

# Top 10

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Ten Reasons Mobility Customers Choose ALM



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## Innovation

Accelerate Business Innovation

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## Time-to-Value

Reduce Time-to-Value

3

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## Continuity

Ensure Continuity

4

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## Quality

Assure Quality

5

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## Automation

Automate and Orchestrate

6

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## Less Risk

Deploy Applications with Less Risk

7

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## TCO

Reduce TCO

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## World Class

Provide World Class Solutions

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## Ecosystem

Provide Best-of-Breed Solutions

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## Performance

Create Superior Performance

# Top 10

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## Accelerate Business Innovation

### A key business initiative for companies



**New capabilities**  
arrive sooner



**New markets**  
are opened earlier



**New business**  
opportunities are  
captured more quickly

**30%**  
less project  
time

Translating functionality from client server / web apps to mobile is as critical as it is profitable. Support the entire lifecycle, from visualization to deployment to optimization.

**55%**  
less business  
process time

Automatically manage mobile data issues resulting from latency / packet loss. Orchestrate the entire business process from mobile origin to middleware to ERP backend systems.

**45%**  
more projects

Define, deploy, and tune more mobile apps each year by streamlining testing and visualizing new mobile apps.

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Our developers now have more confidence that the applications they put into production will meet our company's performance requirements and standards.

*Load Test Team Manager, major department store chain*

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## Reduce Time-to-Value

### Reduced Implementation Time



As mobile apps are deployed and utilized, value is achieved. ALM solutions can reduce cycle times by as much as 30%, allowing value to be realized faster and ahead of competitors.

### Reduced Rework Time



Time spent fixing problems on deployed mobile apps, platforms, network architectures, etc. is time that isn't devoted to the future. Invest more time towards capturing new business and potential value with ALM.

### Reduced Maintenance Time



Rushing mobile apps often causes increased maintenance costs. ALM solutions ensure mobile apps are fully functional at release. ALM provides the tools to diagnose problems and proactively tune the architecture.



We used to need one load testing resource for every one and a half projects. Now we can support 70 projects with 18 people, almost four projects per resource.

*Load Test Team Manager, major department store chain*

While the project was ongoing, the network department came to us with their problems, and we could practically resolve them immediately. (..) Which meant that T-Mobile received substantially more value with relatively few extra expenses. That's value for money and that's what you call an ideal solution.

*Mike Chung, Project Manager, T-Mobile USA*

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## Ensure Continuity

**43%** abandon a slowly performing mobile app



### Stable system

Latency of mobile apps even on a 3G network can exceed 10X of apps on the network. Managing traffic and systems supporting the mobile network is critical to a predictable user experience.

**12%** go directly to a competitor



### Shorter duration / less frequent downtime

As mobile apps are deployed and utilized, value is achieved. ALM solutions can reduce cycle times by as much as 30% , allowing value to be realized faster and ahead of competitors.

**Downtime is lost revenue.**

**ALM ensures that mobile apps have fewer issues before deployment.**



### Improved customer satisfaction

Speed is sticky but quality is the glue. Fast mobile apps that consistently deliver value - from entering expenses to creating and tracking sales orders - become irreplaceable to business and customers' workflows.

**ALM also ensures that the entire mobile landscape performs optimally 24X7.**



### Seamless hand-off from business to IT

ALM solutions provide the state-of-the-art mobile app definition capabilities, and can reduce a web app mobilization project from 90 days down to 2 days. App visualization creates fully functional prototypes to ensure an effective hand-off.



Since the deployment of [SAP LoadRunner by HP,] performance center [edition,] the annual downtime savings is \$2.4 million.  
*IDC Business Value Spotlight*

