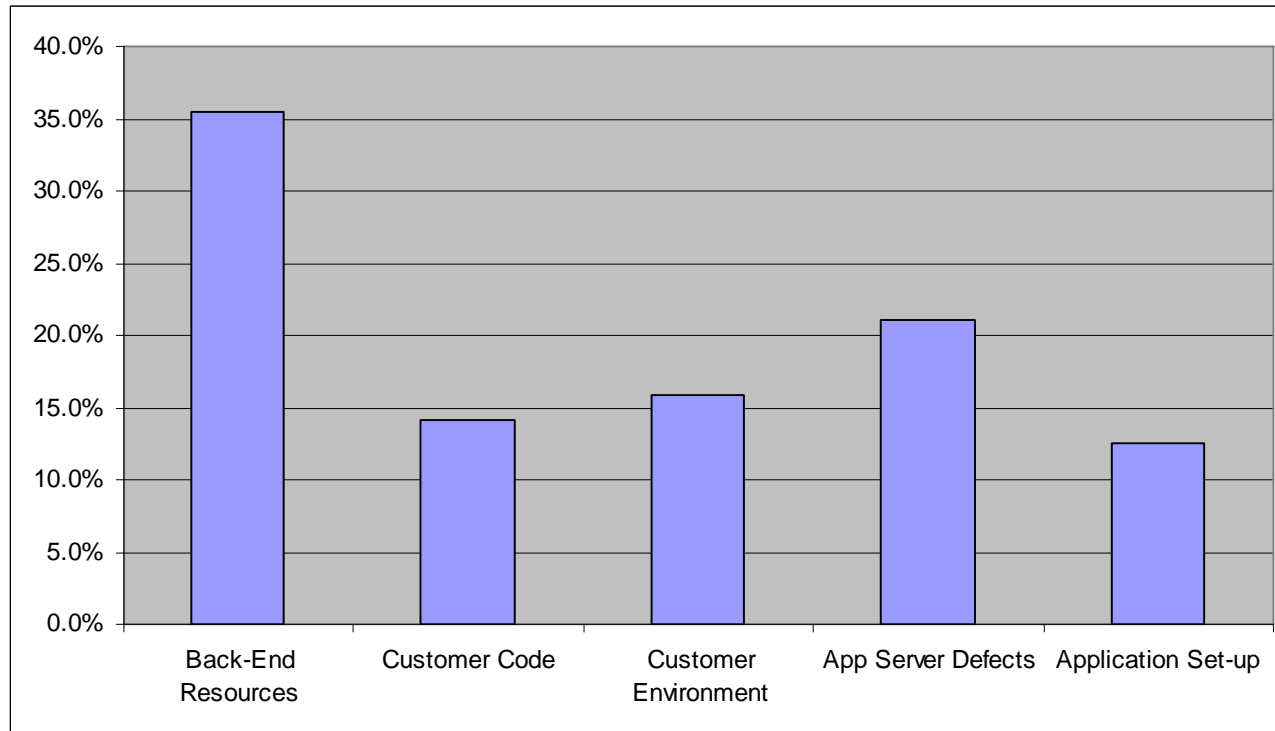
Introscope Performance Blame



Introscope Blame Data finds the right component



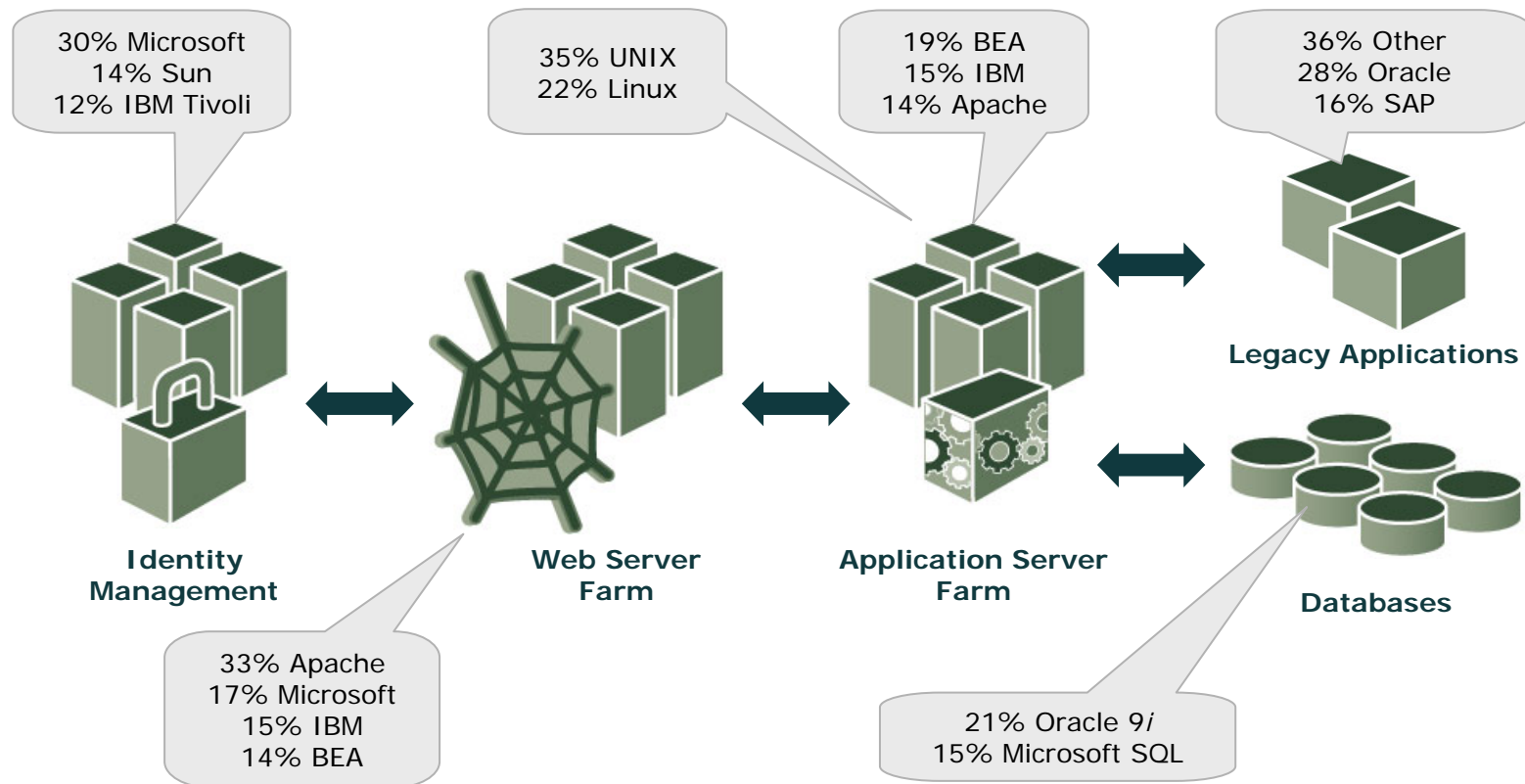
What is the Source of Poor Performance?



- **Evidence Shows Answers are not simple or consistent**
- **Over a third of the problems are related to the back-end.**
- **Anything involved in delivering content can impact performance**
- **Ideally need a complete end-to-end solution to find the source.**

