

# Layer47 Professional Services

## Optimise



### Service Overview

Over 80% of all new IT applications and systems are deployed with serious performance flaws.

The reason is that, at the point of deployment, organisations have not undertaken sufficient performance testing of the complete **end-to-end** application system, and therefore do not have a complete understanding of how the application and its supporting infrastructure will perform and scale once deployed into production across the corporate network or the internet. This results in inaccurate assumptions and estimations being made and business risks therefore taken.

The **Optimise** service from Layer47 provides a fast and simple performance test and analysis capability that dramatically increases the knowledge and understanding of how an application is performing, and clearly informs how to optimise the end-user performance experience.

The service enables application developers, DBA's and technical architects to understand how to design, develop and deploy a multi-tiered application and its supporting network infrastructure with optimised end-user performance and system scalability from day-1.

**Optimise** uses a unique performance analysis methodology called Application Profiling which achieves a total 7-layer understanding of application and network performance behaviour – *without* the need for expensive and resource-hungry test-bench environments.



### Value Proposition

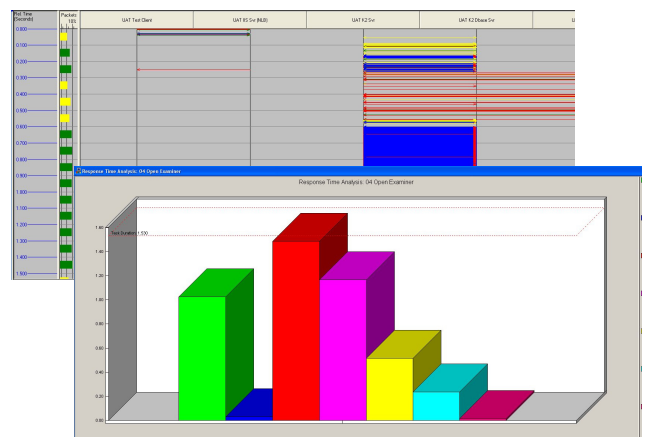
Reduce time, complexity and costs of deploying applications with optimised performance.

The **Optimise** service from Layer47 removes many of the barriers that traditionally prevent organisations from optimising the end-user performance and system scalability of an application pre-deployment to the business.

In reality, over 80% of all applications deployed will have serious performance related issues that will inevitably impact the business.

These problems are commonly confined to the performance of the application code not being adequately optimized and "tuned" to the performance characteristics and behaviour of the supporting end-to-end client-server system, rather than specific problems or faults within individual system or

network components. As a result, most performance problems have to be resolved with the application "live" in production, leading to significantly increased troubleshooting complexity, time and expense.



The factors involved in why this situation occurs are as follows:

- ▶ Insufficient and/or ineffective performance testing prior to deployment.
- ▶ Insufficient understanding of the complex technical issues involved across the end-to-end system.
- ▶ Ineffective communication, collaboration and troubleshooting between the application development and network planning teams.

The **Optimise** service can address each of these issues very effectively, leading to a significant improvement in the performance (and therefore the quality) of an application prior to deployment. The net result is that the level of business risk is dramatically reduced.

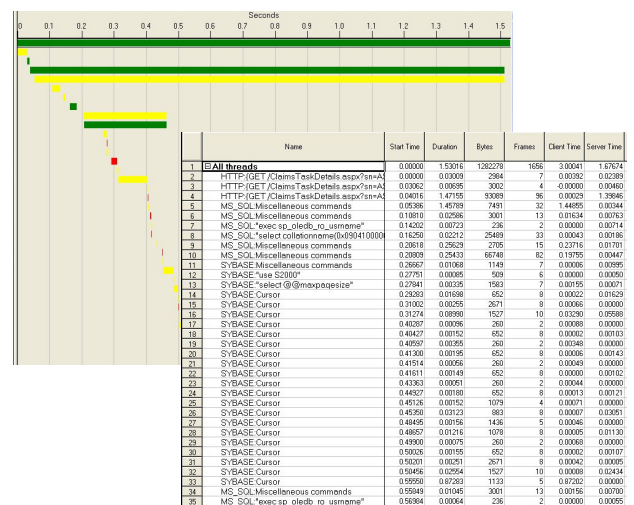
The service and test methodology employed enables enterprise organisations to conduct proactive application profiling simply and very cost-effectively during the software development and pre-deployment test cycles, and can be easily integrated into other performance and functional test programs. Indeed, the Application Profiling services can dramatically reduce the complexity of traditional performance testing methodologies such as software and infrastructure load-testing.