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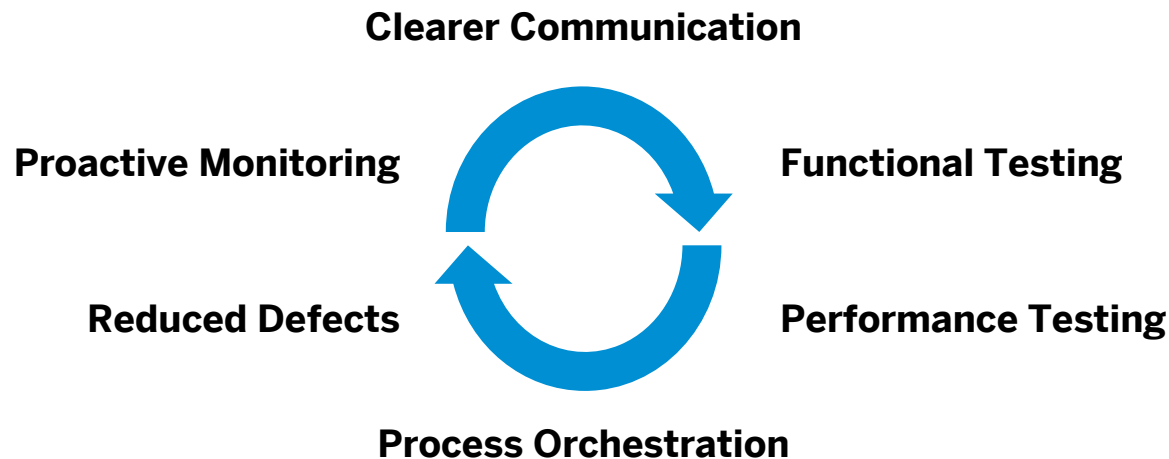
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## Assure Quality



**Mobile app quality is ensured by validating against all necessary data perspectives, platforms, locations, and conditions.**

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Clustering of the SAP application servers allowed us to significantly reduce the batch window required to process jobs from fourteen hours down to eight, enabling greater on-line transaction processing and, correspondingly, improved quality of service for SAP end users due to the load balancing functionality of [SAP Central Process Scheduling by] Redwood.

*Hans Jansen, Senior Basis Specialist, Epson*

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## Automate and Orchestrate



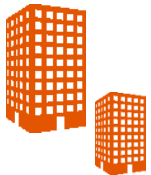
### Landscape Operations Automation

#### Monitor performance

Automatically trigger emails, reports, and triage activities when mobile response SLAs are approached. Reduce triage time by 40%.

#### Testing

Run automated performance and functional tests against real devices onsite and devices in a mobile cloud. Simulate and validate traffic from worldwide locations and run automated tests on emulated devices.



### Data

#### Filter and process data

Automatically detect, scrub, process, and route data coming from mobile devices to the appropriate back end systems, reducing time to data availability by 25%.

#### Resolve errors

Errors detected in mobile sales order processing automatically triggers processes to resolve and restart the collection of data from the mobile point of sale or data store.

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All of the work that needs to be done in the background is dealt with automatically. We don't have to worry each morning about sorting out problems. Everything has been dealt with and everyone assumes that there are no problems. What users don't realize is that we could not achieve the levels of availability expected without the support of sophisticated tools like [SAP Central Process Scheduling by] Redwood.  
*Ruud Driessen, Application Center Manager, Siemens*

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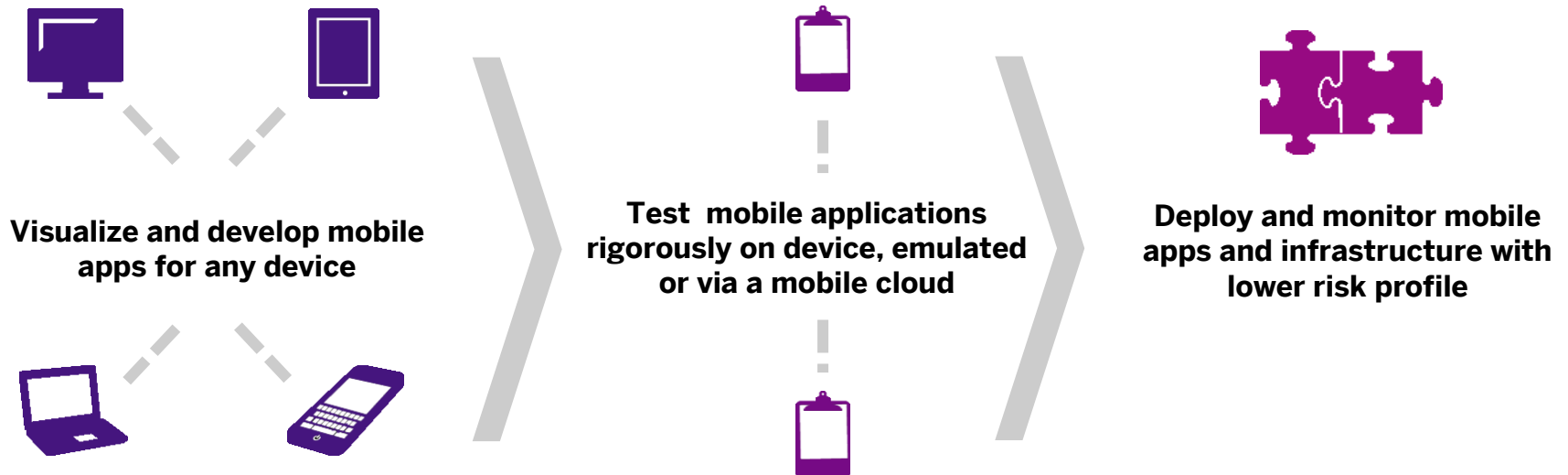
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## Deploy Applications with Less Risk