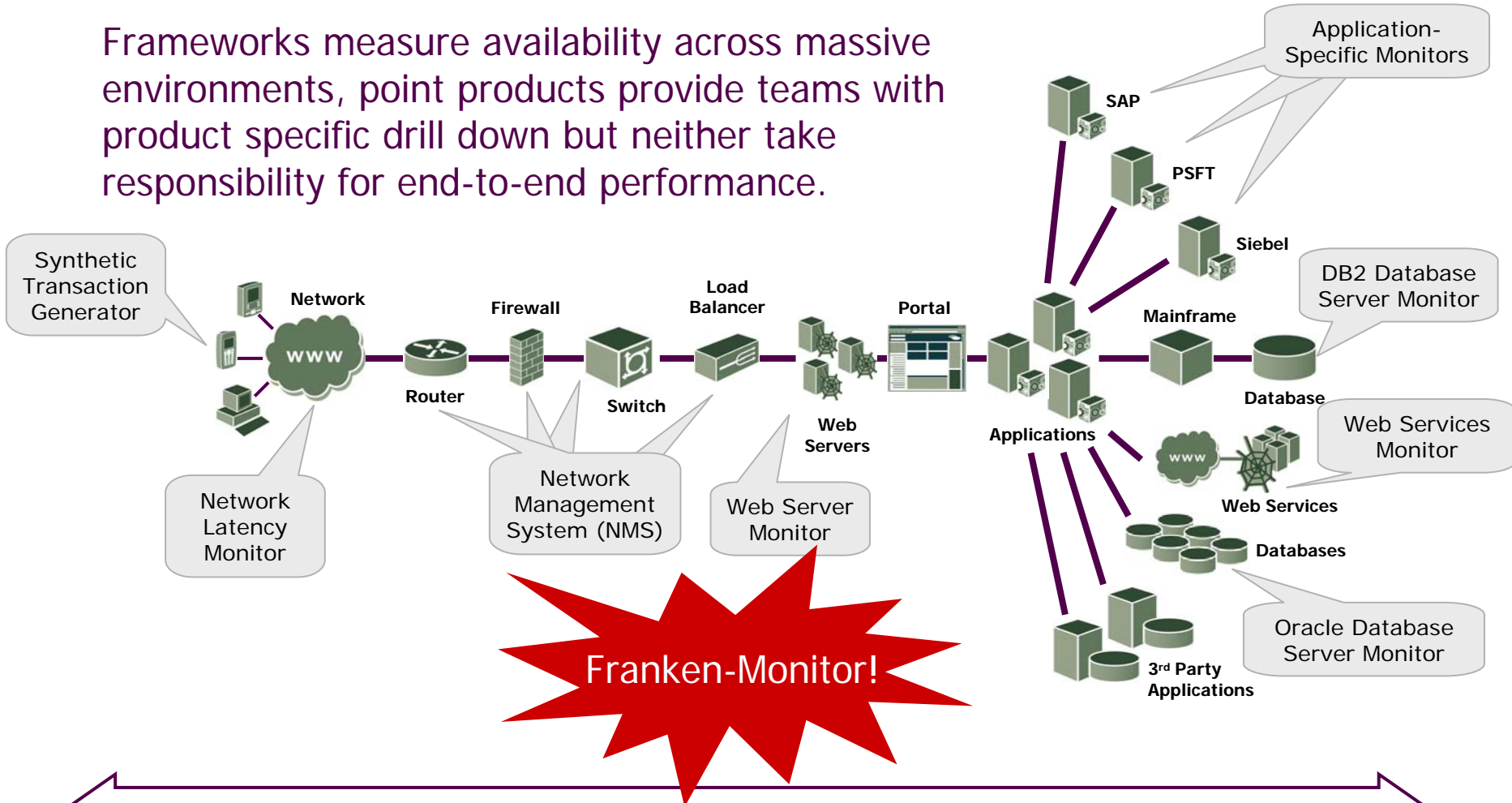
Complexity in Web Applications

The software infrastructure for the applications is multi-vendor at every layer of the applications architecture.



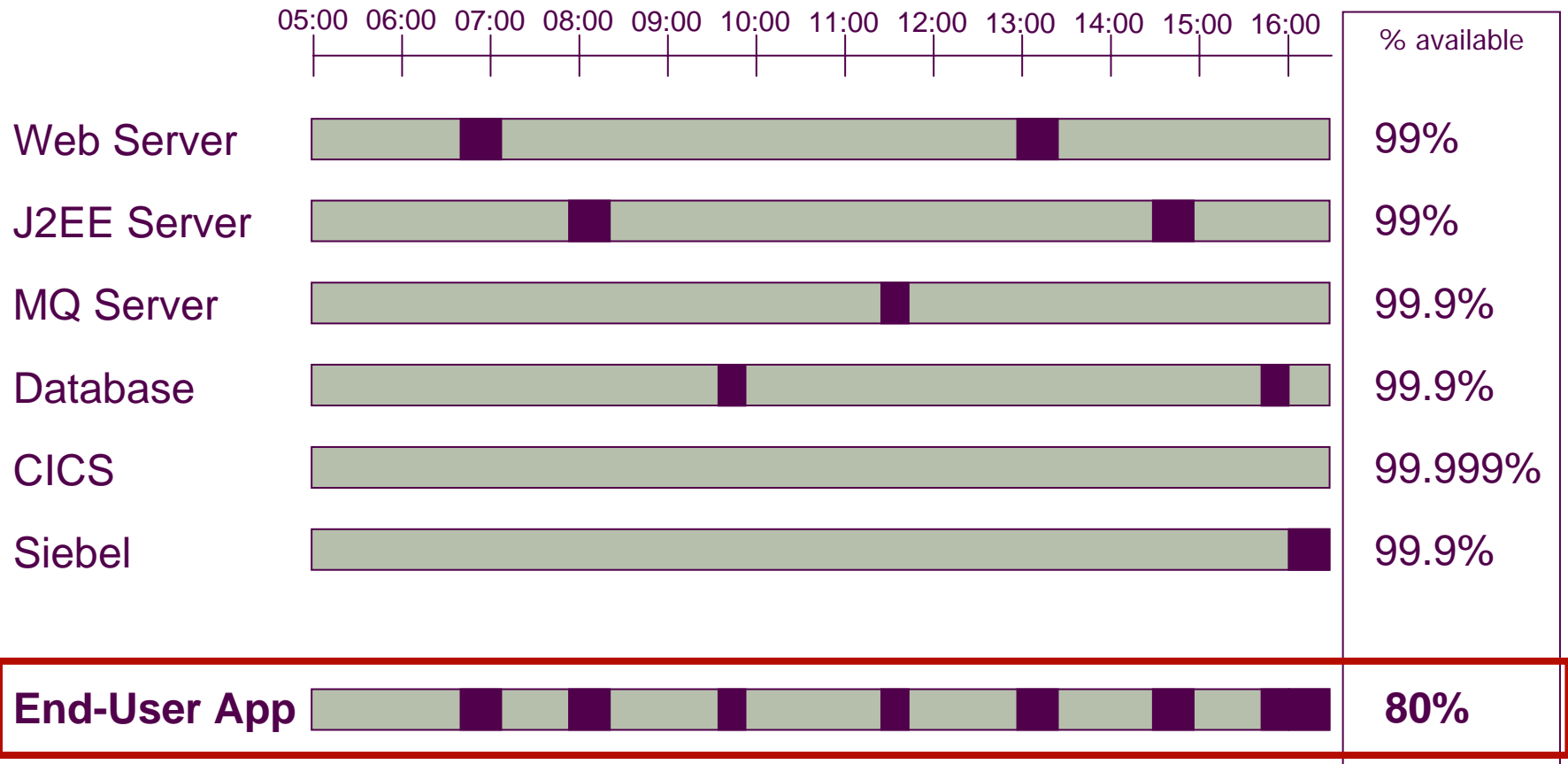
Application Complexity Creates New Management Challenges

Frameworks measure availability across massive environments, point products provide teams with product specific drill down but neither take responsibility for end-to-end performance.



