

webMethods Insight

Executive Brief

HOW REAL-TIME TRANSACTION MONITORING REDUCES
BUSINESS COSTS AND PROTECTS REVENUE

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INTRODUCTION

Is your business revenue fueled by transactions from customers? Are your supporting technologies a hodge-podge of home-grown, packaged or legacy systems? Do you have visibility into the end-to-end business transactions created by these interconnecting systems and applications? If something goes wrong somewhere, would you know where to look, and what to do?

Maintaining the highest availability of interconnected customer-facing systems and applications is critical to today's businesses. The reason: when these systems and applications go down, the impact on revenue and customer loyalty can be immediate and devastating. Smart IT and business leaders plan for the unexpected, so they can become heroes in a mission-critical situation instead of scapegoats. The reality is: even the best systems fail. For example:

- eBay lost \$3 million and \$5 million in revenue in a single quarter due to unplanned outages.¹
- Amazon.com was inaccessible to many U.S. visitors for more than 1-1/2 hours one day in 2008. Based on CNET News estimates, a full-scale global outage would have cost more than \$31,000 a minute on average.²
- 98% of travel firms have lost, on average, revenue of \$11.5 million a year because of failed transactions.³

What will you do when YOU get a call from a senior executive panicked about an outage, and what are you going to do about it? How will this impact your company? Your department? Your career?

You can be more proactive. Recent advances in application integration and service transaction monitoring management technology can minimize risk – and even reduce unexpected downtime.

One such technology is webMethods Insight offered by Software AG. It is a real-time business transaction management tool that helps businesses avoid lost revenue and lost customers associated with downtime.

Unlike other similar products, webMethods Insight is best in class and supports heterogeneous infrastructures. It auto-discovers and maps the end-to-end transaction flow revealing dependencies. webMethods Insight extends operational visibility beyond the edge of your Enterprise Service Bus (ESB) into all systems in your heterogeneous infrastructure. Insight is fast to deploy, has lower overhead and lower total cost of ownership, thus making it the standard for your end-to-end business transaction monitoring.

HOW WEBMETHODS INSIGHT INCREASES UPTIME

Most businesses today depend on a variety of applications - packaged applications, legacy systems and even home-grown applications. They typically have monitoring tools designed specifically for each of those applications or systems. Additionally, many use integration platforms like the webMethods Integration Server to connect most, if not all, of these disparate, stove-piped systems in their enterprises.

The problem is, business transactions, such as placing an order or updating customer account information, span many of these systems and applications. When business transactions fail, IT is minimally equipped with separate system monitoring tools to diagnose and remedy the problem. It is an extremely costly, inefficient and time-consuming activity to identify the problem's source and correlate pieces of transactional information.

Research shows it can take up to 20 people about six hours each to perform root-cause analysis, fix the problem and test the resolution. That's too slow for today's real-time online businesses and dramatically increases a company's manpower costs.

Using webMethods Insight, enterprises have real-time visibility into every business transaction across every siloed system and application that touches the webMethods Integration Server. This capability has proven to help enterprises:

- Find problems 85% faster. Customers experience an 85% reduction in time/cost to solve problems.
- Avoid problems before customer impact. Customers report a 25% improvement in problem avoidance.

webMethods Insight increases uptime by revealing the "big picture" across individual silos. Enterprises can quickly detect and diagnose a problem—and more importantly can take action on a problem before it devastates the business. Using webMethods Insight, an enterprise can begin to proactively manage every single important business transaction.

¹ Source: Another service outage sends eBay shares south, CNETNews, August 6, 1999

² Amazon suffers U.S. outage on Friday, CNET News, June 6, 2008

³ Source: Progress Software Corporation, August 4, 2009

TOP ECONOMIC REASONS TO USE WEBMETHODS INSIGHT

1. Protect revenue by reducing lost or failed transactions

Keep revenue-generating systems readily available. With webMethods Insight, you'll have real-time visibility into service transactions to minimize outages and resolve problems rapidly when failures do occur. See when and where performance is deteriorating and take corrective action before customers are affected.

2. Increase sales and service activity

When sales and CRM systems are available, your teams can close more sales and satisfy more customers. With access to performance metrics, you can continuously optimize sales and service Web applications and portals.

3. Reduce operational costs

Save development costs by reducing the need for custom monitoring and reporting tools. One company reported saving about 25 man days (or 200 man-hours) a year with fewer customized tools to develop. Also, you can reduce the cost of security-related development work.

4. Eliminate fingerpointing—keep teams productive

Put a halt to endless cycles of trying to solve a problem that's hard to detect. Know why a problem occurred immediately so you can start resolving it. This keeps your teams focused on what matters most: increasing sales and customer satisfaction.

5. Solve problems with fewer people

A major production problem can take up to 20 people about six hours each to perform root-cause analysis, fix the problem and test the resolution. With the technology behind webMethods Insight, it takes, on average, only three people for about three hours each—a major manpower savings!

6. Improve service for top buyers

Using webMethods Insight, you can prioritize service for top customers and partners by dynamically optimizing select transactions. That makes it easy to meet service level agreements.

