

Compuware's New Generation APM: Expanding APaaS and Expertise On-Demand

APM-as-a-Service: APaaS

APaaS delivers Compuware APM's convergence of dynaTrace PurePath® Technology with the Gomez Performance Network. The newly expanded solution consolidates performance views in the Gomez APM Portal.

Compuware APM's Gomez offering pioneered the "outside-in" perspective of web, mobile and cloud application availability and service-levels. The addition of dynaTrace PurePath to Compuware's APaaS offering expands the capabilities and applicability of their service to integrated synthetic and real-user management, and deep transaction tracing. APaaS users now have the ability to drill deeper down into the application to find the source of application performance issues, starting from the perspective of users of mobile applications or websites.

Compuware APM now provides a single platform for managing performance with the ability to monitor and diagnose performance issues whether applications are running in a public or private cloud, as well as when they run in the customer's own data center.

Combined with end-user performance info and global web outage information, this new solution can be used by IT operations teams, application teams, application owners, developers and more.

APM On-Demand Expertise

To complement their offering and speed time-to-value, Compuware is now offering APM Coaching Services and APM Guardian Services to its customers. The Compuware delivered services range from teaching best practice APM techniques to providing APM operational performance assistance. The services give customers rapid access to APM experts exactly when, where and how they need them to realize business and technical benefits. Customers can choose the level of services that they need and buy more advanced levels of training as their experience accumulates and expertise evolves.

Effectively managing the performance of applications requires more than simply using APM tools. In today's highly competitive and rapidly evolving service delivery environment – it has become increasingly important to have the skills necessary to manage and ensure consistent application performance. It's important for developers, application owners and IT operational staffs to understand application performance management in all its complexity and detail. Compuware's On-Demand APM



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expertise acts as another, valuable resource to companies by providing more leverage and enhancing capabilities that support the effort to achieve that better understanding.

The Final Word

In past comments^{1,2} concerning Compuware APM announcements, we praised their intention of delivering products that 'provide timely insights and intelligence that enables users to act quickly and efficiently' in response to problems. APMaaS, APM Coaching Services and APM Guardian Services represent significant efforts to live up to and extend that commitment.

In laying out the strategy and plan driving these enhancements, Compuware pointed out that they want to move away from the vendor-focused and vendor-specific competitive models of the past in favor of a focus on customer concerns. We agree completely with this approach.

All too often, IT vendor go-to-market plans and product packaging aim at 'trashing' the competition or posing 'technology-based' battles. In such situations, customer concerns and the need to address and solve business and operational problems tend to be over-looked or ignored. The customer is forced to 'educate' themselves to discover the business value or contribution in a proposed solution.

Compuware is part of a handful of major vendors and an increasing number of emerging ones that focus on presenting solutions from the viewpoint of the end-user looking for a solution that lowers costs, improves competitiveness, speeds time-to-market, reduces downtime, etc. That approach benefits and contributes to IT efforts to demonstrate their relevance and value to business staff, and one we totally support.

¹ <http://ptaknoel.com/compuwares-application-performance-analytics/>

² <http://ptaknoel.com/compuware-apm-for-mainframe-application-performance-management-to-connect-distributed-and-mainframe-environments/>

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About Ptak, Noel & Associates LLC

We help IT organizations become "solution initiators" in using IT management technology to resolve business problems. We do that by translating vendor strategy & deliverables into a business context that is communicable and actionable by the IT manager, and by helping our clients understand how other IT organizations are effectively implementing solutions with their business counterparts. Our customers recognize the meaningful breadth and objectivity of our research in IT management technology and process.

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About the Authors

Audrey Rasmussen leverages her experience of over 30 years in the information technology industry, to help her clients as they navigate through the accelerating changes in the information technology industry. Over the years, she has developed experiences in various contexts (expertise in systems and application management, working with very small companies to very large corporations, industry specializations, business focus, and technical focus, as well as vendor and consulting experience), which combine into unique insights into the information technology industry. Audrey holds a Bachelor of Science in business administration/finance from the University of Southern California.

Richard Ptak has over 30 years' experience in systems product management working closely with Fortune 50 companies in developing product direction and strategies at a global level. Previously Ptak held positions as senior vice president at Hurwitz Group and D.H. Brown Associates. Earlier in his career he held engineering and marketing management positions with Western Electric's Electronic Switch Manufacturing Division and Digital Equipment Corporation. He is frequently quoted in major business and trade press. Ptak holds a master's in business administration from the University of Chicago and a master of science in engineering from Kansas State University.