← Frameworks Measure Availability and Resource Utilization →

In Complex, Heterogeneous Environments, Little Issues Add Up



Unavailable or Slow
 Available, Performance

The Wily Solution

Wily is UNIQUELY POSITIONED because...

- Our solution provides:

Granular Visibility

Low Overhead (2%-4%)

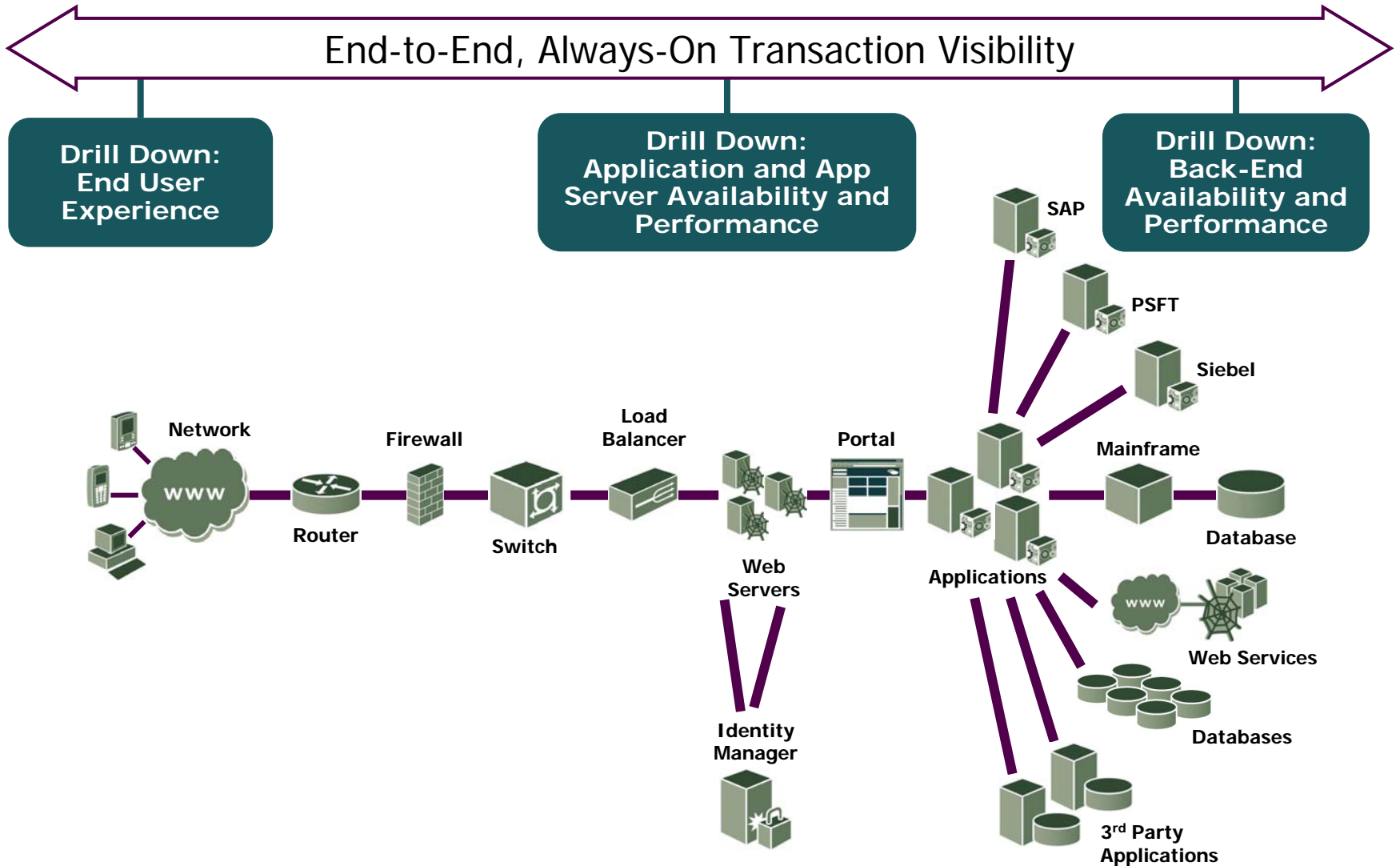
Operates 7x24



IN PARALLEL

Can the other Monitoring Solutions Perform in this manner?