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With [SAP LoadRunner by HP,] performance center [edition], the IT organization experiences fewer incidents — reducing "unscheduled" downtime from these incidents from three hours per month to two hours per month.  
*Load Test Team Manager, major department store chain*

Source: IDC Business Value Spotlight: Using HP Performance Center to Increase Testing Flexibility, Improve Tester Productivity, and Reduce Application Downtime



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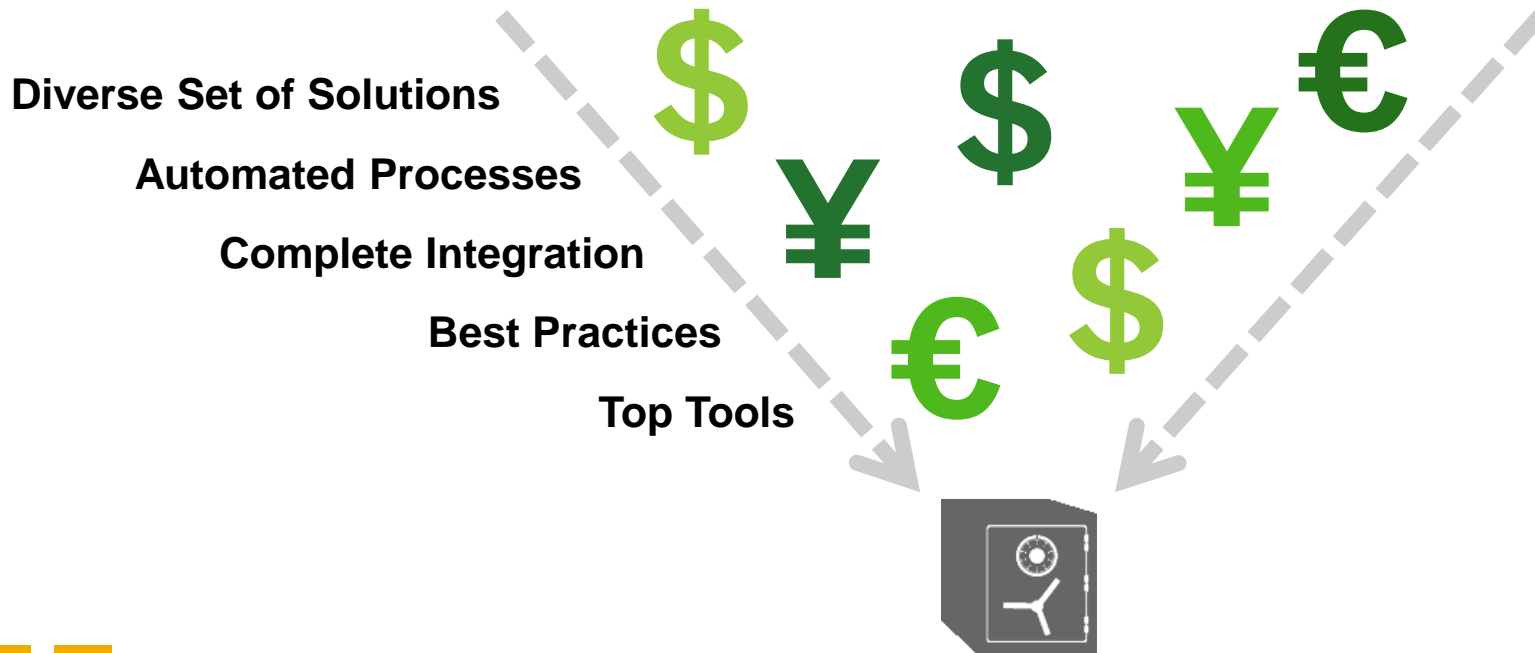
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## Reduce TCO



SAP Quality Center has provided significant cost and time benefits.  
*Kirthy Chennaian, Director of Quality Assurance, T-Mobile USA*

The [SAP Central Process Scheduling by] Redwood solution has supported significant growth in the business without any need for an increase in IT headcount this fits in totally with our business model.  
*Tom Ben-Joseph, Applications Systems Manager, Marketforce*

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## Provide World Class Solutions



### SAP Application Visualization by iRise

The top visualization product for SAP landscapes, tailored to defining mobile apps. Defines exactly what the business and customers need and allows them to test-drive the app.



