


APPLICATION ASSURANCE
FOR A DIGITAL ERA



 CISCO

Gold
Partner

HIGHPOINT

THE DIGITAL EXPERIENCE ERA

CUSTOMERS JUDGE US ON THEIR DIGITAL EXPERIENCE

Traditionally the customer experience revolved around the in-person engagement, the High Street shop, the local branch, or the contact centre. It was people engaging with people to deliver the customer service that defined your brand value.

Today this has changed. We now live and operate in a digital era where more and more customers engage with us online. Their brand experience is no longer judged on their engagement with your people, but their interaction with your applications.

Just having an online presence is not sufficient. Customers' have high expectations set by a new generation of digital disruptors like Amazon, Airbnb, Netflix and Uber; you need to deliver an intuitive, reliable and frictionless digital experience.

What now underpins your customers' experience are the applications that run on your digital infrastructure and the challenge that you face is how you measure, manage, and continually improve this experience.

In the coming pages we will explain why it is essential for you to truly understand these business-critical applications. We will outline how you can create a holistic map of how these applications work and create a benchmark for the experience that you deliver to your end-users.

DIGITAL CUSTOMER LOYALTY

YOU CAN NO LONGER SOLELY RELY ON CUSTOMER FEEDBACK

Your customers and end-users rely on your business applications, but how do you know if these are delivering the best possible experience? The reality is that most organizations do not, and as such their only indicator of a poor customer experience is when they receive complaints.

Today, this is often too late. In the digital era customers are less likely to complain, according to Esteban Kolsky. Only 1 in 26 customers will provide feedback to their provider on a bad experience. However, they do act; PWC found that 1 in 3 customers would switch provider following a single bad experience and this rises to a staggering 92% following two or three bad experiences.

In the digital era customers are not shy in sharing a bad experience. According to Abhisi, over 25% of customers will recommend friends not to use an organization, 20% will post a negative review on-line and 14% will share a poor experience on social media.

It is not only customer loyalty that suffers from a poor digital experience, but this can have significant detrimental effect on the reputation of your brand which in turn will impact both revenue and profitability.

Customer experience drives over two-thirds of customer loyalty, more than 'brand' and 'price' combined.

Source: Gartner

Businesses can grow revenues between 4% and 8% above their market when they prioritize better customer service experiences.

Source: Bain & Company

67%

of consumers will pay more for a great experience

Source: Salesforce

Over **6 in 10** customers today prefer to use digital self-serve channels to answer their questions. (website, mobile app, online chat, and voice response system).

Source: American Express

36%

of consumers overall will share their customer service experience, whether good or bad. More than a third report posting on Facebook, followed closely by Instagram.

Source: CFI Group

DIGITAL APPLICATION EXPERIENCE

WHY TRADITIONAL APPLICATION PERFORMANCE INDICATORS ARE NO LONGER SUFFICIENT

Traditionally, application performance was part of pre-production testing, where simulated load testing would provide you with an indication of whether systems could continue to perform within desired parameters during periods of peak demand.

In today's computing environment, life is not that straight forward. Applications are rarely self-contained and increasingly rely on data and the interaction with other systems.

They operate in highly dynamic environments with processing distributed over multiple virtual and physical environments which means that multiple factors can change at any time and be detrimental to the end-user experience.

This is compounded by the fact that application performance is influenced by many stakeholders which have traditionally operated in distinct silos. Application Development, Infrastructure Management and Information Security are just some of the functions that impact how your applications perform and the experience they deliver.

The key question that you need to be asking is “How do I guarantee the best possible customer experience?”

DO YOU KNOW YOUR BUSINESS-CRITICAL APPLICATIONS?

