

**Anil  
Kumar**

Founder & CTO

**CAVISSON**

## Driving Exceptional Customer Experience with Innovative Performance Intelligence Platform

**C**avisson System is a Silicon Valley-based software development company which offers software solutions for application performance testing, monitoring and diagnostics. Leading brands globally use Cavisson's technology to drive revenues and profitability, ensuring maximum quality performance and availability of its mission-critical applications used across numerous industry verticals including financial services, healthcare, government, retail and e-commerce, technology, networking, and services. Cavisson's comprehensive solutions are deployed on both on-premise and SaaS platforms. Its proprietary True Internet and Key-Data capabilities enable true-production like

simulation to solve complex business problems.


### A Global Technology Leader Driving IT Expertise

Cavisson was co-founded by Anil Kumar who also serves as the CTO of the company. He holds over 25 years of experience in performance tuning, high-performance computing, machine learning, fast data, agile methodologies, production operations, and test automation. Anil has been in performance domain since the beginning of his career and has extensive experience working in numerous technologies and methodologies. He has worked closely with innovators and technologists responsible for driving IT strategies for Fortune 500 companies.

In his previous positions at BEA Systems (now part of Oracle) and C-DOT, India, he has been instrumental in creating highly successful technology products. Before founding Cavisson, Anil was the Founder and CTO at Abeona Networks, which was backed by the most prominent VCs, including Kleiner Perkins, Caufield & Byers (KPCB), and Sequoia Capital. Anil holds an M.S. in Communications Engineering from the Indian Institute of Technology (IIT), Delhi, India.

### Staying Ahead of the Competition with Innovative Products

Cavisson's end-to-end, full stack offerings are segmented in two domains – Testing, and



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[www.cavisson.com](http://www.cavisson.com)

Monitoring & Diagnostics. Cavisson is the only company which offers these products in the performance engineering space. These products ensure maximum availability & reliability of mission critical systems & applications alongside improved business performance driving high revenue and low operating costs. Cavisson always understood the importance of user/customer experience as a primary driver for its revenue growth and exceptional operational efficiencies. Staying ahead of its time, the company concentrates on innovation and technological improvements that are built around customer experience, besides focussing on business parameters which directly impact its operating costs and drive revenues. Speaking on the same, Anil adds, “This immediately resonates with customers. We ensure that quality and performance is in the DNA of any system or application right from the dev or pre-pod environment”.

The company’s diverse product suite includes NetDiagnostics, NetVision & NetForest which are designed to coherently blend with each other offering a 360-degree view of the enterprise besides customer and user monitoring. Its product suite engages organisations to create performance tests that represent real-life like situations. Cavisson’s product suite offers a real-life measure of customer experiences delivered through realistic emulations of the load model and other critical parameters which impact network and bandwidth constraints, user behavioural patterns, exact production transactions and traffic behaviour. The company’s highly innovative solutions which have streamlined customers’ organizational processes through technological superiority & efficacy are being used by several Fortune 100 customers worldwide. “We believe that InternetTrue™ & Key Data™ technologies are the future of end-to-end monitoring & diagnostics across application lifecycles & application stacks. Its efficacy is evident from the

fact that our solutions have helped solve issues that were not identified by legacy solutions, prompting several Fortune 100 customers to switch to Cavisson,” says Anil.

#### **Keeping Employees Happy and Productive**

Anil believes that appreciation and incentives are the two essential factors that keep employees happy and productive. The company appreciates and rewards employees who deliver outstanding performances, which motivates others to be a winner in whatever they pursue. Cavisson categorizes these awards as team and company-oriented. Moreover, the company regularly organizes team-building exercises and events in which the management encourages almost every employee to participate and contribute. Anil believes that timeouts are one of the best ways to rejuvenate employees. The company plans offsites during a tech refresh and kickoff session to help them comeback with a fresh energy.

Most recently, the company held Expression 2020 - its Annual Day, Gala Dinner, and Awards night in January. Besides, the company also organized an annual sport meet in December – Cavisson Sports League.

#### **Developing Technological Advancements around Customer Experience**

Discussing customer experience, the company believes that customers face challenges around high-cost per test, limited storage, server capacity, hardware administration, and production environment problems. They remain dependent on third-party back-end or production systems to reduce the total cost of ownership for quality and performance testing. The company took a note of this and ensured that the system which handles expected user load and response time experienced by real users are within service level agreements. Cavisson believes that its technological advancements and innovations keeping



customer experience in mind directly impacts revenue and operating costs. With Cavisson's advanced cross-discipline simulation techniques, consumers are able to performance test their applications with real production-like situations & repeatable results to guarantee maximum performance once the application goes live. The company has pioneered this concept & named it InternetTrue™ technology. Cavisson also provides a fast, single click root-cause analysis whenever there's an issue in production. This is achieved by the combination of a proprietary big data engine that captures data from all parts of the enterprise services & several high-performance computing algorithms that perform complex computations on the data in real-time.

### Identifying Challenges Through Performance Engineering

Cavisson is an engineering-driven organization that is focused on developing a rock-solid technology in performance engineering. By quoting, "Engineering is still in their DNA," the company exemplifies that it has learned the art of solving complex problems via engineering, and that's what goes inside its products which are designed to help customers address specific business problems. Internet True and Key Data are classic testimony of how Cavisson is superior to its competition.

Since customers face challenges on high-cost per test, production environment concerns, limited storage, server capacity and hardware administration, Cavisson understands its customer's viewpoints assuring the system which handles expected user load and response time experienced by real user is maintained within service level agreements.

### Investing in Innovation to Stay Ahead of Competition

Anil envisions a plethora of plans which are imperative to the growth of the company, positioned to scale up the company to new segments and growing geographies. Consequently, the company is expanding with new alliances, partnerships and new channels to reach out to new geographies and audience segments, with its newly created network of resellers and distributors which extend out as per their capabilities. To stay ahead in the competition, the company invests a viable amount of money and time that extends into R&D. Cavisson's technology is here to stay, with its new age engineering support that lets the company to stay ahead of its competition curve, providing support to new methodologies and technologies. Cavisson's core objectives let businesses to cater to the growing digital challenges with the help of its proactive, predictive and unified monitoring and performance engineering methodologies that aim to reduce operating costs and drive business revenues.

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