

Turnkey application performance management for managed service providers

As applications become more complex and distributed, they become more difficult to manage—both for managed service providers (MSPs) and their customers. MSPs need a solution that they can offer their customers to help identify, troubleshoot and diagnose performance issues before they impact their bottom line. With AppDynamics' application performance management as a service (APMaaS), MSPs can now offer their customers an easy-to-use APM solution right from their own datacenter.

Introducing AppDynamics' Turnkey APMaaS

AppDynamics' turnkey APMaaS offering consists of a set of files and scripts that allow MSPs to quickly and easily provision multitenant controllers and AppDynamics licenses for their own customers. By utilizing AppDynamics' APMaaS solution, MSPs around the world are leveraging our quick deployment, self-service license provisioning, and flexibility in the way we do business. As a result, they are able to differentiate themselves from their competitors and gain net new revenue.

Partner benefits

Stop the blame game: Identify whether the problem is within the application code or the infrastructure in minutes instead of hours. Your customers will appreciate the information and your employees can spend their time on other projects.

MTTI (Mean Time to Innocence) savings:

Current MTTI	MTTI with AppDynamics	Yearly MTTI Savings
120 minutes	30 minutes	\$207,692*

* Based upon average fully loaded employee cost of \$120,000 per year.

Provide better service than your competitors: Everyone's providing infrastructure monitoring these days – why not stand out from the crowd and offer your customers the leading application monitoring solution in the market today? AppDynamics is easy to deploy, easy to use, easy to maintain, and typically provides significant ROI within the first 6 months.

Example customer savings with Edmunds.com:

Example Use Case	Before AppDynamics	After AppDynamics	Benefits
Reduction in MTTR for pre-production issues	5 man-days per incident	Reduced by 45% (conservative)	\$307,521 in productivity savings
Reduction in MTTR for production issues	99.91% availability	99.95% availability	\$167,475 saved in lost revenue
Hardware & indirect costs (power/AC)	2.5 man-days per incident	Reduced by 35% (conservative)	\$320,170 in productivity savings

Key benefits

- Reduce Mean-Time-to-Innocence and improve customer satisfaction
- Differentiate yourself from dozens of competitors
- Increase profit margins by adding revenue streams

Why AppDynamics

- Rapid time-to-value
- Easy to deploy and use
- Preferred pricing for MSPs to help improve profit margins

Create new revenue streams that add to your bottom line:

Here are some examples of new revenue streams that you can create by having an APMaaS offering:

- Software licensing revenue
- Application performance analysis service
- Load testing analysis service
- Real User Monitoring service
- Database performance monitoring service
- NetApp storage performance monitoring service

Software licensing revenue:

Licenses Sold Per Year	License Margin	Yearly License Revenue
1000	40%	\$440,000

* Based upon average fully loaded employee cost of \$120,000 per year.

Easy entry strategy

- Very low initial monetary commitment
- No initial hardware investment required
- No large up front software licensing investment

Preferred pricing

We offer preferred pricing as part of our turnkey APMaaS solution to help MSPs improve their margins. The license volume is cumulative, so the monthly cost per agent decreases as more customers use AppDynamics!

MSP commitment

Here's your commitment if you want to participate in the AppDynamics turnkey APMaaS program:

- Dedicate at least 1 Application/Operations Support resource to supporting the product
- Attend Sales & Pre-Sales training
- Participate in joint marketing activities
- Participate in joint demand gen events
- Participate in standing sales enablement sessions

Fast and easy

- Fast time-to-value (measured in minutes)
- Easy to use for Development and Operations

Cost effective

- A fraction of the cost of legacy APM solutions
- Simple subscription pricing model

AppDynamics commitment

Here is what AppDynamics commits to you in return:

- Free sales enablement
- World-Class Support
- No charge 'Not For Resale' license for internal sandbox
- Access to Partner Portal
- Access to Field Enablement Zone
- Deal registration and protection

Try it FREE at
appdynamics.com