

Enhance Business Activity Monitoring

By Connecting Transactions to Business Processes

Highlights

- Reduce outages of critical business processes
- Streamline business unit to IT communications
- Visualize the impact of business transaction performance on business activity
- Prioritize operations and support tasks according to business priorities
- Optimize IT resources for business competitiveness
- Combined view of business transactions performance and resource consumption KPIs and BAM information

The integration of Systar Business Activity Monitoring (BAM) solutions with OpTier's CoreFirst® creates a tightly coupled management solution for business and IT. This powerful integration brings business units and IT teams together and allows customers to improve their performance as a business by reducing the number of system outages or slowdowns and quickly attend to service delivery issues affecting business performance. This new integration provides critical visibility that lets both IT and business professionals to visually see the affects of IT performance and activity on the business in real time and vice versa.

Systar's BAM solution enables business operations personnel, business executives, application groups and business process owners to take proactive control of their business in real-time. This has become critical to the success and competitiveness of today's businesses because of the evolution of the real-time enterprise and the demand it has placed on business operations to reinvent the way they monitor their businesses and manage their integrated value chains.

OpTier's Business Transaction Management™ (BTM) solution makes sure that business transactions flow smoothly in the IT system – without bottlenecks or outages – for more satisfied users and a better bottom line. Unique Active Context Tracking™ (ACT) technology automatically

discovers and continuously tracks and monitors all transactions across all tiers in real time.

Link Business and IT

The combination of CoreFirst's unique Business Transaction Management (BTM) and analytic capabilities with Systar's leading BAM solution directly ties all individual business transactions monitored by CoreFirst to the business process and process steps monitored and visualized by Systar. The combined solution creates a uniquely efficient way to understand the relationship between IT and business events in real time. The integration streamlines communications, and allows IT to serve the business more efficiently. The combined solution lets businesses and IT make actionable decisions in a business focused, knowledgeable manner.

Add Business Transaction Management KPIs to your BAM dashboard

CoreFirst automatically discovers tracks and monitors business transactions within an application. Transaction data is then analyzed by a central management server and stored in a database. BusinessBridge which powers Systar's BAM applications and works behind the scenes to provide true end-to-end monitoring of business operations is now extended to include this data as part of a monitored process. Transaction response time, volume and throughput are now all displayed in context by the BAM solution. For example the solution has been extended to include transaction KPIs as part of its zoom in capabilities into a business step. It is also important to note that BusinessBridge can also further analyze KPI's pulled



from OpTier's CoreFirst and provide trend indicators visually allowing IT and businesses to gain important insight about system activity and business transaction behaviors.

Prioritize IT task using business parameters and increase efficiencies

IT staff working to remediate service issues such as slowdowns, user complaints and other day-to-day support tasks rarely have a view of the true business impact that the issue they are currently attending to carries (i.e. the customer name, the amount of money involved, the intending recipient and business process step of a payment issue for example) and are therefore many times working according to priorities that result from a technical understanding of the problem. With the combined solution OpTier and Systar are making sure that IT staff is always aware of the business parameters involved in the issues or task they are troubleshooting.

Reduce outages of critical business processes

Business processes are usually combined of many individual steps that can be carried out by different (connected) applications and infrastructure components within the IT system. And while IT strives to maintain extremely high levels of availability and service levels for all its applications and individual components the enormous complexity of the relations and dependencies that make up the business process that is so critical to the business units themselves make it very hard to control. Unfortunately, outages and unplanned downtime still occur. OpTier's CoreFirst is uniquely positioned to help IT organizations dramatically reduce the number of outages by providing unique proactive alerts based on business transaction profiles being monitored – by integrating CoreFirst and BusinessBridge OpTier and Systar are introducing a powerful solution for visualizing the affects of applications on business processes and dramatically reducing outages and unavailability.

Streamline business unit to IT communications

Individual business transactions that make up business steps and processes are all captured by OpTier and directly associated with many other KPIs available from Systar. Business unit managers and their IT peers gain a unique capability to visually see critical data about their respective operations in a completely focused and aligned manner. For example if a step in a payments business process is being flagged by BusinessBridge as having a breach in one of its KPI's that is affecting the business IT can immediately see (on the same dashboard) what business transactions are affected and use CoreFirst to isolate the issue in minutes or less. All thanks to the unique perspective and combined context that this powerful new integration brings.

Optimize your resources using a combination of business and infrastructure data

The unique combination of business context (such as dollar values and transaction originator) and IT resources consumption values (such as CPU and I/O rates) for all of your business transactions which is provided by OpTier and Systar allows IT infrastructure management that is optimized for business results. Understanding the exact relationship between IT resources used and business activity creates a unique opportunity for organizations to prioritize IT resources in the most effective business aligned manner – effectively giving you a competitive edge.



About Systar

Systar is the world's leading provider of Business Activity Monitoring (BAM) solutions for business and IT managers. In 1998 Systar launched its BAM solutions, BusinessBridge™ and OmniVision™. With the launch of these solutions, the market category they created was referred to as Business Process Performance Management (BPPM) solutions. Today industry experts refer to BusinessBridge specifically as a "pure play BAM solution" – making Systar the only pure-play BAM technology investment available on the public market.

Systar has invested more than \$25 million into the development of its BAM solution portfolio and into its BAM platform, BusinessBridge. This comprehensive portfolio of BAM solutions includes monitoring solutions for IT managers in the Business Service Management (BSM) marketplace.

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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