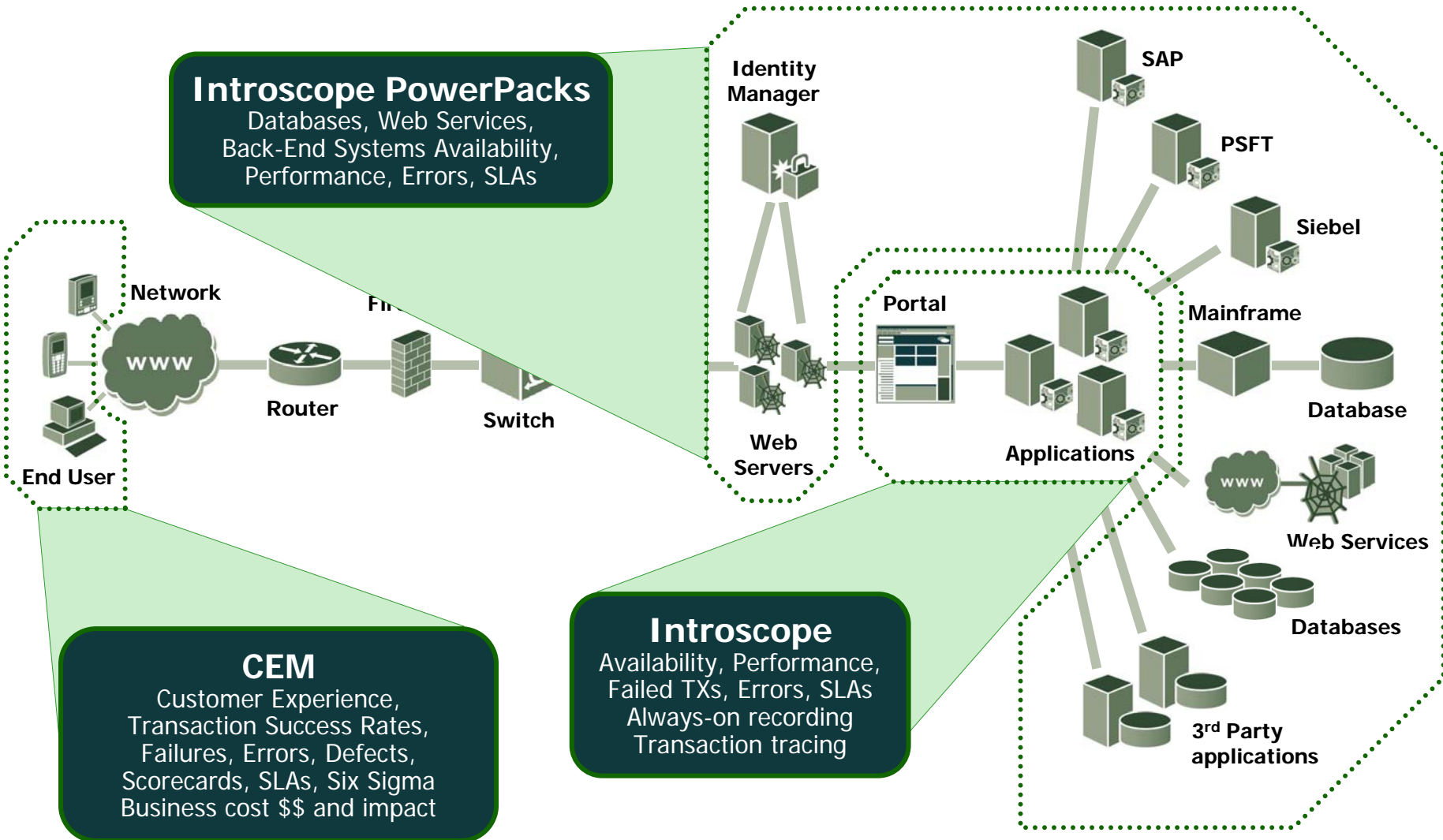
Controlling Complexity: Monitor 100% of the Real Activity, End-to-End



Only Wily Gives You Deep Visibility into Applications to Predict, Diagnose and Record Performance in Real-Time

Introscope PowerPacks

Databases, Web Services, Back-End Systems Availability, Performance, Errors, SLAs



CEM

Customer Experience, Transaction Success Rates, Failures, Errors, Defects, Scorecards, SLAs, Six Sigma Business cost \$\$ and impact

Introscope

Availability, Performance, Failed TXs, Errors, SLAs
Always-on recording
Transaction tracing

Wily's Customer Success Management Brings Value Across Organization

- **Higher Availability and Performance**
 - Real-time monitoring of customer experience and application performance
 - Predictive monitoring prevents customer impact
 - Instant diagnosis of application problems
- **Higher Customer Success Rates**
 - Tracking 100% of customer transactions
 - Instant alerting on failed transactions
 - IT and Business can communicate on common ground
 - All the tools agree

Key Web Application Management Stakeholders



Business-Facing Application Owner

- Negotiate SLAs with Business
- Measure customer satisfaction and business processes
- Provide reports to Bus and Operations Management



Operations

- 24x7 live views of application P&A
- SLA monitoring
- Proactive incident detection



