

# CA Wily Customer Experience Manager™

Whether your business-critical applications are internal or external, inside the firewall or in the cloud, the CA Wily Application Performance Management solution -- CA Wily Customer Experience Manager™ and CA Wily Introscope® -- helps you deliver the online service performance that your end-users expect. This comprehensive solution detects and diagnoses transactional issues and helps assign the issue to the right stakeholder. This allows you to rapidly resolve issues across complex application environments before they affect performance or impact your business services.

## Business Value

Business and IT managers responsible for today's online business services have one overriding challenge-deliver the best possible online experience for every end-user. Meeting that challenge effectively requires real-time information about business transactions as they travel from the end-users keyboard through the IT infrastructure and back. The CA Wily Application Performance solution provides real-time transaction information that has been shown to reduce application performance delays and downtime, speed time to repair, cut the number of help desk calls and, ultimately, deliver the experience your end-users expect. The solution provides the business managers and IT with real time metrics they need to run business critical online channels.

## Product Overview

CA Wily CEM focuses on identifying and prioritizing problems that affect end-user service quality by analyzing individual transactions in real-time; providing customized real-time dashboard displays that give you the information needed to make quick, accurate decisions; enabling business-based prioritization of problem resolution; and displaying information needed by both IT and business owners to work together to meet Service Level Agreements and deliver an optimum end-user experience.

Integrated with CA Wily Introscope, CA Wily CEM completes the CA Wily Application Performance Management solution. This solution is platform-independent and works in any web environment whether J2EE or .NET, distributed or mainframe, physical or virtual.



## Delivery Approach

CA Wily Services offers a wide variety of professional services to help accelerate time-to-value and increase your team's APM knowledge and expertise. As a result, you can apply proven best practices, and plan and deploy an effective APM solution quickly to help maximize business results and improve ROI.

## What's New, What's Compelling

### Real-time display of end-user experience and business transaction data using configurable Introscope dashboards and alerts

- Visualize and monitor performance of key metrics associated with business transactions in real-time
- Business- or IT-focused dashboards customized to your monitoring and data needs
- Leverage Introscope knowledge and experience to create dashboards displaying CEM data

### Expanded monitoring abilities with HTTP Analyzer plug-in

- Expand your technology monitoring capabilities to include XML, SOAP and other identifiable protocols over HTTP
- Assistance available through CA Wily Professional Services

### CEM health monitoring and email alerts

- Assists CEM Administrators and CEM Support Engineers to evaluate issues affecting CEM health and performance
- E-mail notification of any hardware/software errors or warnings monitored by CEM

## Features and Benefits

FEATURE	BENEFIT
Customized dashboards display application performance information the way you want to see it	Business and IT each see the information in mutually understandable terms so that they can make decisions to provide the best experience for end-users
Detect and aggregate transaction errors and performance problems	Alerts are generated when thresholds are reached, enabling proactive problem resolution before users of your services are affected
Prioritize incidents based on business impact	Know which problem to fix first to protect revenue streams and ensure end-user satisfaction and retention
Establish, track and report on Service Level Agreements	Accurately measure end-user experience against SLAs and customize reports to meet your needs

