During our recent webinar, Right Tool, Right App, 451 Research Senior Analyst Nancy Gohring shared her insights on the rapidly evolving world of application monitoring and analytics and how to use the right blend of application monitoring tools for your environment to ensure optimized performance for all of your applications.

1. Types of Workloads/Apps in Organizations

With rapid adoption of digital transformation, today's data center and cloud requirements will continue to evolve and challenge enterprises to find the most effective way to deploy each workload. A 451 Research survey found that there are many different workloads/applications deployed in place, irrespective of the organization's core business, supporting critical IT infrastructure on premises or in the cloud. For instance, there are huge investments by non-IT enterprises to strengthen their core business processes and deliver better customer experience. Of survey respondents, 74% said they have already deployed applications that directly support core business functions and day-to-day operations.

2. Poor App Performance Leads to High Customer Churn Rate

Many enterprises embark on cloud migration initiatives to achieve improved application performance, scalability and cost-efficiency, but migrating critical applications to the cloud requires careful planning and deliberation. Some organizations hit roadblocks when they evaluate cloud vendors with limitations on automation or management functionalities. But whether applications are on prem or in the cloud, any loss in application performance or functionality resulting in downtime could hurt your customers. Enforcing service-level agreements with cloud providers and monitoring cloud infrastructures will help ensure good user experience.

"79% cite they are likely to switch [an] online application or service they use due to poor performance."

Source: 451 Research, Voice of the Connected User Landscape: Consumer Population Representative Survey Q1 2019

3. Importance of IT Ops in Digital Customer Experience

Enterprises find it challenging to overcome hurdles like siloed metrics, complicated root causes, and inability to take action on measurement insights, which leads to substandard digital experiences for customers. Having the right tools and processes help IT pros uncover pain points from metrics collected through user interactions. These measurements can help in creating frameworks for key stakeholders to design and improve digital experiences. A full-stack monitoring mechanism can help cross-functional teams view and understand application performance along with the customer journey. Having deep visibility into performance metrics of customer-facing applications can enable IT teams to answer key questions about the overall digital experience in real time.

"29% said IT teams are primarily responsible for customer experience."

Source: 451 Research, Voice of the Enterprise: Customer Experience & Commerce, Organizational Dynamics & Budgets 2019

4. Common Barriers to Great Customer Experience

Both developers and IT teams need to collaborate and create roadmaps for managing digital experiences in dynamic environments. IT monitoring solutions need to be able to identify pain points in user experiences by connecting insights across data sources to pinpoint critical customer experience issues along the customer journey. These solutions need to address use cases for DevOps as well as IT Ops. Full-stack monitoring capabilities and flexible dashboards are critical in this endeavor.

5. Find the Right tools for the Right Apps

Traditional APM tools focus on code-level diagnostics to help maintain optimal application performance for end users. Many organizations prefer this approach when they monitor top-tier applications, but these tools are costly and complex. Most organizations are only monitoring 10% of their applications with traditional APM tools. Now there is a new breed of tools for cloud-native monitoring and for lightweight monitoring that meets the needs of the other 90% of the applications. Organizations should find the right balance of these tools for their range of monitoring needs.

Summary

Most enterprises monitor only 10% of their applications with traditional APM tools, due to cost and complexity, which leaves the vast majority of applications with insufficient monitoring — or worse, with no health and performance monitoring at all. Emerging full-stack monitoring platforms are moving up the stack to provide application health monitoring for the other 90% of applications. The solutions also map the applications to the underlying infrastructure and work across cloud and on-premises environments. In order to keep the applications running 24/7, enterprises need a holistic approach to achieve maximum service assurance with unified IT.

"27% said the complexity of legacy applications is one of the most common barriers to improving customer experience."

Source: 451 Research, Voice of the Enterprise: Customer Experience & Commerce, Organizational Dynamics & Budgets 2019

ZENOSS CLOUD

Zenoss works with the world's largest organizations to ensure their IT services and applications are always on. As the leader in software-defined IT operations, Zenoss uniquely collects all types of machine data to build real-time IT service models that train machine learning algorithms to predict and eliminate outages in hybrid IT environments, dramatically reducing downtime and IT spend.

Zenoss Cloud is the first SaaS-based intelligent IT operations management platform that streams and normalizes all machine data, uniquely enabling the emergence of context for preventing service disruptions in complex modern IT environments. Zenoss Cloud builds the most granular and intelligent infrastructure relationship models possible at any scale and proactively provides unparalleled holistic health and deep performance insights to optimize any IT environment.

Technology vendors have taken many different approaches over the years to help prevent IT service outages and improve overall IT performance. These approaches include infrastructure monitoring, AIOps, APM, log analytics and more. Some approaches collect performance data from systems directly, some rely on logs, some rely on events, and others rely on data sent from agents. Zenoss Cloud is the unique platform that combines all of these approaches.

Zenoss Cloud empowers IT operations with indispensable capabilities.

Immediate Root-Cause Analysis

- Use real-time modeling to gain awareness of end-to-end infrastructure-related risks
- Isolate problems immediately to improve MTTR and eliminate service outage losses
- Gain total visibility of overall IT service health with intelligent dashboards and reports
- Collaborate across teams to coordinate investigation and problem-solving

Prevention of IT Disruptions

- Leverage high-cardinality data to ensure continuous reliability of ephemeral systems
- Leverage AI and machine learning for predictive analytics
- Evolve from availability and performance to capacity and optimization
- Eliminate risk associated with digital transformation

Optimized Application Performance

- View performance and anomalies across all on-premises and cloud infrastructures
- Get AIOps insights to predict service health and performance issues
- Apply consistent monitoring policies across all cloud and on-premises systems
- Deliver management as a service for DevOps teams

Intelligent Automation

- Share key data and insights with other ITOM tools to automate a rapid resolution
- Future-proof your monitoring platform to run at any scale and accelerate digital transformation
- Enable agile IT while eliminating employee fatigue by reducing alerts by 99.9975%