



Whether you're apps or ops, we speak your language



Who gains from Business Transaction Management?

- Application owners
- Shared-service owners
- Application support
- IT operations

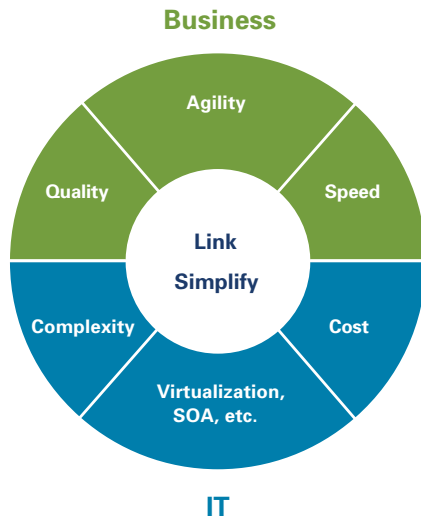
Businesses today rely on a multitude of interactions between customers, employees and partners that occur at any given moment within a company's IT system. Each interaction represents a single IT-provided service (e.g. printing a report, placing an order, sending a query, etc.) and is referred to as a business transaction. Each business transaction is made up of complex sets of components operating across multiple tiers and involving different stakeholders: application owners, shared-service owners, application support and IT operations. Visibility and control of these transactions, from both the business and IT perspectives, are essential to the success of the business.

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.

Ease your key business and technical concerns

- **Assure** that business transactions flow smoothly within IT applications and infrastructure, without bottlenecks or outages, for improved end-user experience
- **Deliver** end-to-end visibility of all business transactions, across all tiers, all the time
- **Discover** the links between IT components and business services, continuously and automatically
- **Prioritize** IT transactions and management processes based on business needs
- **Optimize** IT to reduce costs while meeting service level objectives

Business-IT concerns:



For key application owners, OpTier assures that business transactions flow smoothly within IT applications and infrastructure, without bottlenecks or outages, for improved end-user experience.

For IT operations, CoreFirst delivers end-to-end visibility of all business transactions, across all tiers, all the time.

Protect your most profitable customer activity

“In a matter of hours, CoreFirst showed us the information we needed and had failed to get from other products we’ve used in the past 2 years... It offers us a clear competitive advantage”

Vice President, IT
Multi-national Financial Services Company
Private Banking Application

CoreFirst addresses the concerns of Business and IT alike by first linking, and then simplifying, them through a common context – Business Transaction Management.

1 Quality

Business application owners require quality across the application life cycle, for any service they deliver. The application must answer the needs of the customer, must perform quickly and accurately and must be available all the time. **CoreFirst assures that business transactions flow smoothly within IT applications and infrastructure, without bottlenecks or outages.**

2 Agility

Business is tasked with addressing dynamic market conditions and changing customer demands on an ongoing basis. It requires the flexibility to introduce new services or change existing ones to continuously assure customer satisfaction. **CoreFirst helps manage change while maintaining end-user experience.**

3 Speed

Business success is often measured in terms of responsiveness. Today’s standards call for speed in seconds and minutes as opposed to hours and days for everything from transaction performance, through system recovery to resolution of performance issues. But in order to fix a problem, you first have to see it. **CoreFirst delivers end-to-end visibility of all business transactions, across all tiers, all the time.**

4 Cost

While resource over-provisioning – in both capital and operation expenditures – is prevalent in the industry, performance problems are still widespread. Furthermore today’s IT managers are being hard pressed to use existing resources more efficiently and contain or cut budgets, while committing to ever more stringent SLAs. **CoreFirst optimizes IT to reduce costs while meeting service level objectives.**

5 Virtualization, SOA, etc.

New technologies, such as virtualization and SOA, are gaining in popularity but require new IT management capabilities to monitor and control the execution of multi-component business services. **CoreFirst discovers the links between IT components and business services, continuously and automatically.**

6 Complexity

In an IT world of highly complex, multi-tier environments and constantly changing architectures, key business transactions must always “deliver” to the expectations of Business without negatively impacting other transactions. **CoreFirst prioritizes IT transactions and management processes based on business needs.**

For application owners



| Benefits | Advantages | Features |
|---|--|---|
| Assure SLA visibility, compliance and improvement | Out-of-the-box SLA visibility/evidence trail | Multi-level, actual figures: <ul style="list-style-type: none"> All real transactions/users locations Cross-tier, shared environments Observed tiers (downstream, "Me" vs. "Others") |
| | Engineering | Transaction profiling: <ul style="list-style-type: none"> Latency reduction Architecture evaluation Production safe |
| Improve cross-silo communication | <ul style="list-style-type: none"> Reduction in "All hands!" calls Improved collaboration (departmental; silo) | <ul style="list-style-type: none"> Bottleneck visibility Flow visibility including per-silo performance contribution |
| Provide business unit reporting | <ul style="list-style-type: none"> Usage statistics Abnormal behaviors Active decision support | Ability to compare grouped/filtered data by users, locations, transactions or different points in time |
| Reduce production roll-out risk | Test coverage | Use production data for baseline <ul style="list-style-type: none"> Most/least commonly used transactions Slowest/fastest transactions Transaction resource consumption |
| | Changes discovery | Topology changes – application topology/transaction flow |
| | Test visibility | Bottleneck discovery, transaction testing, tier monitoring |