7. Monitor service metrics

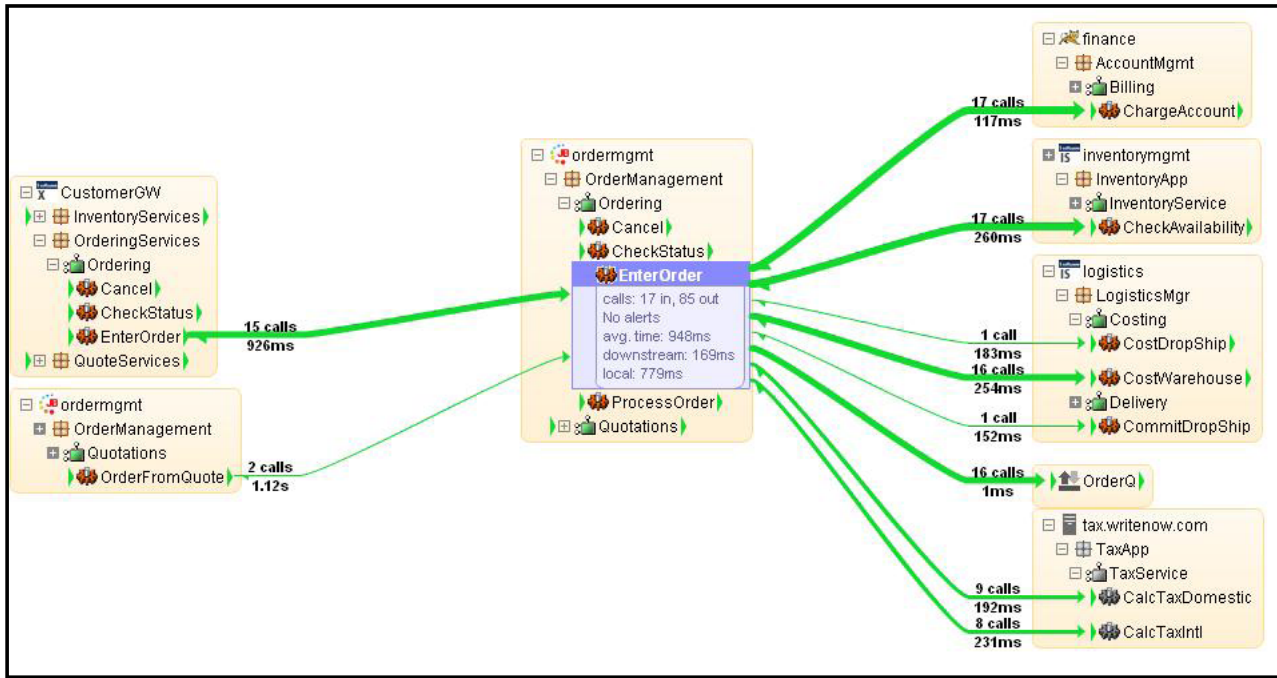
You can measure Key Performance Indicators (KPIs), thanks to real-time operational views and user-configurable, browser-based dashboards. Get ahead of the curve by understanding metrics that can help you prevent revenue-impacting outages.

This chart* illustrates the economic benefits of one company that used the real-time service management technology of webMethods Insight.

*Source: Forrester Research, Inc., *The Total Economic Impact™ Of Progress Actional Management For Interconnected Applications*, Feb. 2009

BENEFITS	YEAR 1	YEAR 2	YEAR 3	TOTAL
Total development benefits	\$140,000	\$32,960	\$33,949	\$206,909
Total problem-solving benefits (preproduction/QA environment)	\$157,320	\$206,659	\$203,184	\$567,163
Total benefits due to increased service availability	\$75,000	\$200,000	\$250,000	\$525,000
Total reporting benefits	\$11,700	\$16,068	\$16,550	\$44,318
Total problem-solving benefits (production environment)	\$39,600	\$43,507	\$39,211	\$122,318
Total IT benefits from avoided production incidents	\$12,000	\$24,720	\$31,827	\$68,547
TOTAL BENEFITS	\$435,620	\$523,914	\$574,720	\$1,534,255

GAIN TRANSACTION VISIBILITY WITH WEBMETHODS INSIGHT



webMethods Insight takes a snapshot of an end-to-end transaction when it detects an error. You can immediately see the source of a problem across all applications, down to a specific service, operation or process step.

LEARN MORE AT A COMPLIMENTARY WORKSHOP

Unlike other tools, webMethods Insight gives you a complete picture of performance across systems, applications and services. See for yourself the benefits in your own environment. Schedule a half-day free workshop to see first-hand how this real-time monitoring tool works with your systems and applications to increase uptime.

[Register for a workshop today.](#)

[Go to www.SoftwareAG.com/insightworkshop](http://www.SoftwareAG.com/insightworkshop)

Take the next step to get there – faster.

To find the Software AG office nearest you, visit us online at www.SoftwareAG.com

ABOUT SOFTWARE AG

Software AG's 4,000 global customers use our software to improve business processes and drive an agile IT infrastructure. Our customers' goals are to reduce costs and increase flexibility and efficiency. We help them do this by optimizing and governing their operations and aligning IT with the business goals.

Our leading Business Infrastructure Software portfolio is used for data and system integration and modernization. It fosters new levels of IT agility through SOA and allows the rapid creation of new business processes with BPM.

Our 40-year history of success ensures our customers have a reliable platform for driving future business results – faster.

Software AG – Get There Faster

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