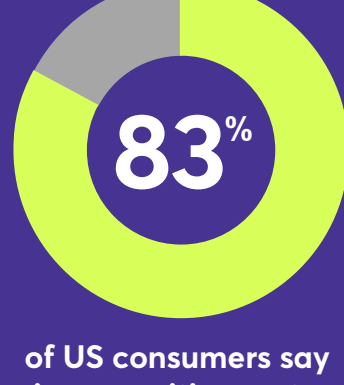


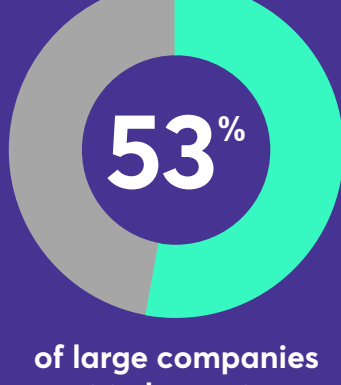
Holistic Insights Drive Flawless Digital Experiences



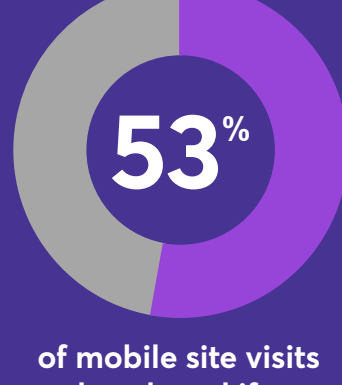
Proliferation of digital apps and services has driven many organizations to reorient their management focus on maximizing customer experience.



83% of US consumers say having a positive customer experience with a brand is more important than the product itself.¹



53% of large companies want to be customer experience leaders within three years.²



53% of mobile site visits are abandoned if pages take longer than three seconds to load.³

A new kind of company, the software-driven enterprise, is redefining business strategy and performance. They are leaders in the accelerating application economy, where competitive differentiation depends on customer-pleasing apps and advanced development methods. In response, organizations are shifting investment priorities and changing strategies:⁴

51%

have increased investments in new forms of software such as mobile apps and API-enabled software.

49%

are bringing more software development back in-house.

48%

are incorporating analytics into customer-facing strategies.

47%

have or are planning to use M&A to increase app development capabilities.

Optimizing the digital delivery chain has its challenges. Both IT and line-of-business leaders require full insights into digital experiences for effective management.

IT Challenges: Point Tools Can't Correlate Monitoring to Insights



RESULTING IN:

- ✗ Monitoring blind spots
- ✗ Data silos missing context
- ✗ Limited collaboration

Line of Business Challenges:

Lack of Insight

Executives have lack of insight into how app performance ties into customer experience.

Difficulty Ensuring Positive Outcomes

Leaders find it difficult to ensure that digital experiences are provided with superior performance, usability and reliability.

Digital Initiatives at Risk

Digital business initiatives are at risk due to the inability to monitor digital experiences and provide proactive remediation of issues.

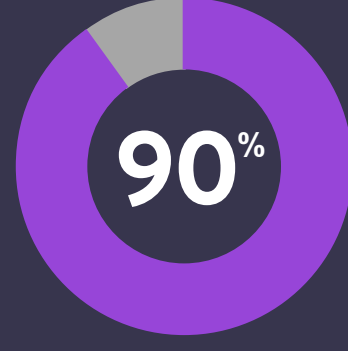
Compounding the situation, modern software and infrastructure technology means ever increasing points of instrumentation to capture potential trouble spots and monitoring gaps where traditional monitoring solutions can't capture key data.