For shared-service owners



| Benefits | Advantages | Features |
|--|---|--|
| Minimize problem isolation time (MTTR) | Visibility of all transactions across all tiers all the time | Monitoring of all actual transactions in real time: <ul style="list-style-type: none"> Not statistical averages No need for correlation |
| | Out-of-the-box flow visibility | Automatic multi-level discovery of application topology, transaction class and instance <ul style="list-style-type: none"> No modeling required No extra configuration effort |
| | Change discovery | <ul style="list-style-type: none"> Application topology/transaction flow Chattiness and concurrency Resource consumption |
| Enable activity-based costing | Differentiated service level monitoring for multiple constituencies | <ul style="list-style-type: none"> Grouping of transactions according to business context SLA alerting per transaction Resource consumption visibility per transaction/application/user |
| | Transaction processing prioritization | Dynamically adjust resource allocation and processing based on business context |

For shared-service owners
[continued]



| Benefits | Advantages | Features |
|---------------------------------|---|---|
| Reduce production roll-out risk | Visibility of application / transaction processing profile for optimal workload planning | Real-time ability to monitor and profile all transaction instances and dynamically profile them in terms of resources and tier-specific metrics |
| Provide business unit reporting | <ul style="list-style-type: none"> Usage statistics visibility per BU/ application Decision support Abnormal behaviors | <ul style="list-style-type: none"> Advanced filtering and grouping of business transaction data Ability to compare grouped/ filtered data by applications, transactions or different points in time |
| | Visibility into resource consumption per application, transaction types, etc. | Automatic aggregation of resource consumption metrics per transaction, across all tiers |
| Improve capacity planning | Ability to predict future resource requirements based on business activity | Integration with TeamQuest for predictions and "What if?" scenarios |

For application support



| Benefits | Advantages | Features |
|--|--|--|
| Minimize problem isolation time (MTTR) | Visibility of all transactions across all tiers all the time | Monitor all actual transactions in real time: <ul style="list-style-type: none"> Not statistical averages No need for correlation |
| | Out-of-the-box flow visibility | Automatic multi-level discovery of application topology, transaction class, and transaction instance <ul style="list-style-type: none"> No modeling required No extra configuration effort |
| | Transaction profiling | Cross-tier performance breakdown <ul style="list-style-type: none"> Real-time, and historical views Visibility of "chattiness" Tier service vs. inter-tier time |
| | Complex environment support | <ul style="list-style-type: none"> GridServer™ Portals Publish subscribe SOA Proprietary (SDK) |
| Outage Reduction (MTBF) | Proactive alerting | <ul style="list-style-type: none"> Transaction SLA alerts Job progress alerts (actual vs. historical statistics) |
| | Tier impact visibility | <ul style="list-style-type: none"> Global (including external systems) vs. local Affected users/services/ locations |
| | Change discovery | <ul style="list-style-type: none"> Day1- reports Application topology / transaction flow Chattiness and concurrency Resource consumption |

For IT operations



| Benefits | Advantages | Features |
|---|---|--|
| Outage reduction (MTBF) | Proactive alerting | Real-time ability to: <ul style="list-style-type: none"> • Perform benchmarking of transaction processing capacity • Detect on-tier, business transaction bottlenecks |
| | Attach business context to infrastructure and software alerts - improves alert handling (priority and efficiency) | Real-time ability to report on (and stitch) business impact data (who, what, how much is affected) tier-by-tier, at any point in time |
| Downtime reduction (of unplanned outages) | Faster MTTR using out-of-the-box visibility of all transactions across all tiers all the time <ul style="list-style-type: none"> • Flow • Profiling (performance and resource) | <ul style="list-style-type: none"> • Production-safe, low overhead monitoring • Automatic multi-level discovery of application topology, transaction class, and transaction instance |
| | Complex environment support | GridServer™, portals, publish/subscribe, SOA, proprietary (SDK) |
| Enable activity-based costing | Detailed reporting of resource consumption per: <ul style="list-style-type: none"> • Users, applications, locations, BUs, services (transactions) • Actual figures collected in real time | Ability to collect actual cross-tier consumption of users, applications, locations, BUs and services (transactions) |
| | Find duplicates, unused/least used, identify targets for improvement | <ul style="list-style-type: none"> • Transaction SLA alerts • Job progress alerts (actual vs. historical statistics) |
| Improve capacity planning | Enable accurate capacity management: <ul style="list-style-type: none"> • Linear growth planning • "What if?" scenarios | <ul style="list-style-type: none"> • Application and activity type visibility • Integrate transaction data with capacity modeling solutions |
| Assure SLA compliance | Out-of-the-box SLA visibility for: <ul style="list-style-type: none"> • Infrastructures and applications tied to users locations, BUs, transactions • Shared environments | Ability to collect actual cross-tier performance of: <ul style="list-style-type: none"> • Users, applications, locations, BUs, services (transactions) • Grids, DBs, middle-ware |
| Improve monitoring | Identify: <ul style="list-style-type: none"> • Monitoring focus areas • Cost savings opportunities • Improve efficiency of expert | Transaction tracking identifies infrastructure hot spots |
| Improve collaboration | Reduction in "All hands!" calls | Ability to pinpoint bottlenecks |
| | Improve BU communication | Business transaction-based reporting |
| | Engineering | Production-safe transaction profiling |

Quicker problem resolution

"No other product provides the equivalent visibility – and CoreFirst has practically zero overhead in production."

*Manager, IT
Top 20 Investment Bank
Trading application*

A new way to assure service delivery for your business

Take the next step with OpTier. Give us a few days and we'll demonstrate CoreFirst functionality on the application of your choosing and show you how everyone benefits from smoother transaction processing.

Find out why...

Application owners ● Shared-service owners ● Application support ● IT operations rely on CoreFirst for their most important transactions.

All you need to do is contact us.

About OpTier

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