



Connect Intelligence

Performance intelligence for your
application delivery chain



BT Connect
Networks that think



Connect Intelligence is a managed service from BT based upon Compuware Technology that provides a single view of performance so that CIO's can make the right decisions based upon the right information at the right time.

The CIO challenge

Applications enable the execution of business critical transactions which in turn drive organisational strategy. Managing the application environment often referred to as the 'application delivery chain' is therefore very important but it is also very complex.

The 'application delivery chain' supports many different types of business transactions and users such as internal employees as well as external customers and partners. These users can access applications from fixed and mobile devices via the intranet, internet, cloud and corporate network.

At any time and any stage of this chain performance problems that jeopardize customer satisfaction, revenue and brand loyalty.

The challenge for today's CIO is to unify all this information into a single place in order to meet service levels and maintain end user experience while simultaneously achieving cost efficiency targets.

Application performance is a business issue

Many organisations competitive edge depends upon the performance and efficiency of their IT systems. User's productivity is inextricably linked to the performance of the systems they use. This means that the cost of downtime of critical applications can be significant. Customers often depend on services provided to them via self service channels such as Web this is an example of the criticality of IT Services.



Just one second of end user delay can cause....

7% reduction in conversion.

16% reduction in user satisfaction.

11% reduction in traffic.

This can result in \$2.5M/year in lost revenue a year

Source: Aberdeen Group Study 2010 – based upon an online business doing \$100K/day

Managing a complex application environment

The increasing complexity of services involved in today's application delivery chain requires organisations to rethink their approach to application performance management. If you're monitoring only pieces of your application delivery chain such as your servers and networks you won't have a complete picture of application performance in the way your users see it. You're left with blind spots that may contain problems you don't even know about.



Managing expectation

The most important aspect of application performance is understanding your users' experience, because application performance is in the eyes of your user.

Your end users have a higher expectation of service than ever before. Many users have technology at their disposal at home that far exceeds corporate provision and your customers have the ability to use many hundreds of suppliers on the internet at the stroke of a mouse.

Users interact with your brand and your services without the knowledge of any dependency on 3rd party service providers. With such high expectations the perception of your brand will be impacted by any service quality issues.

Connect Intelligence

Connect Intelligence is a portfolio of services that monitors your applications and IT infrastructure. The Unified Dashboard brings everything together into a single view aligning business objectives with performance metrics of your processes, applications and IT. Connect Intelligence includes Web Performance Monitoring that enables you to rapidly identify and resolve web application problems no matter where they occur on the web application delivery chain.

Benefits

Challenge	Business benefit
Increase Revenue	Improve online conversion rate and page impressions.
Reduce Costs	Reduce 'Fault Domain Isolation' cutting out 90% of issue resolution time.
Protect Brand and Quality	Reduce or eliminate customer facing outages by proactively tuning application performance.

Case Study



BT broadband network with Connect Intelligence improves education services and business flexibility for Norfolk County Council.

The Connect Intelligence portfolio underpins that converged network. BT ensures critical applications perform as expected, and that the infrastructure is optimised.

It is delivered as a service to provide insight into what's happening on the infrastructure, alerting managers to things like inappropriate network usage, for example.

“BT Connect Intelligence ensures optimum bandwidth use while giving the ICT team improved tools for proactive network performance monitoring and capacity management.

Paul Fisher, Assistant Director for Children's Services at Norfolk County Council, says: “A Connect Intelligence service based on Compuware Technology provides head teachers, school governors, and parents with analyses of how schoolchildren are collaborating with other students, accessing the web, and utilising online learning”

Features

There are three main areas to Connect Intelligence that combine in three incremental steps.

