



## ***Cesura* Minimizes the Pauses in Your Client-Side Services**

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### **Management Summary**

Unfortunately, optimizing business-as-usual is not enough. **It is the *exceptions* to business-as-usual, in the form of pauses or blatant unavailability of resources, that make employees mutter and customers click elsewhere.** If you treat these exceptions as regrettable but inevitable, you will have left a valuable learning opportunity on the table. **The knowledge gained when things go wrong is far more valuable than the satisfaction experienced when things go right.**

The problem is not simple. **Enterprises often do not know about network slowdowns or resource unavailability until someone complains to a help desk. By this time, quite a lot of damage – to employee productivity, or to partner or customer satisfaction – often has been done.** Test beds and simulations do not reflect real-world experience, or its variance over time. System management frameworks monitor only elements of the system, not the experience of the users that attach to them. And, of course, installing agents on user devices to monitor the responsiveness of a particular enterprise's website or intranet may not be appropriate or tolerable.

Cesura, based in Austin, Texas, offers a turnkey appliance-based solution offering the ability to realize promptly when there is a problem, and the ability to learn enough from this information, over time, to be able to predict impending situations so that something can be done to mitigate, if not prevent, the problem. This is rather like the challenges a mountain offers to skiers – the dangers will change, based on the snow cover, the kind of snow, and the weather conditions. No exercises or simulations can replace actual experience. The aggregated experience of a skier on a particular slope, over time, makes for good, safe, and enjoyable skiing. Similarly, the collection and analysis of client-edge IT metrics, in conjunction with system metrics, will produce the knowledge of how the system, under various loads, works for the clients who use it. It will provide the alerts, or, over time, the automation, to take appropriate steps to keep the business experience up and running well.

***Cesura* correlates the causes of pauses, and helps you prevent them. This is a new level of analytics – something that was not vitally important, until recently.** Now, if your business is done electronically, user experience is a critical factor in business performance. Read on for more details on how Cesura helps you manage this business risk – and gives you the opportunity to optimize the face you present to those who make or break your profitability.

### **IN THIS ISSUE**

➤ The Situation .....	2
➤ The Solution .....	2
➤ Conclusion .....	2

## The Situation

As IT systems grew to support things like e-mail, the point of optimization slued from system availability to end-user experience. This is not the environment that systems management products are traditionally set to monitor, as many end users already know about their great unhappiness.

The complexity that supports a user's experience has grown greater. There are now tiers of servers – with a web, application, and database tier. Simplification is not an option. This tiering lets end users do a myriad of tasks via a myriad of access channels, a flexibility that is needed for both employee productivity and customer satisfaction. As you add more amenities, like voice recognition, productivity increases - but so do the points at which the experience can be degraded.

If your only alerting of end-user problems comes through your help desk, you have alienated potential customers for some time, for most customers will not complain, they will just leave. **The increase in customer churn** - as the Internet has given customers more choice and more opportunity to switch - **and a constant need for more employee productivity has reached a point where no business can leave the end-user experience to chance.** More and new knowledge of this vulnerability is necessary.

## The Solution

Cesura offers a solution that works by **instrumenting the leaf switches at the user-side edge of enterprise networks.** It then gathers the metrics in a SQL database repository, analyzes them, and presents both reports of customer experience, and alerts to IT administrators when the customer-side conditions indicate that the customer (or employee, or partner) experience may be at risk. **The value of the solution lies in the analytics that can translate customer experience and system metrics into a profile of vulnerability based on reality, not some lab test conditions.**

Agents on the Web tier of enterprise systems collect the customer response time

metrics. The agents are lightweight, and only respond to the requests of the Cesura appliance for information, so they do not burden the host with constant demand for cycles. The Cesura appliance is a dedicated, separate compute environment, deployed in the enterprise (or elsewhere), and accessed through a browser. It can be daisy-chained for high-availability and scaling.

The appliance discovers devices and application linkages, and documents what normal operations look like. This alone can help administrators optimize the experience of their various user communities. Then, as the information in the database grows, Cesura analytics identify trends towards out-of-bounds conditions, and alert IT administrators when a set of users have, or are about to have, an unfortunate experience.

The Cesura solution is subscription-priced, based on the number of applications and the number of users of that application. Most organizations will use it for a limited number of critical applications. Cesura has found favors with enterprises using Citrix applications, where end user experience can be hard to control.

**For enterprises dependent for revenue on impulse buying, this solution is an obvious must-have. For others, it is a wake-up call to what might be a significant way to improve employee productivity.** For others, the solution represents a way to get a handle on how the distributed enterprise is working – or is not working – knowledge that can open new opportunities and save considerable but sometimes unrecognized costs of underproductivity.

## Conclusion

**Cesura lets organizations get a handle on many forms of under-productivity that they could not address before.** Think about the functional vulnerabilities – the pauses and hiccups that plague your operations. Then think how using Cesura could reduce them.



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