### SAP Quality Center by HP

World's leading solution for software quality management. Integrates with IDEs and performance testing solutions. Possesses the broadest mobile ecosystem of technological partners in the industry.



### SAP Extended Diagnostics by CA Wily

Globally recognized solution for application performance management. Performs real-time monitoring of the entire SAP landscape with over 600 preconfigured dashboards.



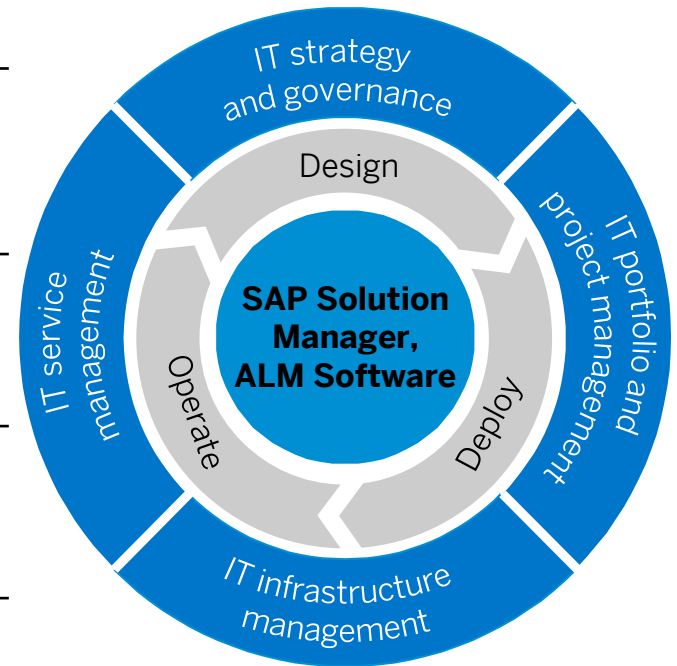
### SAP LoadRunner by HP

Industry gold standard for performance testing. The Sybase Unwired Platform has been integrated with the C# template to ensure seamless testing capabilities of mobile environments.



### SAP Central Process Scheduling by Redwood

The only enterprise process automation solution co-developed, sold and supported by SAP. Reduces business process execution time by up to 55% and reduces process errors by up to 90%.



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## Provide Best-of-Breed Solutions

Effective mobile Application Lifecycle Management combines top tools from a rich and vivid ecosystem of leading vendors as well as solutions from SAP. Each solution must pass rigorous testing so that no solution can impair the assembled ecosystem. Each solution comes with its own ecosystem to support SAP and non-SAP technology.

**#1 in the Automated Software Quality (ASQ) Market** with SAP Quality Center by HP and SAP LoadRunner by HP

HP **41%**

IBM **10%**

Microfocus **8%**



### SAP Application Visualization by iRise

Fastest growing visualization product on the market. Used by SAP Services worldwide.



### SAP Extended Diagnostics by CA Wily

Used by the SAP Active Global Support organization (SAP AGS) to diagnose critical issues.



### SAP Central Process Scheduling by Redwood

The standard for all SAP enterprise process automation.

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## Create Superior Performance



### Known hardware capabilities

Test the system before deployment and monitor the production system 24X7 after. Each piece of the system is validated before, during, and after apps are mobilized to avoid super-sizing hardware.



### Known system limits

Test the system architecture before deployment so that IT knows how many mobile app requests the system can manage before performance is impaired.



### Proactively ensured SLAs

Look into processes to ensure performance before issues occur. Tune the parts of each process that require the majority of system resources. Identify which mobile apps are taxing the system the most.



### Reduced diagnosis and triage times (21 to 2 days)

Know the details behind any system slowdown. Know which request, which app, and what part of the business process needs to be addressed to restore the system.



I can definitely say [SAP LoadRunner by HP] was a total success, because we really had no problems with performance when we went live.

*Thomas Steinich, Manager, Customer Competence Center, Linde Gas AG*

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