Today there are over 18K public APIs—and growing 18% annually.⁵



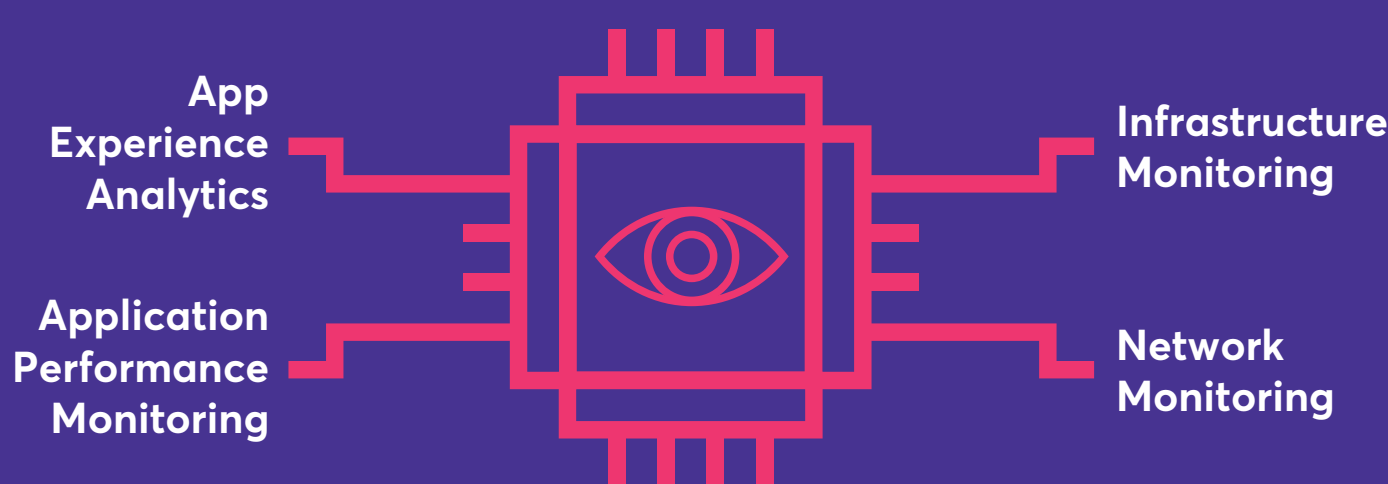
Microservice-based apps are widely used today and are scheduled to become the default architecture in most large enterprises by 2023.⁶



90% of large enterprises plan to move to software-defined networks by 2021.⁷

Fortunately, there is a new breed of solution from CA Technologies and IBM that unifies visibility and data and provides insights on the digital experience with the help of analytics and machine learning.

Operational Intelligence



With the help of CA Digital Experience Insights and IBM Services, you can eliminate blind spots and gain end-to-end insight into the business:



Accelerate App Development & Innovate Faster:

Accelerate development cycles by 15%.⁸



Improve Operational Efficiency:

Reduce time spent on triage calls by 43%.⁹



Ensure Flawless Customer Experience: 86% of surveyed customers improved their end-user experience by 50-70% or more using CA Digital Experience Insights.¹⁰

CA Technologies and IBM deliver more value together.

- Robust monitoring of IBM customers' critical application environments
- Incorporated into IBM standard solution guides
- Aligned with IBM delivery best practices
- Integrated into IBM's reporting and automation environments



¹ Lithium Technologies, "The Value of a Happy Customer," December 28-30, 2016.

² Temkin Group, "Data Snapshot: CX Expectations and Plans for 2016," February 1, 2016.

³ Thinkwithgoogle.com, "Find Out How Your Stack Up to New Industry Benchmarks for Mobile," March 2016.

⁴ CA Technologies, "The Battle for Competitive Advantage in the App Economy," June 5, 2015.

⁵ Programmable Web, "Research shows interest providing APIs still high," February 23, 2018.

⁶ AppDeveloper Magazine, "Record Growth in Microservices," May 2, 2018.

⁷ Riverbed Technologies, "The Future of Networking Global Study 2017," August 2017.

⁸ Forrester Research, "The Total Economic Impact™ Of CA Technologies Application Performance Management (APM)," April 2017.

⁹ CA Technologies, "TriZetto Reduces Resolution Times by 76% and Prevents 18 Outages with CA Technologies," June 2015.

¹⁰ TechValidate, "CA App Experience Analytics Customer Statistic," March 8, 2017.