Application Performance Monitoring (APMo):

This is the foundation to Connect intelligence. It provides granular performance monitoring of applications and internal user experience. It helps you understand all tiers in your environment from the enterprise datacentre and includes

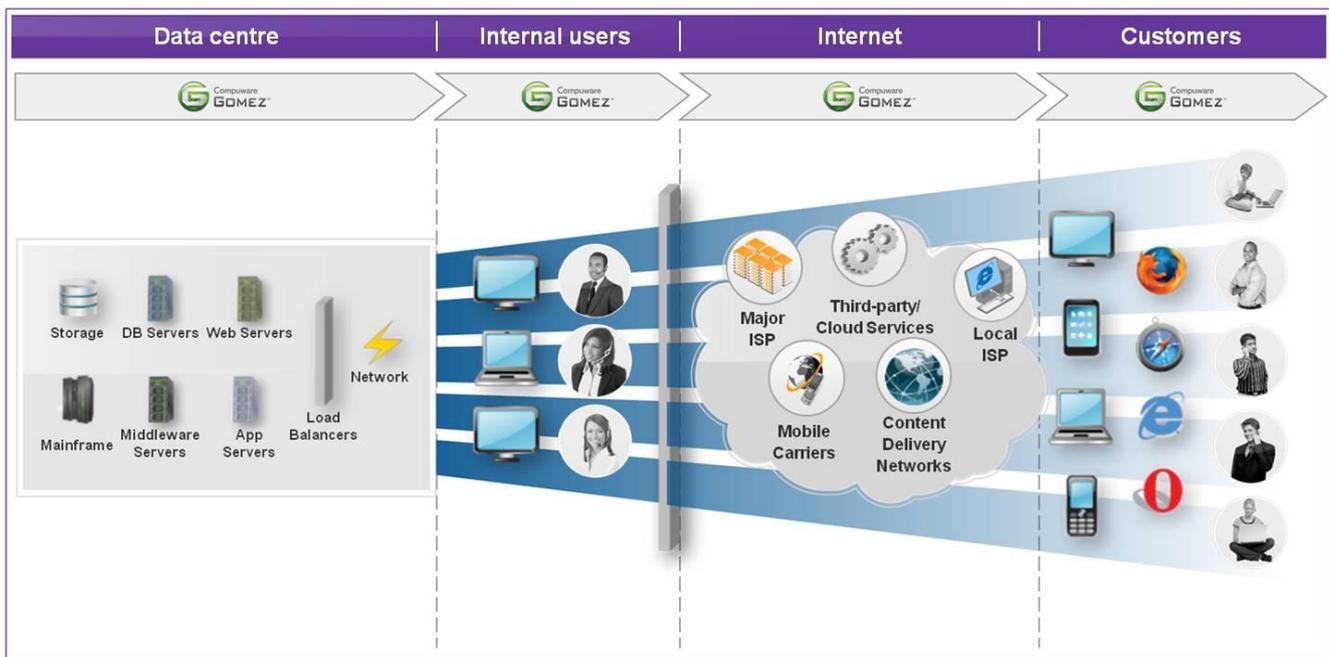
- Application Landscape: Understand your entire application landscape
- Packaged applications: SAP, Siebel, Oracle Forms.
- Thin client: Citrix and Microsoft Terminal Services and VPN access.
- Middleware: MQ, XML/Soap, Tuxedo Jolt.
- Database: Oracle, SQL Server, DB2, Sybase, Informix.

- Visibility into HTML, trace routes and screenshots for failed tests with Screen Capture on Error (SCoE).

Unified Dashboard

The final area bringing all of the features together is an enhanced unifying dashboard which presents all of the reporting features of APMo plus the ability to take feeds from different information sources.

Unified Dashboard provides a single view of current performance and alerts with operational and diagnostic dashboards. The unified Dashboard enables better decision making by providing business-relevant information for different stakeholders who are either involved in service delivery or affected by it.



Web Performance Monitoring (WPMo)

This starts to look outside the organisation monitoring web applications to identify and resolve problems no matter where they occur on the web application delivery chain. Key capabilities include:

- Monitoring web pages or complex business transactions inc Flash, AJAX and Flex.
- More than 200,000 Internet Backbone and Last Mile monitoring locations via the Gomez Network.
- Instant testing diagnostics using HTTP, Ping, Trace Route and DNS Lookup testing.
- Real-time, detailed alerts delivered via e-mail, SMTP and SMS.

In summary steps BT provide monitoring of both the internal enterprise applications as well as the performance of applications over the internet. BT also provide the presentation and analysis of this performance via a single dashboard.

Let's now look at web performance monitoring in more detail.

