

# Ensuring a Superior User Experience

AppDynamics, Selenium, and Orasi Help Organizations Achieve Excellence; Keep Users Delighted

**D**igital transformation requires new approaches to assuring a great customer experience. In the past, 80% of the IT budget for system monitoring has been expended on back-end systems—networks; databases; application servers. These systems have not diminished in importance as foundational elements, but they do not represent the complete user experience performance chain.

Every application engineer has seen system performance indicators that were “all green,” even when users were reporting poor experiences. Application performance monitoring (APM) expert AppDynamics has developed a solution that will eliminate this challenge, forever.

Its new Synthetics offering applies advanced monitoring technologies to the end-user side of the application experience. Companies that make use of these capabilities gain total visibility into the user experience and the issues surrounding it. More importantly, they can pinpoint outages before users encounter them.

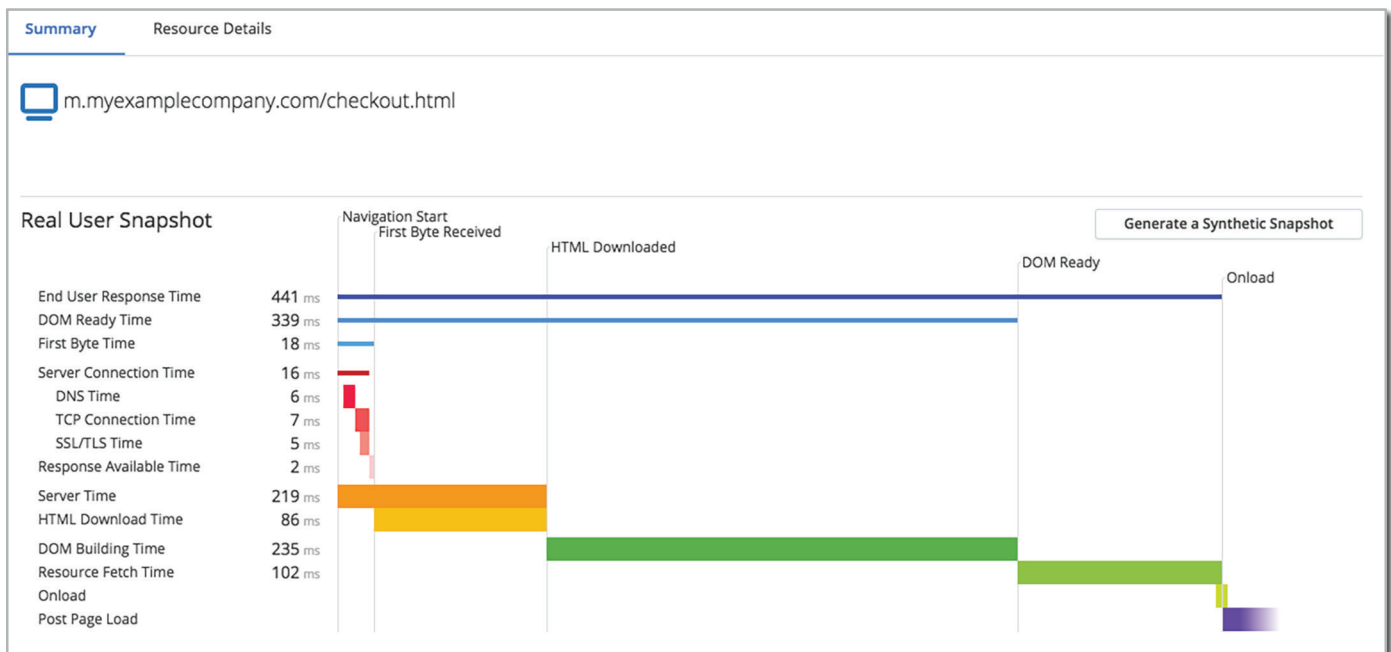
## APM that Goes Above and Beyond

For any APM solution, there are two types of monitoring: passive and active.

- Passive monitoring tracks real user traffic and then alerts the Operations team to any problems.
- Active monitoring, or “synthetic monitoring,” repeatedly checks the status of a web site, its web services, and any other connected or integrated apps to ensure 100% availability even in the absence of user traffic.