Java Specialists

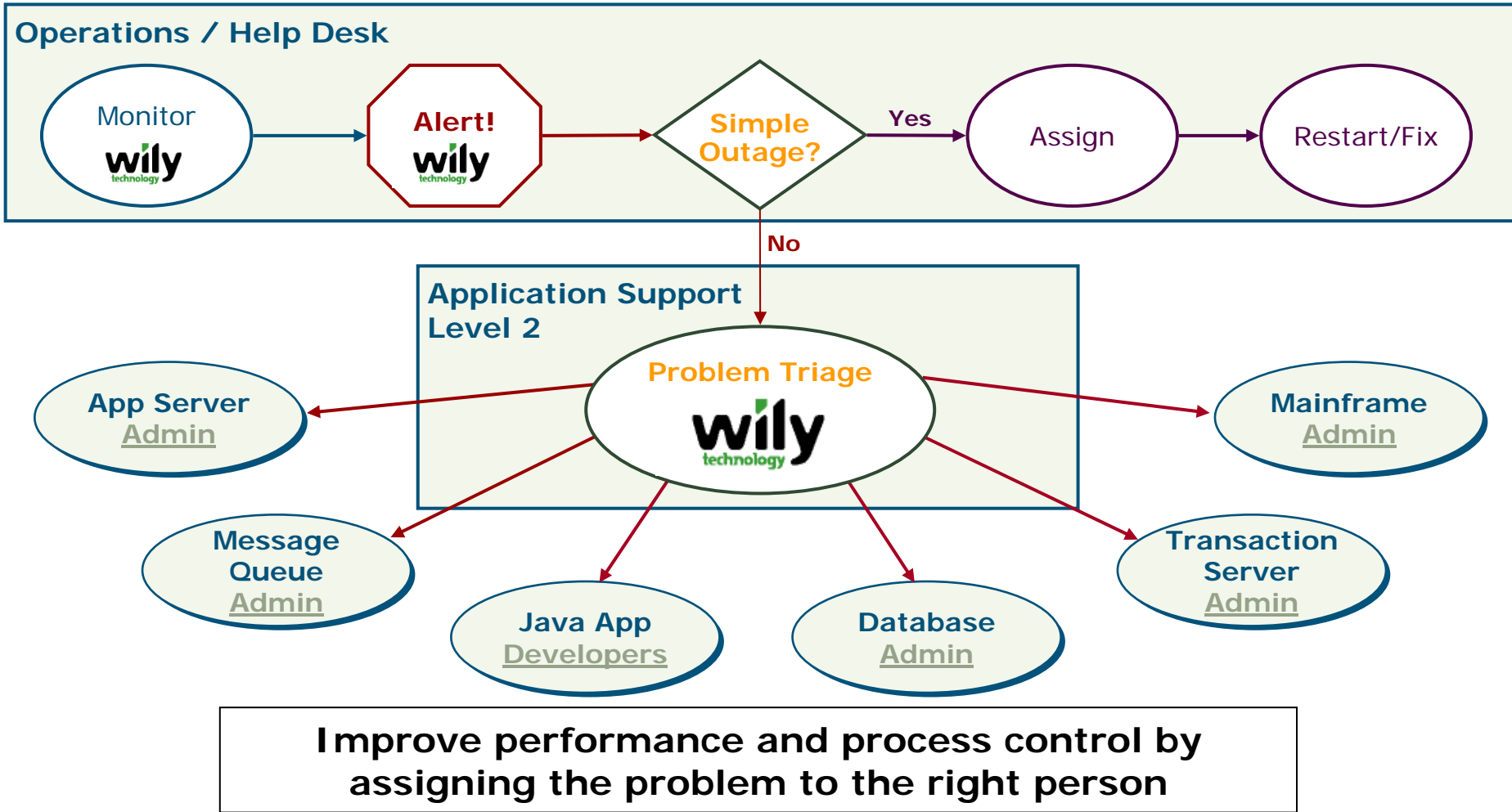
- Deep views into web infrastructure
- Component-level blame
- Pinpoint root cause



