

“The End User Experience is at the heart of it all, and has become the focal point that allows us to make the connection to the business and speak to them in a language they can appreciate.”

—Larry Dragich, Founder of the Application Performance Management (APM) Strategies Group [LinkedIn](#)

Aternity's End User Experience monitoring uniquely provides the context, visibility, and proactive analytics required to support the paradigm shift from a data center-centric to a user-centric computing model.

Aternity as a Strategic Business Enabler

Users don't see anything in terms of servers or availability. They don't count nines. They don't think about the difference between planned or unplanned downtime, and they are unforgiving of both. They experience IT simply as an interaction with an application on a particular device. What matters to the user is exactly what happened while they were trying to accomplish their business objective and they expect the highest performance.

In today's BYOD world, a user may not even complain about poor application performance. They simply switch to their own application on a personal device, and take corporate data right out the door, triggering a data protection crisis each time it happens.

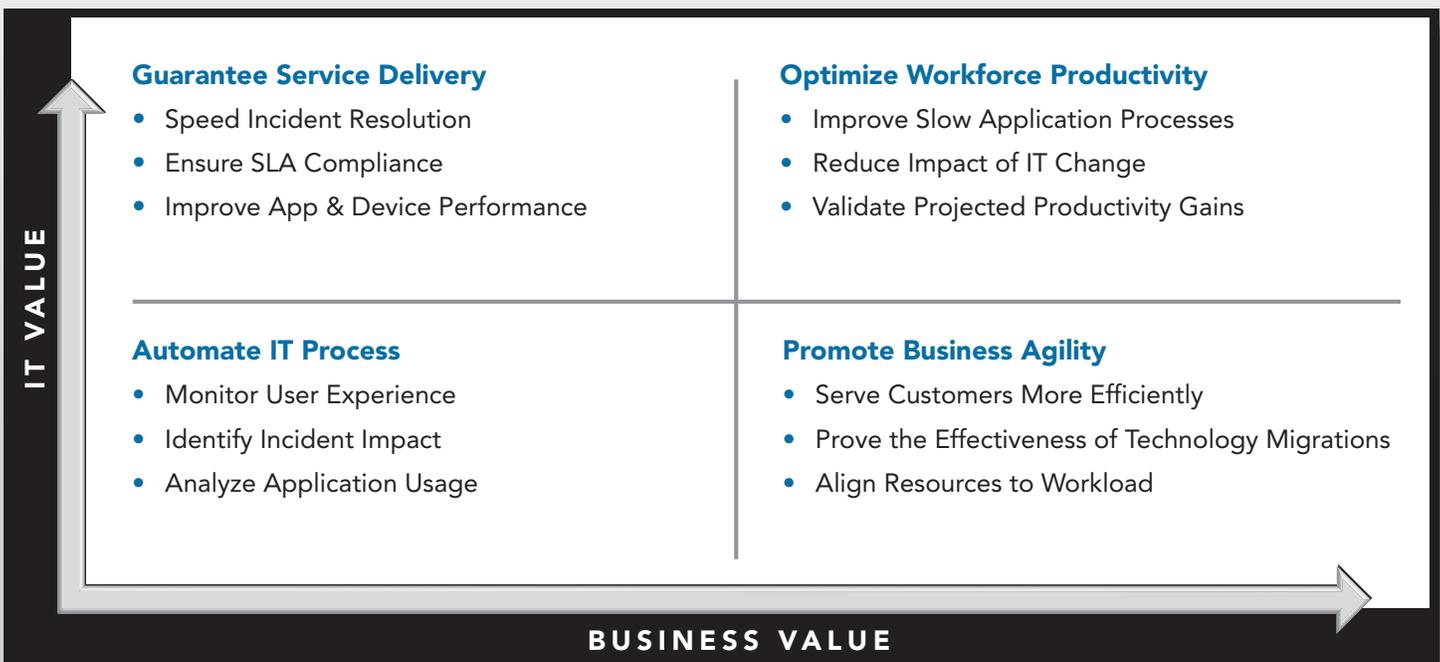
Enterprises need to see what the End User sees and understand what the End User experiences in order to ensure the effectiveness of IT and business services. This requires a multi-dimensional solution that supports all of the application types, devices and delivery methods accessed by enterprises users. This is what End User Experience Management delivers and why it matters.