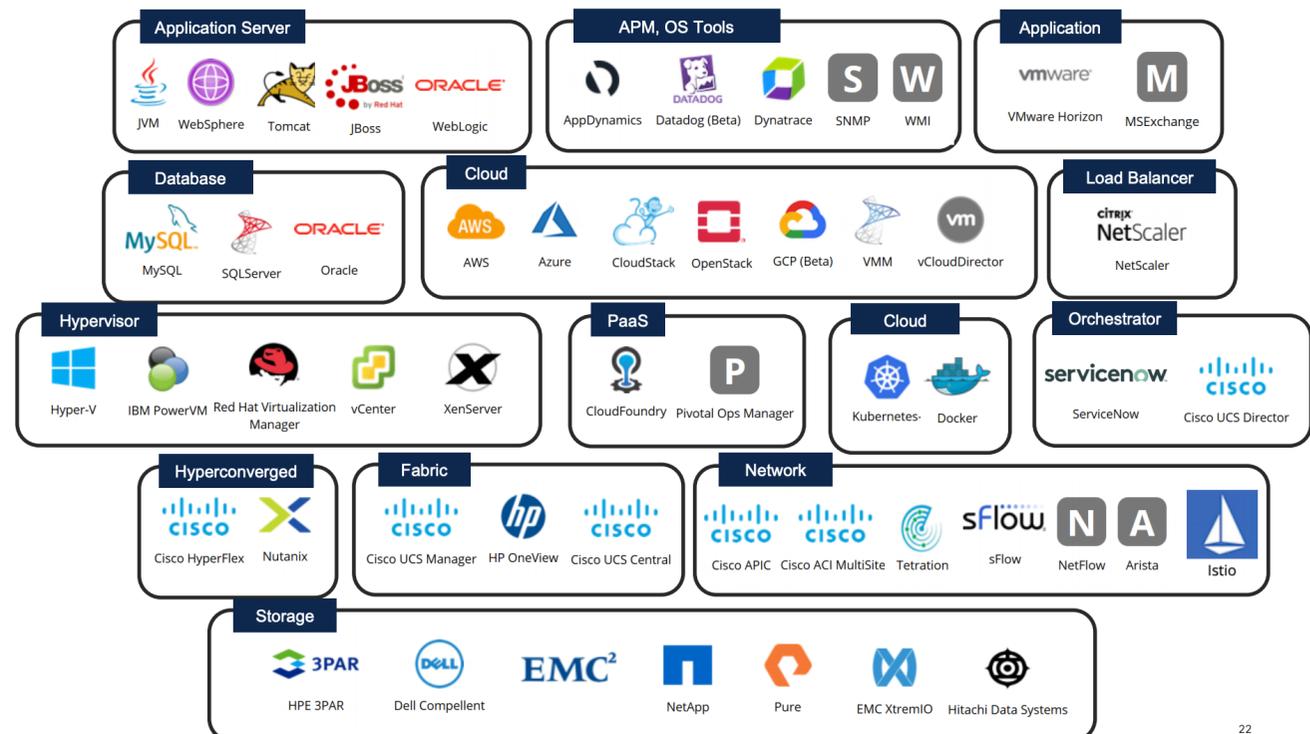
NOT JUST KNOW WHAT THEY ARE, BUT HOW THEY WORK

Today's applications are large and complex.

We have bare metal servers, virtual servers, virtual machines that run virtual services, multiple operating systems, millions of lines of code and even application containers that run on virtual services – how do you truly understand all of the dependencies?

Then we have data. What is it? And more importantly, where is it? Does it reside on premise, in your data centre or in a cloud or even multiple clouds? Is it secure and does it comply to data sovereignty requirements?

When we take into account all of these aspects, how do you really know if your applications are providing the best possible customer experience?



A man with a beard, wearing a white shirt, is shown in profile, focused on his work. He is sitting at a desk with two computer monitors. The monitors display lines of code, suggesting a programming or development environment. The room is dimly lit, with the primary light source being the screens and a warm, ambient light from the background. A white mug is visible on the desk in the foreground. The overall atmosphere is professional and concentrated.

**THE HIGHPOINT APPROACH TO
APPLICATION ASSURANCE**

APPLICATION ASSURANCE

UNDERSTANDING, IMPROVING & ASSURING APPLICATION EXPERIENCE

We believe there are three fundamental steps in delivering Application Assurance:

Visibility

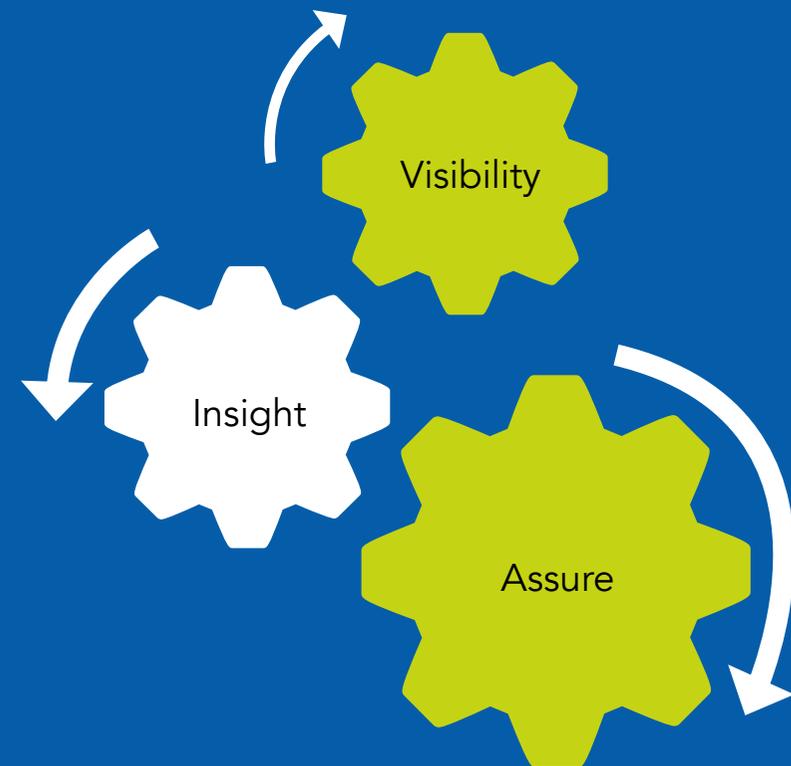
Establishing an understanding of the business-critical applications' components, application flows, security posture, location, and performance. Mapping the dependencies to produce a complete map of how the various strands come together to make the service work.