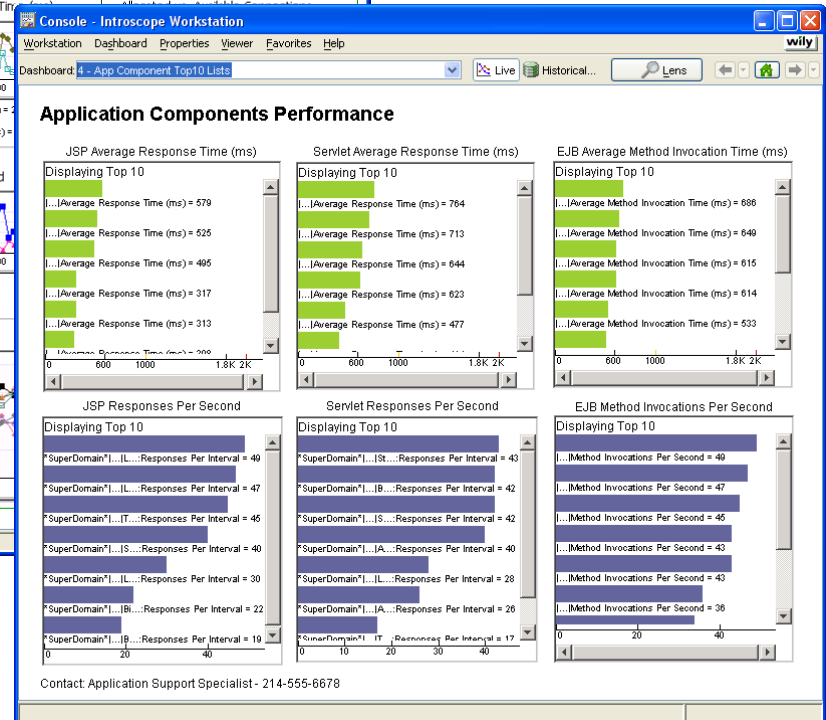
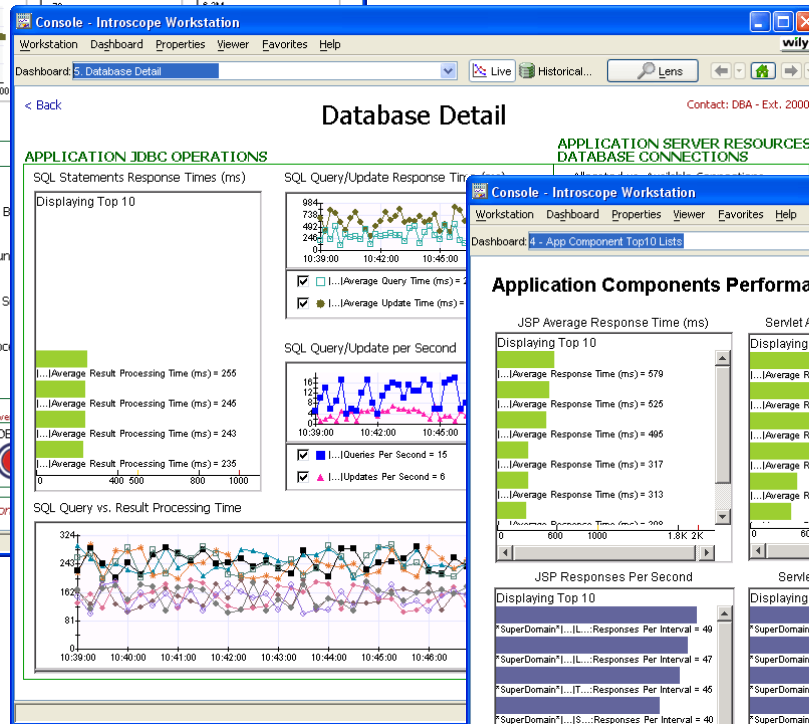
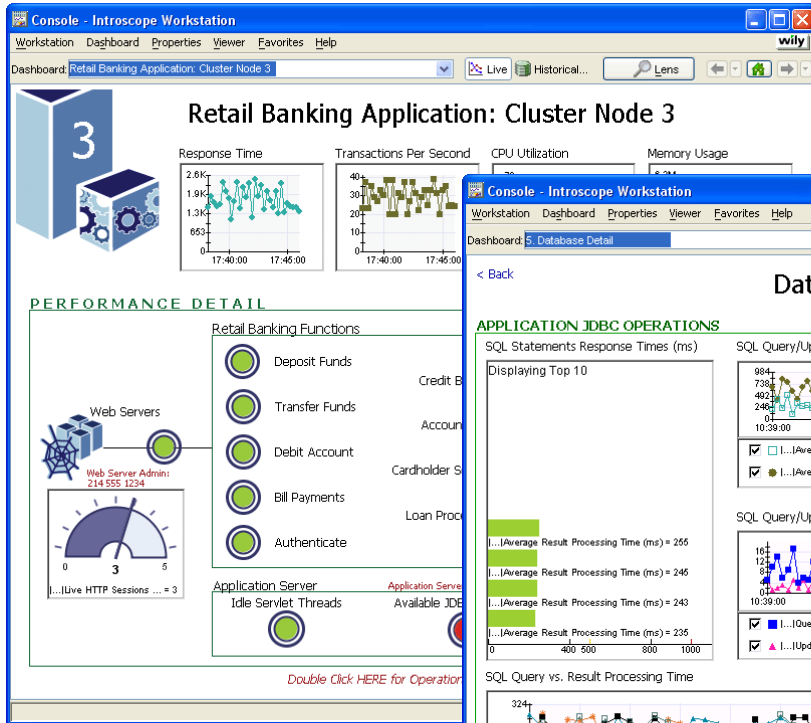
Application Support

- Consistent, end-to-end view
- Evidence collection based on hard data
- Route problem to right person for fix

