

## AppDynamics

# Corporate Fact Sheet

Founded in 2008, AppDynamics is a next-generation Application Performance Management (APM) company that delivers rapid problem resolution for highly distributed applications through easy-to-use transaction flow monitoring and deep diagnostics. Unlike other APM providers, AppDynamics finds the root cause of performance problems without introducing excess overhead or requiring a complex and costly installation. AppDynamics is also the first APM provider to dynamically scale applications in virtual and cloud environments

### Management Team

**Jyoti Bansal** *Founder & CEO*

**Steve Roop** *VP of Marketing*

**Frank Swain** *SVP, Worldwide Sales*

### Investors

Greylock Venture Partners and  
Lightspeed Venture Partners

### Customer Profile

Companies with revenue-critical applications across distributed environments will find AppDynamics indispensable. AppDynamics is particularly useful for IT operations and production support teams—anyone whose “beeper goes off” when applications exhibit performance problems can benefit from AppDynamics. Current customers include Priceline and Bioware.

### Contact Information

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### Product Overview

FEATURE	BENEFIT
<p><b>APPLICATION MAPPING</b> Dynamic discovery of application services, tiers, and transactions—as well as live visualization of topologies and transaction flows.</p>	<p>Extremely intuitive, visual interface for IT and operations professionals, and meets the need of going “wide” across the entire distributed application. Strong solution for agile development; the tool auto-discovers new application components and code changes.</p>
<p><b>POLICY ENGINE</b> Manages service levels at each level of the application, including overall application and business transaction performance; includes dynamic baseline capabilities.</p>	<p>Accurate and fast troubleshooting capability that focuses on how business transactions are actually performing, rather than simply monitoring CPU usage or infrastructure health.</p>
<p><b>TRANSACTION FLOW MONITORING</b> Out-of-the-box dashboards allow easy visualization and troubleshooting of overall application performance.</p>	<p>Ensures ability to monitor and identify problems between application components quickly and easily. Like a live traffic map—no more scanning long class-and-method lists.</p>
<p><b>DEEP DIAGNOSTICS</b> AppDynamics enables users to get the details they need to diagnose root cause; includes incident workbench, deep-on-demand call graphs, and comprehensive data collection.</p>	<p>Solves the APM dilemma of having to trade “deep” for “wide.” Deep Diagnostics enable both, without adding significant (less than 2%) overhead in either production or development environments.</p>
<p><b>CLOUD ORCHESTRATION</b> Dynamically provision application resources to respond to real-time demand and service level requirements. Policy-driven workflows can be triggered to automatically address problems and ensure the continuous operation of application services.</p>	<p>By leveraging cloud and virtual infrastructure on an as-needed basis, users can eliminate the need to over-provision to account for peak loads.</p>

For More Information Contact:  
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