

The value of Business Transaction Management™ (BTM) in recessionary economies

Effectively reducing cost while improving service

The current turmoil in the economy and the projected downturn has immediate effects on the way we manage enterprise IT. Businesses across the globe are taking action to reduce costs and improve efficiencies. IT budgets are being reduced resulting in a growing challenge to effectively manage resources with reduced headcount. Uncertainty is limiting business and IT from taking action to truly prepare for future demand. The crisis in the capital markets industry is an excellent example of how unexpected volatility levels are very difficult to plan for, leaving IT with a formidable management challenge.

Furthermore, increased M&A activity is driving intensified consolidation and integration requirements. As scrutiny increases around every dollar spent on IT, cost reduction initiatives increase the importance of ongoing consolidation and shared services initiatives. At the same time, businesses still require IT to stay ahead of the competition by offering customers attractive and innovative products with the service levels that customers have come to expect.

Business Transaction Management addresses these critical needs. BTM delivers the most effective solutions for assuring service levels, avoiding outages and utilizing IT resources in accordance with business priorities.

BTM has been deployed by leading organizations, particularly those currently facing economic challenges. With BTM, organizations are boosting business activity using existing resources, improving the efficiency of IT management and driving down the cost of ownership for application and system management tools.

Boost business activity using existing resources

BTM provides complete and continuous business transaction visibility across all tiers in the infrastructure, in real time. This visibility allows the direct alignment of system resources with the most important business activities.

For example, some business transactions are infrequently used but consume too many computer resources. Using a BTM solution, these transactions can easily be identified and optimized to free up valuable resources for more important business-generating activities. With BTM, businesses can plan and align resources to assure service levels for business-critical applications.

All transactions can now be tuned to assure that service levels are met and infrastructure costs are minimized, increasing the ROI of the existing infrastructure and deferring hardware expenses.

Avoid outages and improve IT management efficiency

Outages are expensive and are damaging to business. Transaction performance is the most effective early warning sensor indicating impending outages before they occur. BTM provides unique visibility into transaction performance and provides “early-warning” information to allow time and insight to address potential problems before they occur.



For example, a large UK-based bank used BTM to pro-actively manage its critical applications and significantly reduce outages. In detecting a developing service disruption and potential outage, the bank's IT discovered that an alert based on a BTM solution, anticipated potential issues far before any of its more traditional application monitors would have, by as much as four hours. These extra four hours gave staff enough time for IT to address the problem. As a result, business transactions continued to flow smoothly throughout the system and a potential outage was avoided. This proactive capability directly contributed to better business results and customer satisfaction. Many organizations have reported similar experiences.

BTM is also the most effective method for isolating the cause of performance problems. It does so without requiring multiple experts to cooperate or participate in an "all hands" call to diagnose a problem. BTM provides a full record of transaction executions along with a cross-tier performance breakdown view, allowing an IT department to free up resources and operate efficiently. This end-to-end transaction visibility lets IT diagnose problems without the need for multiple departments to analyze the different sources of information typically generated by a complex transaction. Therefore, IT can actually improve service levels using less staff.

BTM also frees up costly man-hours spent building reports for business and IT management. Instead of having to extract data from multiple sources and manually create reports, information depicting service levels, resources and business usage trends is readily available from a single BTM solution.

Reduce total cost of ownership (TCO) of applications, servers and management tools

The combination of operational and capital expenditures make up most of an IT department's TCO. We have shown above how BTM helps reduce capital expenditures by deferring hardware purchases and operational expenditures by improving staff efficiency and reducing outages. However, TCO also consists of the cost of licenses for supporting software tools. The use of these tools can be scaled down with the confidence in knowing that transactions are being monitored with end-to-end visibility. Significant savings for organizations adopting BTM are being driven by the decommissioning of monitoring agents and the appropriate use of technical deep-dive tools.

Expedite the adoption of shared services

Shared IT services present a significant value proposition for businesses being driven to reduce costs. Many businesses are making efforts to move as much computing infrastructure, application and service functions as possible into shared service environments.

Summary

BTM is unique in its ability to provide end-to-end visibility that extends from the application's front-end, across the shared environment and further down the execution chain, to external providers. It gives application owners the same level of control and confidence on shared environments that they would have on a dedicated system. This confidence is an important factor contributing to an organization's rate of shared services adoption. BTM helps companies get through recessionary periods and emerge with improved capabilities for the future

To learn more about BTM, and what it can do for your company, please visit www.optier.com or email us at info@optier.com.



About OpTier

OpTier® harnesses the power of real business transactions with its Business Transaction Management™ (BTM) software solutions. Based on unique Active Context Tracking™ (ACT) technology, our CoreFirst® product assures that business transactions flow smoothly within IT applications and infrastructure, without bottlenecks or outages, for improved end-user experience. CoreFirst delivers end-to-end visibility – of all business transactions, across all tiers, all the time – by discovering the links between IT components and business services, continuously and automatically. It also prioritizes IT transactions and management processes based on business needs and optimizes IT to reduce costs while meeting service level objectives.

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