Insight

Understanding whether the application is meeting performance, security and location requirements. Gaining a real-time view of the application characteristics and analysing the placement of components to determine whether location affects performance.

Assurance

Reaching the stage where telemetry, performance metrics and thresholds can be measured and provided in real-time. Anomalies against a known baseline can be identified and alerts provided to the right technology or application team to take appropriate remediation steps.





VISIBILITY

UNDERSTANDING & VISUALIZING YOUR CRITICAL BUSINESS APPLICATIONS

This step is all about gaining a true understanding of your Critical Business Applications (BCAs).

It starts with pulling together all of the technical stakeholders that have a role to play in both application performance and the delivered experience. From this group and the data available we can understand and visualize all of the core component and seed components of the application and identify gaps in the toolsets being utilized to measure performance.

We then look to fill these gaps, enrich the data being collected and understand the context of this data in order to visualize how the BCA works and provide a real-time view on the experience being delivered.

KEY STEPS:

Discovery & Enablement

- Identify your BCA and the technology stakeholders for this.
- Identify & Visualize the seed components of the BCA.
- Perform Gap Analysis of toolset and infrastructure enablement.

Deployment & Data Generation

- Deploy toolset and collect data.
- Enrich data from additional sources.
- Gain context data from infrastructure components.
- Create BCA profile with real-time visibility.

INSIGHT

ESTABLISHING THE BASELINE FOR APPLICATION EXPERIENCE

This stage is about understanding the baseline of your BCA experience, determining if this is as good as it could be and taking the necessary steps to improve this.

We take the newly gained visibility and apply understanding and insight. What are the low, mean and peak transaction times, workloads and throughputs that are contributing to the end-user experience?

By establishing this baseline, we are then able to identify the 'pinch-points' that are occurring and establish whether these are directly or indirectly attributing to poor customer experience. This delivers actionable intelligence that enables you to create a continuous improvement trajectory.

KEY STEPS:

Data & Application Analysis

- Visualization & Validation of Application profile.
- Understanding of BCA performance, security and location.
- Establish Baseline of BCA Performance & Experience.
- Actionable Intelligence on key factors affecting experience enabling resource optimization, predictive automation, and better workload placement.

ASSURANCE

APPLICATION & INFRASTRUCTURE OPTIMIZATION AND PERFORMANCE ASSURANCE

With a baseline established and the toolset in place to provide you with a real-time view of the end-to-end user experience, you are then able to drive continual improvement and to assure this experience.

You are not only able to measure your BCAs in terms of performance metrics and thresholds, you also gain instant visibility when issues arise and are able to address these before they become business-affecting.

Through visualizing and monitoring all of the components that contribute to the end-user experience, the root cause of anomalies can be identified whether that be a network bottleneck or an issue with line 1,321 of your application code. This not only enables far quicker resolution but leads to greater understanding to drive continuous improvement.

