

Case Study:

DIRECTV



DIRECTV Tunes Into The Power Of Application Intelligence and Selects AppDynamics



BENEFITS

- Ease of use and deployment, low performance overhead, and knowledgeable support cited as top decision factors
- Company's Application Intelligence Platform provides comprehensive code-level visibility

AppDynamics, a leading application intelligence company, today announced that DIRECTV, a leading provider of digital television entertainment services, has selected AppDynamics for application performance management (APM) of its portfolio of more than 100 internal and customer-facing applications. The company's Application Intelligence Platform provides DIRECTV with deep visibility into performance, helping to bring subscribers a higher quality and more consistent viewing experience.

DIRECTV's web-based applications support the company's business operations and approximately 39 million customers in the United States and Latin America. As the company has grown, so has its need to quickly update applications and ensure responsive, reliable performance.

During an evaluation of its application performance monitoring solution in 2013, DIRECTV couldn't validate whether its previous tool was having a positive performance impact. In addition, usability issues were hampering adoption of the tool by its development teams, limiting its ability to optimize applications and troubleshoot issues. To help address these issues, Trace3, the company's IT consultancy partner, recommended that DIRECTV look into the AppDynamics Application Intelligence Platform.

"Today, we are producing alerts and reports out of AppDynamics—leading to more proactive work, rather than just monitoring applications in an after-the-fact reactive state."

Trattner likes the solution's ability to visualize all monitored application transition flows, as well as chart traffic behavior against an application's normal performance baseline. "AppDynamics helps you quickly focus your efforts in the right areas to accelerate troubleshooting, and provides definitive reports and documentation that can be shared among IT operations and development team members," stated Trattner.

"Equally important, our development team has bought into the power of AppDynamics, helping us improve multi-team collaboration and application performance."

-- Glenn Trattner

Senior Director of IT Operations, Application Services, DIRECTV

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“We are excited that companies such as DIRECTV, are realizing the role advanced application intelligence plays in improving delivery of business-critical services and maintaining high customer satisfaction levels,” AppDynamics’ Founder and CEO, Jyoti Bansal, said. “We look forward to working with DIRECTV to continue to meet their needs and gain insights to further improve the AppDynamics Application Intelligence Platform.”

DIRECTV is using AppDynamics to:

- Tune performance for its Java, .NET, PHP, and Node.js applications
- Gain comprehensive code-level visibility and troubleshooting not available with its previous solution
- Accelerate application updates by minimizing time spent troubleshooting performance defects.

The AppDynamics Application Intelligence Platform is a comprehensive solution enabling companies to maximize business performance. The platform is designed and architected to give business users the confidence that their business is running at its best, to give IT the operational visibility and control they need, and to give end users the great experiences they’ve come to expect and demand.

For more information on how DIRECTV uses the AppDynamics Application Intelligence Platform and the performance advantages they receive, read the case study.

For regular news and information about AppDynamics and the APM market, like and follow the company on:

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A free trial of AppDynamics is available at www.appdynamics.com/freetrial