

Layer47 Professional Services



Our Philosophy

Layer47 Professional Services understand that the performance of any enterprise or e-commerce organisation's IT system is critical to their productivity, competitiveness, profits and brand-value. IT performance is therefore a *business risk* issue around which adequate control processes and procedures should be implemented and managed.

Developing, deploying and supporting an application system with optimised levels of performance and scalability should be a goal that all organisations strive for. However, over 80% of all new applications and systems are deployed with significant performance issues. Layer47 Professional Services understands why.

The increasing complexity of today's web-based application and network system architectures, is creating an ever-more complex challenge for organisations in implementing effective performance planning, testing and problem troubleshooting *throughout* the application life-cycle. Understanding the full 7-layer performance of an end-to-end system - from the network to the application layer, is imperative in being able to deploy, manage and maintain that system with optimised response-time performance and scalability. And this is much more than having the right test or analysis tools to hand. Knowledge is the key!

Traditional web-based applications and system architectures are complex enough to understand and manage from a performance management perspective. With the rapid adoption of new web-based platform technologies such as Web 2.0, SOA and cloud-computing further impacting the development of both enterprise and internet-based business models, the tasks involved are getting even more complex and diverse. This sea-change shift is creating the end of *Business as Usual* for businesses across the world.

For the unprepared, it could be the end of business!



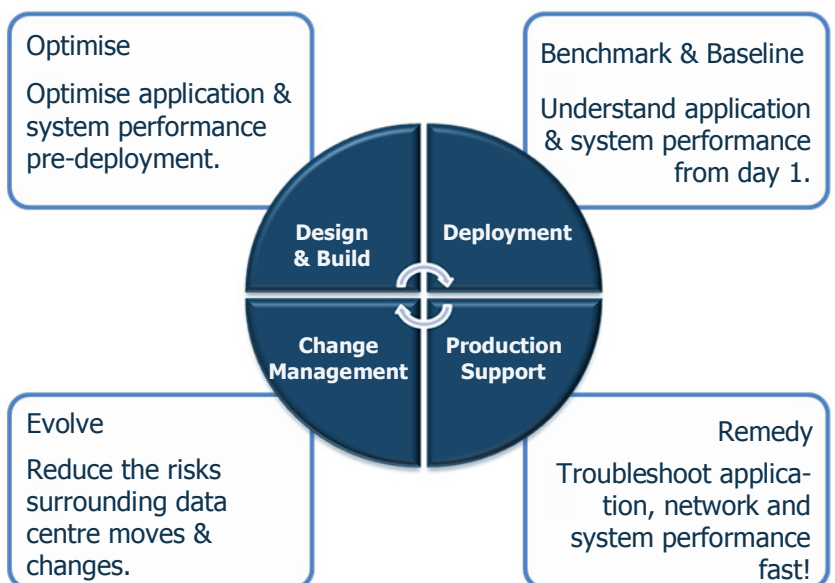
Our Services

► **Optimise** ► **Benchmark and Baseline**

► **Remedy** ► **Evolve**

Layer47 Professional Services aims to become the performance management partner of choice for any organisation looking to adopt and embrace the web and its future, and realise the full business advantage it offers.

We will do this by providing the knowledge, skills, expertise and resources to assist any web-enabled organisation develop, deploy, manage and support a web-based application and system with optimised levels of performance and expertise - throughout the application life-cycle.



System Design & Development Stage

Business Risk Issues

- ▶ Engineering efficient, performance-optimised application code.
- ▶ Selecting shrink-wrapped software without inherent performance / scalability bottlenecks.
- ▶ Designing appropriate and efficient network and server infrastructure architectures.
- ▶ Understanding network and server capacity issues.
- ▶ Implementing effective 7-layer integration test programs.
- ▶ Implementing effective end-to-end performance/scalability test programs.
- ▶ Controlling project timescales and costs.

At this stage, it is critical that the design and development of the application, together with its supporting server and network architecture, is designed with the performance and scalability of the complete end-to-end system in mind, rather than as discrete components. However, the complexities involved at the application and network infrastructure levels, usually present significant challenges to the end-user organisation in achieving this level of understanding.

Skills and knowledge are usually contained in departmental silos with little in the way of effective communication and collaboration between teams. Performance test tools and resources are usually scarce and with limited knowledge of how to best employ them. These issues, together with implementing ineffective performance test methodologies, result in applications being developed and deployed with inherent performance and scalability bottlenecks that are only discovered once the application is in production.

Layer47 Professional Services has the knowledge, skills and expertise to understand how to work with our customers at the design and development stage to help engineer, test and troubleshoot a new application system with optimised levels of performance and scalability. Our return on investment at this stage will come from helping to improve application quality, reducing project timescales and costs - and above all - reducing *business risk* issues.

System Deployment Stage

Business Risk Issues

- ▶ Deploying the application / system with known levels of end-user performance that meet business SLA's.
- ▶ Deploying the application / system with known levels of system scalability that meet business SLA's.
- ▶ Meeting project timescales.
- ▶ Implementing effective performance management processes, and effective governance procedures.

The issues at this stage, centre around deploying the application and supporting system with known levels of performance and scalability. If there are performance limiting bottlenecks present at the point of deployment, then it is imperative to know about them and to document them for more effective production-stage performance management and troubleshooting.

Layer47 Professional Services has the skills, resources and expertise to provide an effective pre-deployment test program that will baseline and benchmark the performance and scalability of the full end-to-end application and system. If issues are discovered, we can provide the fast troubleshooting and remedial services required to maximise the chances of the system going live on time.

Production Management & Maintenance Stage

Business Risk Issues

- ▶ Maintaining end-user / customer performance.
- ▶ Maintaining system up-time availability.
- ▶ Monitoring / managing service-level agreements (SLA's).
- ▶ Effective change management.
- ▶ Proactive network / system capacity planning.
- ▶ Managing network / system upgrades / enhancements.
- ▶ Managing application upgrades / enhancements.
- ▶ Managing system support costs.
- ▶ Managing staff and tolls resources.

At this stage, problems that degrade on system performance and availability, also impact on the business. Problems need to be identified quickly, and resolved quickly and reliably. The first stage of identifying the issue (s) can be very resource and time-intensive. If problems persist for any significant time, user/customer behaviour will be impacted, with the corresponding impact to the business.

Layer47 Professional Services can provide the resources, tools, skills and expertise to complement an organisations in-house resources and capabilities, and assist in maximising application/system service-levels. When business-critical problems occur, we can provide a rapid-response service to identify and (when appropriate) remedy the issue at any level in the end-to-end system architecture. When changes, modifications or enhancements are required, we can provide the 7-layer understanding of any business-critical implications and assist in the planning, preparation and implementation to ensure the impact to user service levels is minimised.

About Layer47

Layer47 is a full service IT system integrator set up to take the pain out of delivering the next generation infrastructure.

Layer47's holistic approach starts at the initial design stage and logically follows on through deployment to performance profiling, testing and lifecycle management. We intelligently blend our best of breed technology portfolio together with our experience to build bridges between applications, networks and business requirements.

For more information please go to http://www.layer47.com/professional_services.html

Contact Layer47

Cedar Court,
Grove Business Park,
Waltham Road,
White Waltham,
Berkshire,
SL6 3LW

Tel: +44 (0)870 382 5050
Fax: +44 (0)870 382 5520

Email: info@layer47.com
Web: www.layer47.com