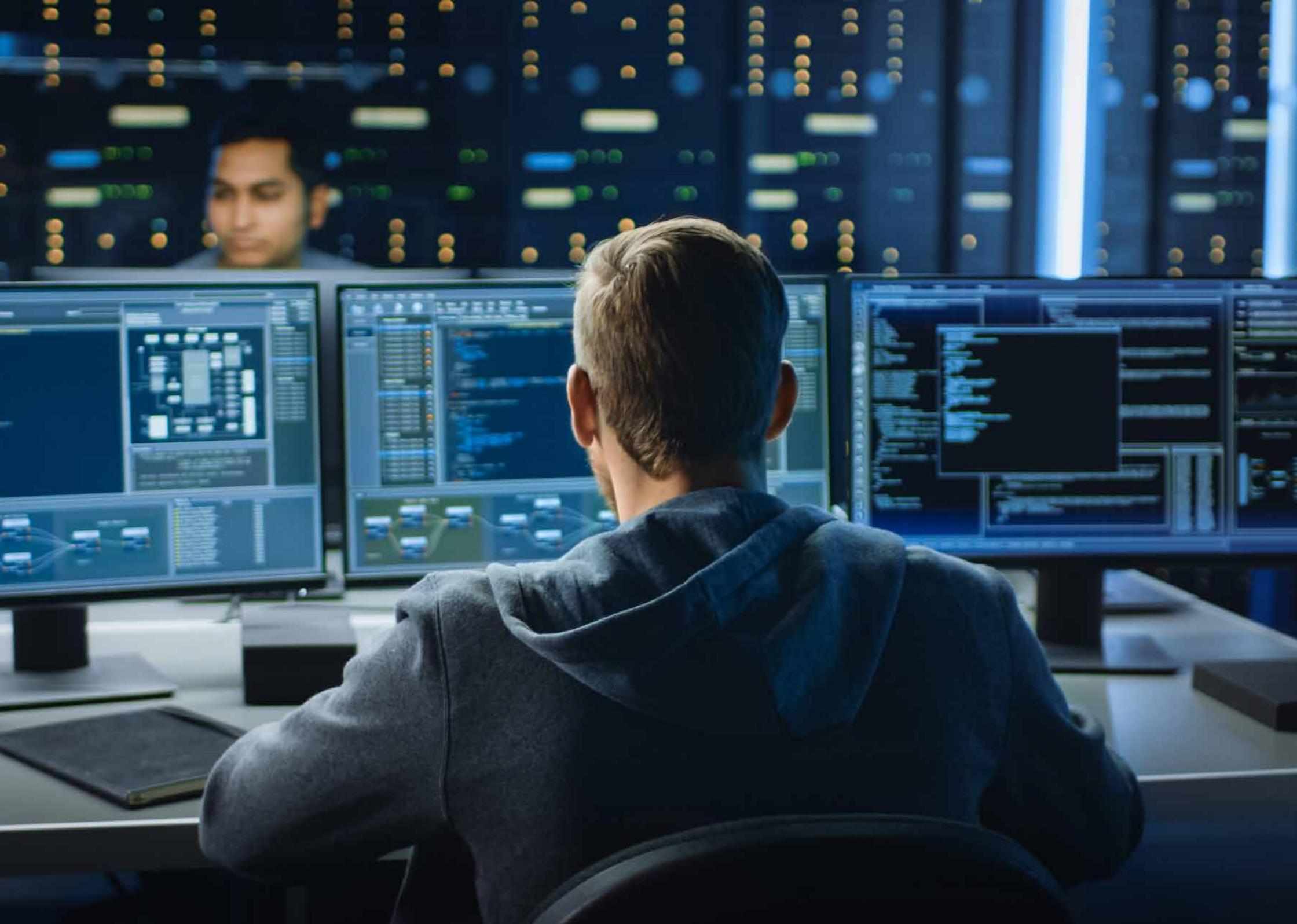
KEY STEPS:

Application & Infrastructure Optimization

- Full stack visibility, insight & actionable intelligence.
- Rapid root cause analysis.
- Automated & targeted remediation.

Application Performance Assurance

- Continual real-time optimization of application performance, security, and placement.



APPLICATION ASSURANCE

THE VALUE WE DELIVER, THE OUTCOMES YOU GAIN

Traditional application performance metrics do not provide what you need today to understand, measure and assure the best possible customer experience.

By utilizing our people, processes and market-leading technology, we are able to provide you with the visibility into your business-critical applications. You gain the real-time holistic insight into how they are operating which is critical in order to assure the best possible customer experience.

HighPoint Application Assurance enables you to manage your business-critical applications in terms of Business KPIs rather than silo-based SLAs. By adopting this approach of evidence-based modelling you gain a far greater return on investment, whilst delivering enhanced compliance and security benefits that are tangible.

Exceptional customer experience

Having a precise understanding of how your applications operate and perform enables you to proactively assure the user experience, giving you the opportunity to make it truly exceptional.

Improved operational efficiency

Switching the emphasis from fighting fires to proactively monitoring, managing, and improving the performance of business-critical applications means more time and available budget to spend on developing applications that deliver real value and revenue growth to your business.

Robust compliance & security

Component level visibility of every element accurately maps applications and the interactions between them allowing you to ensure that data is always retained and processed in a fully compliant and secure manner.



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