



APPNETA COMPANY OVERVIEW

Proactive end-user monitoring for any application, network, or cloud

The world is changing

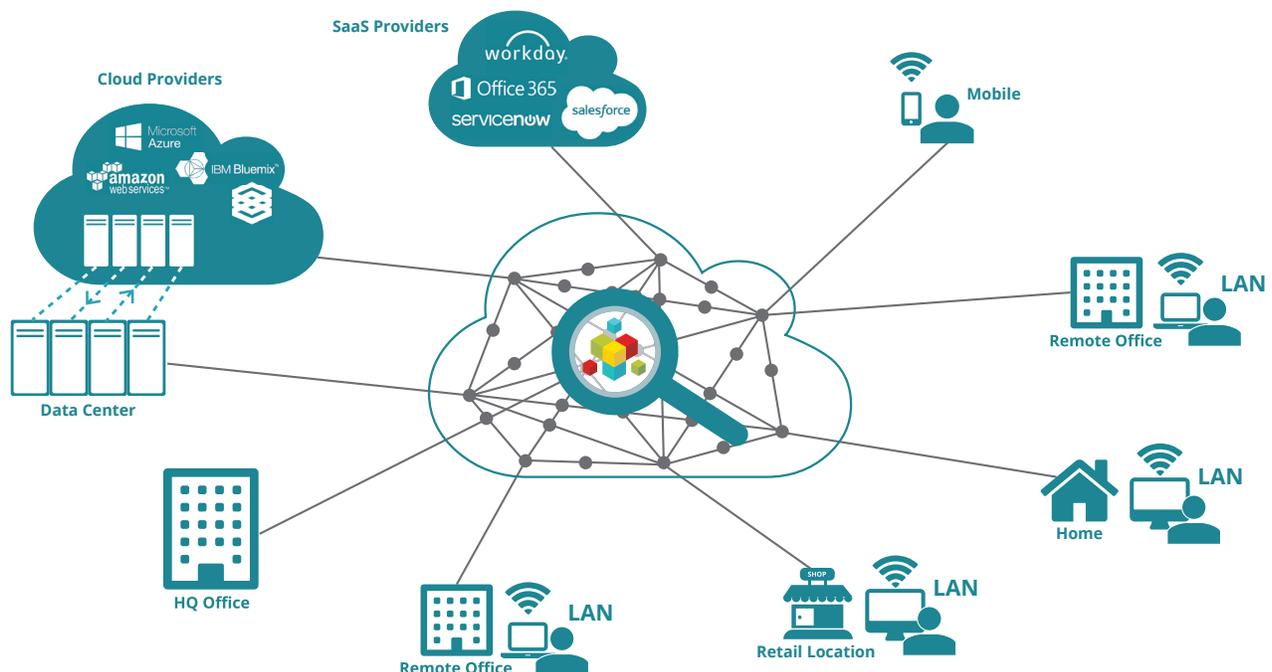
Monitoring applications and networks is more challenging than it has ever been. As software continues to eat the world, users today expect great things from their systems and tools—and applications are expected to scale to any size. Yet the monitoring tools in place often struggle to provide critical performance visibility. There are two major trends pushing businesses to change how they operate, and pushing companies to rethink their approach to monitoring their environment.

1. End-user experience drives business outcomes

How end users experience applications has become an essential part of brand experience, revenue metrics and employee productivity. End users can't wait more than a few seconds to load the data they need. It's no longer enough to know simply whether an application or network is up or down. IT Ops and Network Ops teams must proactively understand the actual end-user experience, because slow is as damaging as down.

2. The world is distributed

Businesses and the applications they are using are becoming increasingly distributed across a number of dimensions.



- End users accessing applications are distributed across the globe, using a plethora of devices across a complex web of public and private networks.
- Corporations and their applications are distributed, often across multiple offices, data centers and hybrid cloud environments.
- Applications themselves are becoming distributed. Business-critical applications are moving from the data center to the cloud through both cloud-based hosting and third-party SaaS application adoption.
- Responsibility for application performance is distributed, spread across IT Ops and Network Ops teams.

The new challenge: complexity

These two trends create a new challenge for IT Ops and Network Ops teams. They are being asked to deliver a perfect end-user experience across a highly complex environment that includes both application and network performance.

Yet the tools at their disposal are simplistic, siloed and outdated. They lack the ability to measure the true end-user experience—from the user through the internet to the application. It has become increasingly difficult for organizations to answer a simple performance question when issues arise: **Is it the application or the network?**



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The AppNeta difference

AppNeta solves these issues. AppNeta provides a unified performance monitoring solution for IT Ops and Network Ops teams to monitor, troubleshoot and collaborate on application and network performance.

For IT and Network Ops

End-user experience monitoring for cloud-connected enterprises

For IT Ops and Network Ops teams, AppNeta provides the ability to monitor and measure the end-user experience from the user, through public and private networks, to the application.

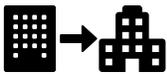
AppNeta's advantage is **Trupath™**, a patented network technology based on a measurement methodology called packet train dispersion. Trupath provides active, continuous and low-overhead monitoring across the application's actual network delivery path. This allows AppNeta users to see every hop, from the end user

to the application's front door, and avoids the blind spots caused by traditional device-centric network monitoring.

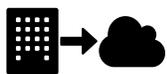
Using AppNeta, IT and Network Ops teams can measure and monitor:



SaaS or web application performance from the end user, through the network, to the application. Teams gain performance visibility and SLA validation for any web-based application—including Google Apps, Office 365 and many more. AppNeta's unique technology allows for single-ended monitoring, allowing you to monitor applications in cases where you do not control the application endpoint.



End-user experience from a remote location, back to headquarters, third-party applications, data center or cloud environments. IT Ops teams can know about application and network performance issues before they are reported by their users. AppNeta products can monitor key performance metrics such as Quality of Service (QoS), particularly useful for monitoring remote VoIP and video conferencing solutions.



Application and network performance from data center to cloud, cloud to cloud or data center to data center. For organizations leveraging private/public networks and cloud environments, AppNeta can provide visibility that is unavailable with any other technology.

The AppNeta IT Ops solution is deployed through either physical or virtual agents at key endpoints and locations. AppNeta can also monitor applications using synthetic transactions generated from global monitoring locations.



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Working with AppNeta is easy

AppNeta is a customer-driven organization. We focus on providing measurable business and operational value for our customers. We are only successful when you and your organization are successful. AppNeta solutions are:

Easy to deploy, scale and use

- AppNeta solutions are SaaS-based and can be deployed in a fraction of the time of other solutions—providing quick time to value.
- AppNeta solutions scale to support any size infrastructure or application.
- AppNeta tools are easy to use—reducing the need for training and support.

Higher value, lower cost of ownership

- AppNeta solutions are affordable and scale with the size of your deployment.
- AppNeta solutions do not require additional hardware or software, lowering the total cost of ownership.
- AppNeta solutions come without expensive maintenance agreements.

Amazing, unrelenting support

- AppNeta's customers routinely rave about our support—and how much better it is than any other vendor they work with.
- AppNeta's consultative support team acts as an extension of your network, ops and app teams at no additional cost.

Contact us today to understand how we can help improve your application performance and visibility. Or visit our website to learn more about our solutions.

ABOUT APPNETA

AppNeta is the leader in proactive end-user performance monitoring solutions built for the distributed digital enterprise. With AppNeta, IT and Network Ops teams can assure continual and exceptional delivery of business-critical applications. AppNeta's SaaS-based solutions give IT teams essential application and network performance data, allowing them to continuously monitor user experience across any application, network, data center or cloud. For more information, visit www.appneta.com.