

Application Performance

2.0

Enabling Revenue Growth and Profitability



Shashank Srivastava
Director, Cavisson

The need to stay profitable and to grow revenue has led enterprises to ensure that they stay on top of quality, performance, and availability of their mission-critical systems and applications. Performance is no longer a choice; it directly affects revenue through customer experience and operational efficiencies.

“Performance 2.0 is about enabling performance across people, systems, and processes”, says Shashank Srivastava, Head of Global Marketing and Product Management at Cavisson Systems Inc. “Over the years we’ve innovated with our customers and have seen them demanding more than the conventional performance testing and monitoring that was typically available to them. Being visionaries, the quest was to offer the best possible user experience. And, that’s



CAVISSON

**“ Performance
2.0 is about
enabling
performance
across people,
and processes.”**



been our mission ever since – to offer exceptional user experience”, quoted Shashank.

Typically, companies have been doing performance testing, monitoring, and diagnostics of their systems and applications with a minimum of 3 to even 5 or 6 different tools, yet not being able to address certain issues that crop up during production.

The challenges are many. To ensure these tools work in an integrated environment is one but to ensure they are able to share and correlate data across all these tools has always been a major concern. Enterprises end up creating a dashboard of dashboards on top of these tools just to have a consolidated view but are still not able to drill down to the root cause. The result is overlapping features and functionalities yet having a database, network, and application teams clueless about the root cause of the user/customer struggle.



From the very start, Cavisson has been focused on addressing real-world business challenges, and it continues to evolve its products with customer needs. “Over time, we’ve created an end-to-end, full stack offering in the performance engineering space, which no other company offers today. There are two sets of offerings, one for Testing and the other for Monitoring and Diagnostics,” says Anil Kumar, Founder, and CTO of Cavisson Systems.

Cavisson focused its technological advancements and innovations around customer experience, as well as business parameters that directly impact revenue and operating costs. “This immediately resonates with customers. We ensured that quality and performance is in



the DNA of any system or application right from the dev or pre-pod environment,” Anil adds.

Using Cavisson’s advanced cross-discipline simulation techniques, customers are able to performance test their applications with real production-like scenarios and repeatable results to ensure maximum performance once the application goes live. Cavisson pioneered this concept and named it InternetTrue™ technology. Cavisson also offers 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 and several high-performance computing algorithms that perform complex computations on the data in real-time. “This is in turn combined with optimized machine learning algorithms for analyzing trends to do anomaly detection. We call this our Key Data™ technology”, says Anil.

Cavisson’s performance testing suite helps organizations create performance tests that are reflective of real-life situations. It provides a real-life measure of customer experience via highly realistic

simulations of the load model and several significant parameters that impact this experience, including traffic behavior, exact production transactions, network and bandwidth parameters, and user behavioral patterns such as click-aways and reloads when response times are slow. Cavisson is the only solution provider in the world today offering a comprehensive end-to-end monitoring and diagnostics solution ensuring a 360-degree view of the enterprise including but not limited to the client-side / browser, network, applications, systems, databases, and other components, as well as log patterns.

Cavisson built an unparalleled, highly innovative solution currently used by several Fortune 100 customers worldwide. “We believe that our InternetTrue™ and Key Data™ technologies are the future of performance engineering. And, that’s the reason why forward-thinking enterprises have chosen Cavisson as their enterprise strategy for performance engineering!”, says Anil.