Aternity Advantage

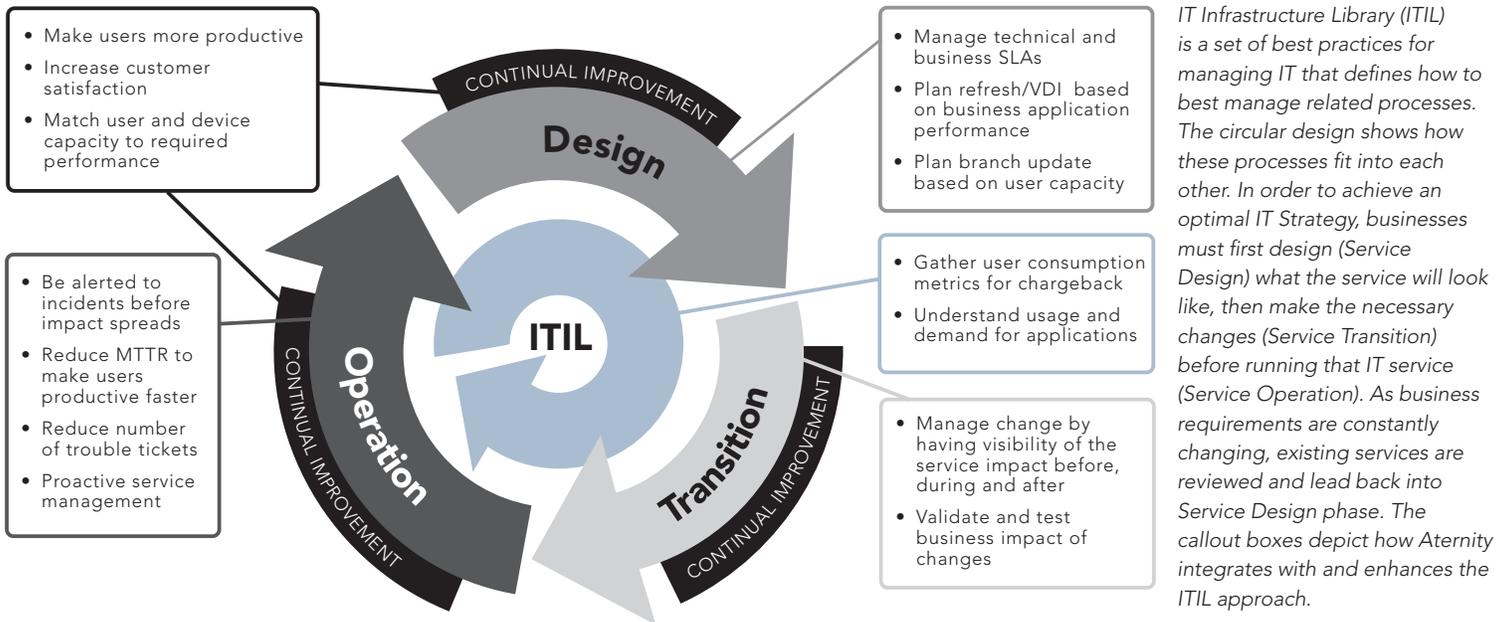
Aternity transforms any physical, virtual, or mobile device into a self-monitoring platform that is user experience aware:

- Closing the visibility gap inherent with all other APM tools
- Detecting performance issues by learning and analyzing user behavior in real-time
- Resolving performance problems with faster, user-centric troubleshooting

Aternity Value Quadrant



The IT and Business Value represented in the Aternity Value Quadrant is based on validated metrics derived from Global 2000 companies in every major vertical.



Customers are Talking

"During a major Oracle ERP change initiative my Application Outsourcer reported a successful change which was demonstrated by 300 successful transactions being reported by the ERP monitoring tool. Aternity showed a different view – of the 300 user initiated transactions, 120 of them completed with System Errors, resulting in an emergency change to fix the problem. Aternity enables our business to significantly reduce the impact and risk of change, before it seriously impacts the business revenues."
 — **Empowered** CIO at a Mobile Telecommunications F500 Company

"With Aternity and the data it was able to capture, we were able to fine-tune one particular business critical banking application and improve the overall average response time for our users by over 20%"
 — **Appreciated** Senior IT Executive at one of the World's Largest Financial Institutions

"Leveraging the insight provided by Aternity, we are now able to make drastic savings on our IT budget by only upgrading the specific devices which are supporting our business productivity requirements."
 — **Thrilled** Senior IT Director at a Global Top 10 Logistics Provider

"Based on the level of visibility Aternity is able to provide on the 'actual' performance of business critical applications, we have been able to establish a system of record with our customer which has helped us improve the overall customer satisfaction and reduce the exposure to service penalties."
 — **Inspired** Client Services Director at a Global Manager Service Provider

"We have been able to provide a business focused report within Aternity that illustrates a clear picture of the end user productivity which can help drive better resource planning into our retail branches. This can reduce the FTE overhead required to support our network of retail banks, without impacting the quality of the service we deliver."
 — **Devoted** Business Relationship Director at a High Street Bank

About Aternity

Aternity monitors any application on any physical, virtual, or mobile device, providing a user-centric vantage point that closes the visibility gap existing with network- and server-centric application performance management tools. By effectively transforming every device—physical, virtual, and mobile—into a self-monitoring platform that is user experience aware, enterprises are empowered with user-centric, proactive IT management capabilities that dramatically reduce business disruptions and increase workforce productivity. Visit www.aternity.com to register for a free product evaluation today.

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