For some companies, passive monitoring provides adequate tracking of an application’s stability. However, given the rapid acceleration of user expectations—and the financial impact of user dissatisfaction—many companies now seek the more pervasive support that synthetic monitoring provides.

Only with it can they confirm availability and performance—or lack thereof—in time to avoid diminishing the user experience. Synthetic monitoring also allows teams to provide real-time data that confirms a web site or third-party app or service is meeting performance SLAs for uptime, functionality, and availability.



## Inside the Solution

AppDynamics Synthetic Monitoring spreads simulated users using actual web browsers alongside real users for transparent insight into each application in production.

1. Teams working with the solution can create synthetic tests, called “Jobs,” that monitor the most critical business transactions in the application. These predictable, repeatable tests provide end-to-end analysis—with server-side correlation.
2. Geographically distributed agents around the world generate detailed snapshots of the Job and aggregated metrics of web page performance. Organizations gain an in-depth, real-time look at how an application is performing in all corners of the globe.

*39% of site visitors may disengage with a site if images load slowly or don't load. — Adobe*

## Scripting Extends Insight and Value

One of the foremost advancements in AppDynamics Synthetic Monitoring has been the ability for teams to script key business work flows in the application, letting them see how each page performs in this critical path. Using scripting tool Selenium, AppDynamics generates the scripts that enable true business flow testing. In doing so, teams are further empowered. They can:

- Identify whether pages are loading properly or if end users are getting 404 or 500 errors.
- Enable “page error” alerts that proactively send emails or SMS messages to designated subject matter experts or an entire team.
- Ensure that issues can be resolved before users are negatively impacted.

Despite their power, the conjoined capabilities of AppDynamics and Selenium are not self-actualizing. To make effective use of this technology, enterprises need access to Selenium scripting specialists who can help them leverage its power.

## That's just one place Orasi can help.

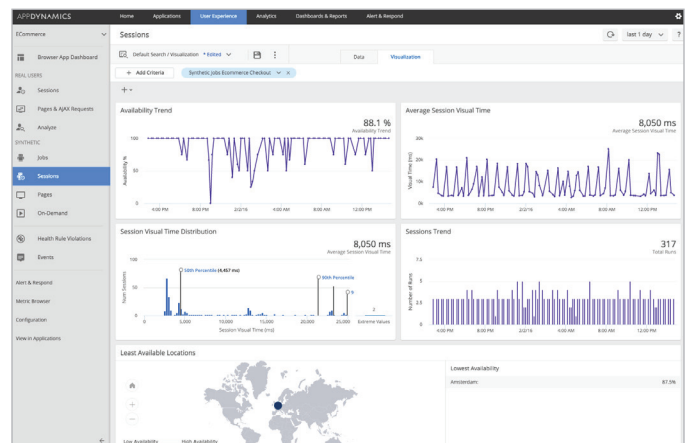
Orasi experts have deep scripting proficiency in Selenium to simulate UI and API functionality and performance. Paired with our 15 years of successful project experience helping firms ensure superior software outcomes—from analyzing system problems to developing business requirements—Orasi offers an end-to-end service and support package for AppDynamics Synthetic Monitoring.

## The Orasi Difference

For each of our synthetic monitoring engagements, we provide any or all of these services:

- Deploy and provision—or optimized configuration—of the AppDynamics platform.
- Ease the transition from passive to synthetic monitoring.
- Analyze system problems and develop business requirements.
- Write Selenium scripts and integrate them into AppDynamics.
- Baseline and track issues over time, with trending analysis that identifies chronic issues hampering performance.

Firms that work with Orasi on synthetic monitoring adoption and management gain a complete picture of the user experience, both at a particular time and over an extended period, allowing them to achieve a truly superior end-user experience, 24/7.



# APPDYNAMICS

To explore how Orasi can help your firm proactively ensure application performance and availability, anytime and anywhere in the world, please call 678.819.5300 or visit [www.orasi.com](http://www.orasi.com).