

ROI Study



Industry

Online Travel

Customer Since

2011

Key Benefits

- Saved €294,306 in improved productivity and protected revenue
- Reduced MTTR from hours to minutes
- Improved performance of key transactions by 20%

Why AppDynamics

- Easy to work with, simple deployment
- Production-ready visibility and code-level analysis
- Total cost of ownership far more affordable than key competitors

“AppDynamics delivers great results in our production environment while being extremely easy to use.”

France's #1 Travel Site Karavel Achieves 4x ROI

Realizes €294,306 in Savings in First Year

Introduction

Karavel.com is the number one travel site in France, receiving 4 million unique visitors a month and helping millions of travelers reach their destinations around the world.

Over a decade old, the company had to implement major changes in order to achieve scale and give its end users a seamless experience. It transitioned from a monolithic Weblogic architecture to a SOA/distributed environment that included over 200 Tomcat servers, multiple databases, and asynchronous web services communicating to multiple web partners. The site processes about 3,000 transactions per minute.

But such a complex architecture meant that the Operations and Development teams at Karavel found themselves facing a variety of issues, including site performance problems as a result of non-optimized SQL queries, open source framework performance bugs, and resource leakages. They attempted to resolve these issues using logs as well as thread and memory dumps, but ended up with an average Mean-Time-to-Resolution of over three hours.

Guillaume Postaire, Infrastructure Architect for Karavel noted, “Even after we resolved whatever problem we were dealing with, we still weren’t finished firefighting. The resulting post-mortem analysis could take as long as a day. That’s why we decided to go out to the market and evaluate application performance management solutions.”

Compuware Dynatrace and CA Wily Evaluated but Deemed “Hard to Use” and “Costly”

Karavel’s team looked at the CA Wily Introscope product, but dismissed it as being too difficult to configure and use. Dynatrace came next—but Dynatrace refused to give Karavel employees logins to the product to configure and install it themselves during the Proof Of Concept. Only Dynatrace consultants were allowed to configure and use the software. Karavel employees were only allowed to watch the results of the Dynatrace engineers, which led Karavel to conclude that the product was too difficult to use.

In addition, Dynatrace refused Karavel’s request to test the tool in Karavel’s production environment; they insisted that the evaluation be conducted in a QA/Test setting. This also led Karavel to conclude that the product was not designed for Production environments.

Benoit Villaumie, Karavel’s Lead Architect, remembered: “We couldn’t make a buying decision without having a Proof of Concept in our production environment, which is where we were worried about visibility and root cause analysis. When Dynatrace refused to allow this, we decided to search the web and find their competitors. We found AppDynamics and asked for the 30-day trial license—which we received immediately after doing an online demo with a sales representative. AppDynamics had no problem giving us the trial license keys and logins and letting us do our own deployment in our production environment.”

"We've seen a 20% increase in performance across many of our key transactions."

"We no longer spend hours searching for root cause. Typically now it's only minutes."

Guillaume Postaire added, "From the first moment with AppDynamics, it was clear that they had designed an intuitive product that was intended for customers to selfserve and enjoy using to monitor production environments. And we never looked back. AppDynamics delivers great results while being extremely easy to use."

The AppDynamics Experience

Karavel deployed AppDynamics in production without having to rely upon any consultants. Upon doing so, the Karavel team immediately identified a production performance bottleneck due to bugs in the Java framework, thanks to AppDynamics' ability to auto-discover and display full call stack latency breakdown for problematic business transactions.

Karavel also identified a performance regression problem after a production release was deployed, due to AppDynamics' ability to automatically baseline the performance of business transactions and compare performance across releases.

Even system analysis was vastly simplified since the team could now set up custom dashboards and review metrics related to memory and garbage collector activity. Root cause analysis became much faster and much less painful compared to the previous practice of analyzing log files and thread dumps.

Benefits with AppDynamics

Mr. Villaumie estimates that his team has saved almost €300,000 in their first year of using AppDynamics. "We've been able to reduce Severity-1 incidents from 30 per year to 11 per year, and we've reduced downtime on our site by over 70%. That's tremendous value," he said.

A significant part of Karavel's savings with AppDynamics stem from reduced mean-time-to-resolution. "We no longer spend hours searching for root cause. Typically now it's only minutes," said Mr. Villaumie. "It used to take us 15 hours of troubleshooting for each incident. Now it's only 7."

In addition, the performance of crucial business transactions, such as the "search" transaction, have improved dramatically. "We've seen a 20% increase in performance across many of our key transactions," said Mr. Postaire.

One of the main reasons Karavel has been so successful with AppDynamics is its ease of use. "AppDynamics is now used by around 50 people that include business analysts, developers, architects and operations, but it's so easy to use anyone can log in and figure it out—no one needs to 'own' it. Business, Ops, Dev, and the Architecture team simply use the solution as needed."

The bottom line: AppDynamics provided tremendous value while being extremely easy to use. "AppDynamics was approachable and made the entire process easy," Mr. Postaire said. "And the value they've delivered to Karavel is tremendous. Our entire team loves using their solution."

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Hard ROI

Example Use Case	Before AppDynamics	After AppDynamics	Benefits
Reduction in Severity 1 incidents from optimizing application	30 Incidents a year	11 Incidents a year	Reduced Severity 1 incidents by 63%
Reduction in production downtime	99.90% availability	99.97% availability	Reduced downtime by 72%
Reduction in average MTTR per Severity-1 incident	15 hours per incident	7 hours per incident	Reduced troubleshooting time by 50%
Total Savings from increased uptime and productivity in First Year:			€294,306 (\$379,566)
Projected ROI (4x) Over 2 years:			€588,612 (\$759,132)

Soft ROI

Example Use Case	Before AppDynamics	After AppDynamics	Benefits
Improved performance of key transactions	Several slow transactions impacted end user experience	20% increase in performance of key transactions	Enhanced end user experience and service
Sharing responsibility for application performance	Only a few individuals tackling performance incidents	Over 50 users of AppDynamics	Better collaboration and alignment between development, operations and the business.

How to Get Started

Take the 30-Day Trial
www.appdynamics.com

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About AppDynamics

AppDynamics is the leading provider of application management for modern application architectures in both the cloud and the data center, delivering solutions for highly demanding distributed, dynamic, and agile environments. We offer simplicity, ease-of-use, and built-in intelligence via our patent-pending Dynamic Flow Mapping™ and Deep-on-Demand Diagnostics™, which continuously discover and auto-instrument production applications. Companies such as Williams-Sonoma, Netflix, Nationwide Insurance, and Deutsche Bank use AppDynamics to monitor, troubleshoot, diagnose, and scale their production applications – gaining 10x their current level of visibility and getting to root cause 90% faster. Visit us at www.appdynamics.com.