Web Performance Monitoring (WPMo)

This offering is predominantly used to measure Internet metrics relating to performance of websites as well as end user experience from locations around the world accessing websites. WPMo is an on-demand Web and mobile application monitoring solution that enables companies to optimize their Web application availability, performance and quality of experiences.

While most point products and home grown tools have limited functional capabilities and geographic coverage, WPMo covers the entire Web application delivery chain and identify problems from 200,000 real-world locations at 2,500+ ISPs in 168+ countries.

Web and mobile applications are delivered to your users via layers of infrastructure and services called the Web application delivery chain. This complex chain delivers all of the application components that are ultimately assembled within the browser to shape the end-user experience.

Monitoring across the entire Web Delivery Chain

WPMo provides the most complete “outside-in” view, from a user’s browsers through to the data centre, with the most comprehensive testing network available. The solution will enable you to have a greater insight into:

- WHAT your users do (key pages and transactions)
- WHERE your users do it (geographic locations)
- HOW your users do it (browsers and mobile devices)
- WHEN your users do it (normal and peak usage)

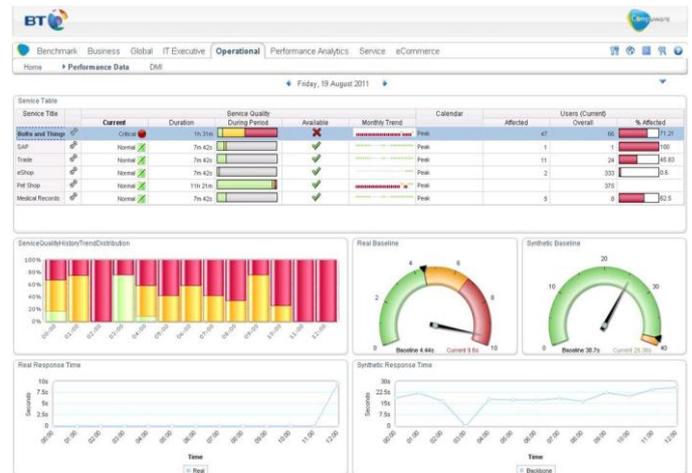
It will allow you to ensure quality Web experiences, application availability and performance for key users, transactions and geographies. WPMo will also provide instant warning when errors happen along any part of the Web application delivery chain, thereby allow a quick and accurate determination of the root cause of any problems before they impact your business and result in damage to the key operating brands.



Offices worldwide

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Case Study



For one large retailer BT is providing monitoring of internal Oracle applications with the monitoring of the external website. Before BT Connect Intelligence the customer had experienced major performance problems with its online business including a 2 day outage which cost them £7m in lost sales.

Based upon some previous load testing conducted by the customer they had thought that all transactions on the website would meet a 2 second service level,

BT has found from monitoring the website that many of the transactions were hitting 20 seconds and half were timing out after 90 seconds. BT also found inconsistent performance for users accessing the website from different geographies.

As a result of the monitoring and recommendations made BT such as improving the website and regional server environment the customer is experiencing much better performance and has increased online sales revenue.

Why BT

BT Connect Intelligence provides unrivalled global experience with 600 company implementations and 6,000 managed endpoints in 90 countries.

BT has a rich service wrap including design consultancy, project managed installation, global coverage, 24*7 helpdesk, proactive fault management and incident investigation, service management and reporting, dedicated analyst, monthly consultancy and recommendations, online dashboard reporting.

BT has over 200 application performance experts.

BT is the only service provider that has an independent test and development facility to enable customers to compare, contrast and decide on the right optimisation solution

BT is the first service provider to launch a managed service for Web Performance Monitoring based on Compuware Gomez.

BT is the first and only to create an optimisation database showing performance results for different applications to help customers with benchmarking.

“Compuware provides the most versatile end-user experience monitoring solution.”

Forrester Consulting



BT's Connect Intelligence service combines BT's networking, technology and professional services capability with Compuware's market leading application performance management solution. This innovative service helps CIO's manage the complexity of the modern application delivery chain.”

Ashish Gupta, President, Portfolio & Service Design,
BT Global Services



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Using the Compuware Gomez software BT has put together a game changing service; covering business critical services from internet through to the enterprise. We look forward to working with BT for a long time to come.”

Bob Paul, Compuware CEO