## Deliverables and Methodology

The **Optimise** service delivers a comprehensive report with all results, conclusions and recommendations related to how the end-user performance of an application can be performance optimised.

The report is aimed at communicating information to both technical and senior IT management staff alike. The technical information will provide an effective "bridge" between staff involved in application and network infrastructure engineering, and encourage collaborative troubleshooting and accelerated issue resolution.

The service is entirely passive in nature, with no hardware or software instrumentation required. All we need is network access. Its simple to deploy, fast to conduct, and typically provides initial feedback within hours of data capture.



A typical Optimise performance study will provide information around the following:

- ▶ Understanding the baseline end-to-end performance characteristics of any TCP-IP n-tier application system.
- ▶ Detailed response-time analysis of individual, key business transactions.
- ▶ Identification of application-layer performance bottlenecks (eg. SQL, HTTP, Java, MQ, etc).
- ▶ Understanding of how the application is impacted by the network.
- ▶ Network-level TCP-IP performance analysis.
- ▶ Predictive studies to reveal how the application is likely to perform once deployed into production.

When employed together with a Web Application Load Testing study, Layer47 is able to reveal a complete end-to-end study of application and network infrastructure performance and scalability, revealing how both the application and network interact to impact user performance and system scalability.

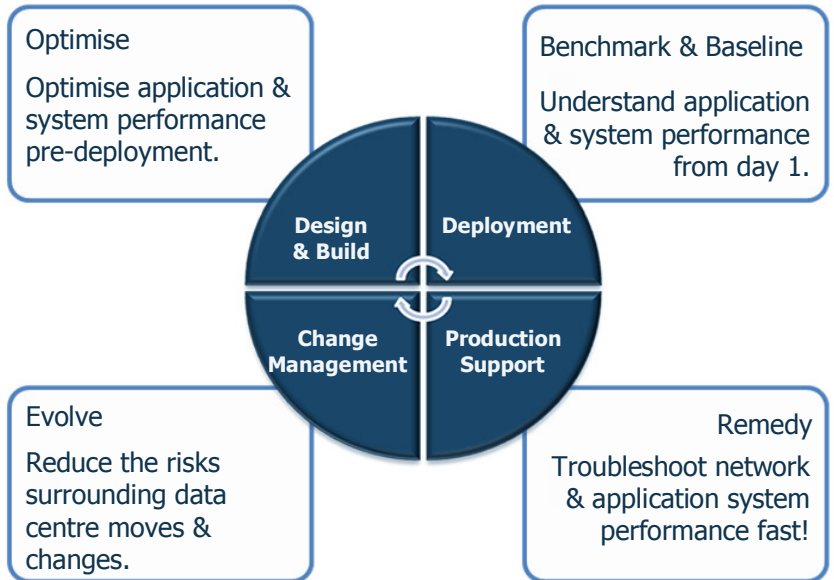


## About Layer47 Professional Services

- ▶ **Optimise**   ▶ **Benchmark and Baseline**
- ▶ **Remedy**   ▶ **Evolve**

Layer47 provides a portfolio of 7-layer IT performance optimisation, test and analysis services designed to help reduce business-risk issues associated with developing, deploying and maintaining web-enabled applications.

Our services benefit enterprises and e-commerce organisations at all stages throughout the application life-cycle, and our team work closely with organisations to implement a pro-active approach to solving IT performance challenges.



## 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](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](mailto:info@layer47.com)  
Web: [www.layer47.com](http://www.layer47.com)