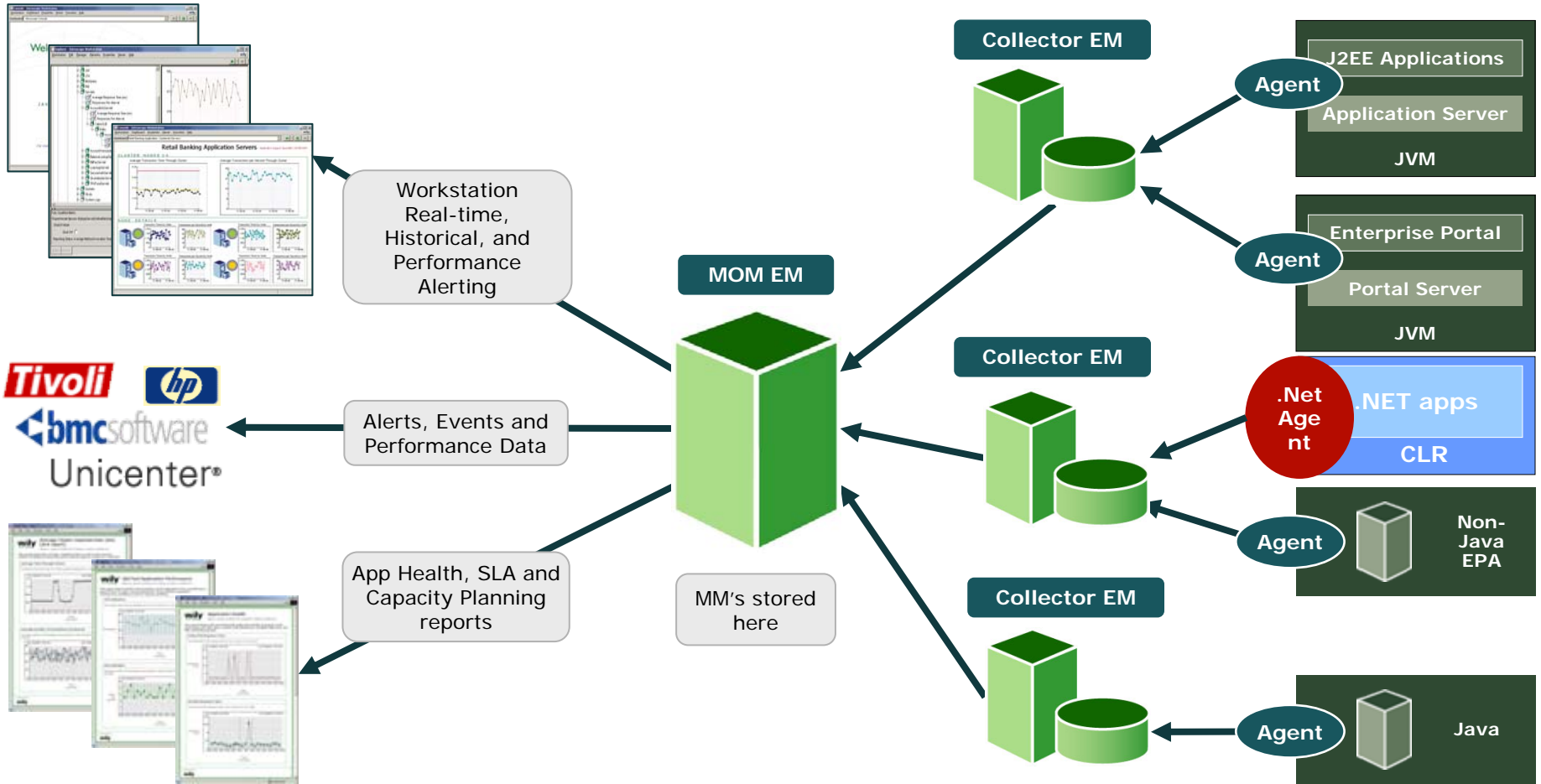
Bringing Java into the Management Process



Individual Views Based on a Common Language



Wily Introscope's 3-Tiered Architecture: Agent, Enterprise Manager, Workstation



Optional clustered environment shown

Benefits Using One Tool for SOA, .NET, and J2EE

- Leverage proven infrastructure for effectively managing web applications
- Monitor performance metrics for SOA, Java & .NET apps in the same user interface with customizable dashboards
- Implement industry-standard J2EE management best practices
- Lower TCO (1 tool, 1 vendor)

Why is Wily Used to Manage More Critical Applications Than Any Other Provider?

- Originator of and leader in web application management
- Ability to monitor apps with 360° visibility
 - End-to-end visibility, from end-user to back-end systems
 - Always-on Diagnostics: Deep real-time monitoring of 100% of transactions
 - Drill-down to customer experience, errors, failed transactions
 - Always-on performance recording
- A single management system for all application stakeholders
 - For Business and IT
 - Expert and Non-expert Operations
 - User-customized
- Fast implementation — End the pain, fast

CA|Wily APM

Customer Success Stories

Please meet us at the Sedam IT stand for a light demo of our solution