## Why CA Wily?

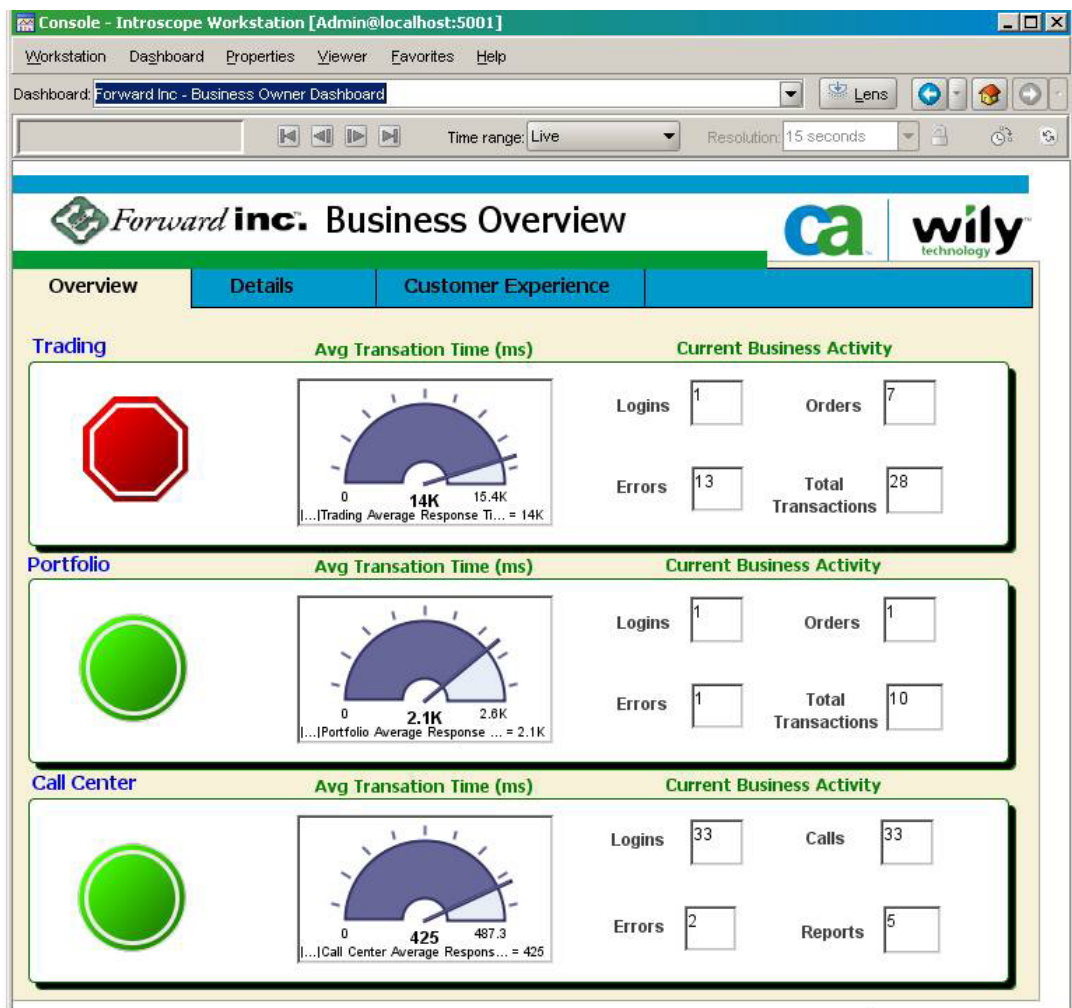
CA Wily APM can help you transform your application performance management strategy and increase your ability to provide better online services, increase service levels and improve customer satisfaction. CA Wily APM is an essential element of CA's Enterprise IT Management (EITM) approach to help you unify and simplify IT management across your enterprise for greater business results.

## Figures A and B

### Dashboard Displays — Customer Experience Data

Application management can be complex, especially because transactions can traverse an array of technology platforms. When you need critical information to make the right decisions, those details should be displayed simply and in a way that is meaningful for you. These sample dashboards show how metric and data displays can be created for Business Executives as well as IT Operations. The Executive Dashboard shows how key business applications are performing (green, yellow or red status buttons) as well as important business metrics. The Operations Dashboard helps pinpoint problems so that issues can be resolved quickly.

FIGURE A: EXECUTIVE DASHBOARD



Displays status icons and business metrics of interest to business owners

FIGURE B: OPERATIONS DASHBOARD



Displays application details operations can use to identify and resolve problems

Copyright © 2009 CA. All rights reserved. All trademarks, trade names, service marks and logos referenced herein belong to their respective companies. This document is for your informational purposes only. CA assumes no responsibility for the accuracy or completeness of the information. To the extent permitted by applicable law, CA provides this document "as is" without warranty of any kind, including, without limitation, any implied warranties of merchantability, fitness for a particular purpose, or noninfringement. In no event will CA be liable for any loss or damage, direct or indirect, from the use of this document, including, without limitation, lost profits, business interruption, goodwill or lost data, even if CA is expressly advised in advance of the possibility of such damages