

EMA™ Cross-Domain Value

Application Ecosystem Management: *Application Lifecycle and Performance Management for Traditional, Cloud and Hybrid Environments*

EMA delivers maximum value to IT organizations and vendor clients seeking to understand and optimize the full span of processes and technologies associated with application lifecycle, application performance and application governance, including service level management (SLM) and business impact. EMA's team of highly-qualified analysts and thought leaders provides strong value in clarifying and validating application service delivery issues, technology advantages, and deployment priorities.

Application Ecosystem Management Vision



Julie Craig
Research Director

Julie's Vision ~ Application Lifecycle Management

Managing modern business applications is one of the most complex undertakings faced by today's businesses. As the breadth of applications extends beyond the perimeter of the enterprise and across time and space, the industry is faced with the daunting task of delivering applications efficiently and cost-effectively. EMA envisions future applications as existing within largely self-aware, self-managing, and self-maintaining ecosystems. Achieving this vision requires a comprehensive range of integrated capabilities supported by increasingly intelligent products, analytics, and automated remediation. EMA's unique application management coverage starts from the viewpoint of this vision, with each practice area contributing its own unique perspective.



Dennis Drogseth
Vice President of Research

Dennis' Vision ~ Service Management

From a cross-domain service management perspective, application service delivery has become one of the most demanding process and cultural challenges, not to mention technology challenges, in the market today. Understanding true application impact at the user/consumer level, defining best-value SLAs, planning and delivering adequate services across all skill groups, and optimizing the full cross-domain environment for application delivery with maximum business value has taken on a new life with disruptive technologies such as cloud, Web 2.0 and the pervasive demands of mobility. Solving these problems and capitalizing on the opportunities latent within them requires a holistic approach that brings a very human face to the impact of Application Performance Management (APM) and Application Lifecycle Management.

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Jim Frey
Managing Research
Director

Jim's Vision ~ Infrastructure Management

The essential role of infrastructure - be it internal, external, or hybrid - is to host and deliver applications at or above committed service levels, in terms of both availability and performance. While all infrastructure management practices must be attuned to application and service awareness and aligned to application service priorities, optimizing and monitoring the delivery substrate, especially shared components such as the network, is no longer an option - it is a necessity. EMA's vision for application-aware infrastructure management includes integrated approaches for rigorous change management, rich visibility, applied analytics, and increasing levels of automation, all serving an evolution towards proactive/preventative operations models.

Application Ecosystem Management Coverage Areas

Application Lifecycle Management

Julie Craig ~ Overall Coverage Area Lead

- Application Development: *Julie Craig*
- PaaS for App Development: *Steve Brasen*
- Dev/Ops: *Julie Craig – lead*, Dennis Drogseth, Charlie Betz
- Configuration Management including CMDB/CMS: *Dennis Drogseth*
- Application Dependency Mapping: *Julie Craig, Dennis Drogseth (joint leads)*
- Infrastructure Capacity Optimization for Application Delivery: *Dennis Drogseth – lead*, Jim Frey, Steve Brasen

Application Availability and Performance Management

Julie Craig ~ Overall Coverage Area Lead

- Application Integration: *Julie Craig*
- Application Performance Management: *Julie Craig – lead*, Dennis Drogseth, Jim Frey
- Cross-Domain Application Service Management: *Dennis Drogseth*
- Application Architectures (e.g. Web Services, SOA, Web 2.0): *Julie Craig*
- Transaction Management: *Julie Craig – lead*, Dennis Drogseth
- End User Experience Management: *Dennis Drogseth – lead*, Julie Craig
- Application Delivery in the Cloud: *Julie Craig, Dennis Drogseth, Jim Frey (joint leads based on coverage focus)*

Business Impact

Dennis Drogseth ~ Overall Coverage Area Lead

- Service Level Management and SLAs: *Dennis Drogseth – lead*, Jim Frey, Charlie Betz
- Business-Financial Impact of Application Services: *Dennis Drogseth – lead*, Charlie Betz
- Business Process Impact of Application Services: *Dennis Drogseth*
- Business Usability Factors (i.e. Dashboards, specialized analytics, etc.): *Dennis Drogseth – lead*, Charlie Betz

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Cultural, Political and Governance Issues:

Dennis Drogseth ~ Overall Coverage Area Lead

- Politics and Process Issues: *Dennis Drogseth – lead*, Charlie Betz
- Ecosystem (Cloud, Web, etc.) Governance: *Dennis Drogseth – lead*, Charlie Betz

Application Flow Across the Networked Infrastructure

Jim Frey ~ Overall Coverage Area Lead

- Network Optimization for Application Delivery: *Jim Frey*
- Application-aware Network Monitoring: *Jim Frey*
- Video, Voice, Unified Communications: *Jim Frey*
- Mobile: *Jim Frey – lead*, Dennis Drogseth, Steve Brasen

Other Practice Areas Relevant to Application Service Management

- Service and Project Portfolio Management, IT Process Architectures: *Charlie Betz*
- Security: *Scott Crawford*
- Systems and End Point Performance, Virtualization: *Steve Brasen*

About EMA

Founded in 1996, Enterprise Management Associates (EMA) is a leading industry analyst firm that provides deep insight across the full spectrum of IT and data management technologies. EMA analysts leverage a unique combination of practical experience, insight into industry best practices, and in-depth knowledge of current and planned vendor solutions to help its clients achieve their goals. Learn more about EMA research, analysis, and consulting services for enterprise line of business users, IT professionals and IT vendors at www.enterprisemanagement.com or blogs.enterprisemanagement.com. You can also follow EMA on [Twitter](#) or [Facebook](#).