

## ■ Parchment Commits to User Experience with TraceView

### Company Background

The leader in electronic credential technology, Parchment, is replacing print and mail-based methodologies with a high-speed alternative that allows secure and immediate delivery of transcripts and education credentials online. Since 2003 students, educators and employers using Parchment have exchanged over 13 million transcripts and credentials representing more than 3 million users and over 8,000 educational institutes. Parchment's SaaS-based technology is built on the Java Spring framework, PHP, and Apache web server.

### The Challenge

Due to its success, Parchment is experiencing rapid expansion of their user base and request volume. Parchment's goal was to respond proactively to this new scale while providing a great experience to their end users, even under periods of peak load.

Mike Williams, Director of Data Center Operations, found that slow performance was often reported with little diagnostic information from users, and so the challenge fell to his team to locate and prioritize critical issues. To meet the demands of a growing company Williams' team needed to be able to isolate performance problems quicker than the days it was taking to compile data. He stated "the operations team specifically had a directive to improve the end user experience of the app, but the first step to making it better was to find out where we stood."

### The Solution

In order to accurately measure any issues and subsequent improvement, they first needed to monitor the current user experience. After some research, Williams came to the conclusion that "it was not cost effective to create our own APM solution in house; it would be too much effort and too much legwork" to determine and build useful functions. Parchment decided instead to choose a few APM vendors for a Proof of Concept and began evaluating AppNeta, New Relic and Ruxit to see which solution best served their needs.

■ **"Previously it could take 2-3 days to analyze performance issues, but that's down to 5-10 minutes with TraceView which allows us to associate database queries to pages natively."**

*Mike Williams,  
Director, Data Center Operations*



As a database-heavy application, visibility was key to identifying trends and outliers that would allow Parchment to isolate performance issues such as inefficient database calls. The ability to drill down into the slowest pages, as well as the visibility into the interaction of different service tiers were major drivers for the selection of AppNeta.

Williams was tasked with linking user experience to the backend performance of their apps. Apdex scoring was a helpful tool for the Parchment team as it allowed them to view their application dashboard and quickly identify any immediate issues to address. Williams also noted that during the trial process, AppNeta was the only company that reached out to ensure that Parchment was successful. Subsequent interactions with AppNeta exceeded the level of support commitment that Williams was looking for.

## The Result

Parchment purchased AppNeta's TraceView solution in order to understand performance issues and use the insight to determine where best to deploy development resources, achieving a reduction in mean time to resolve (MTTR) from a matter of days to a matter of minutes and saving 99% of operations' time investment.

Previously, to locate slow queries, Williams mentioned that "associating database queries to pages was a big chore," but with TraceView that intelligence is built in to the product which allows them to "jump into database queries and view entry and exit points for each layer" of their application. TraceView expands on this capability by allowing users to filter on specific URLs, controllers, hosts, or specific trace groups.

■ **"TraceView provides all of the functionality to dig down to true end user activity and see all of their pain points."**

*Mike Williams,  
Director, Data Center Operations*

The success of the initial roll-out of Williams' team project to improve end user experience using AppNeta has triggered a whole new initiative at Parchment. Enabled by AppNeta tools, Parchment has made an already stellar user experience better across their company's flagship product.

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### ABOUT APPNETA

AppNeta is the Full Stack Application Performance Management (APM) technology leader, providing integrated performance visibility into the application code, through the network, to the end user. AppNeta's SaaS solutions give Development, Application and IT Operations teams broad, detailed performance data to see across their web, mobile and cloud-delivered application environments and pinpoint tough performance bottlenecks. With AppNeta, customers have all of the performance data they need to assure ongoing and exceptional delivery of business critical applications and end user experience. For more information or to get started today, please visit [appneta.com](https://appneta.com).

