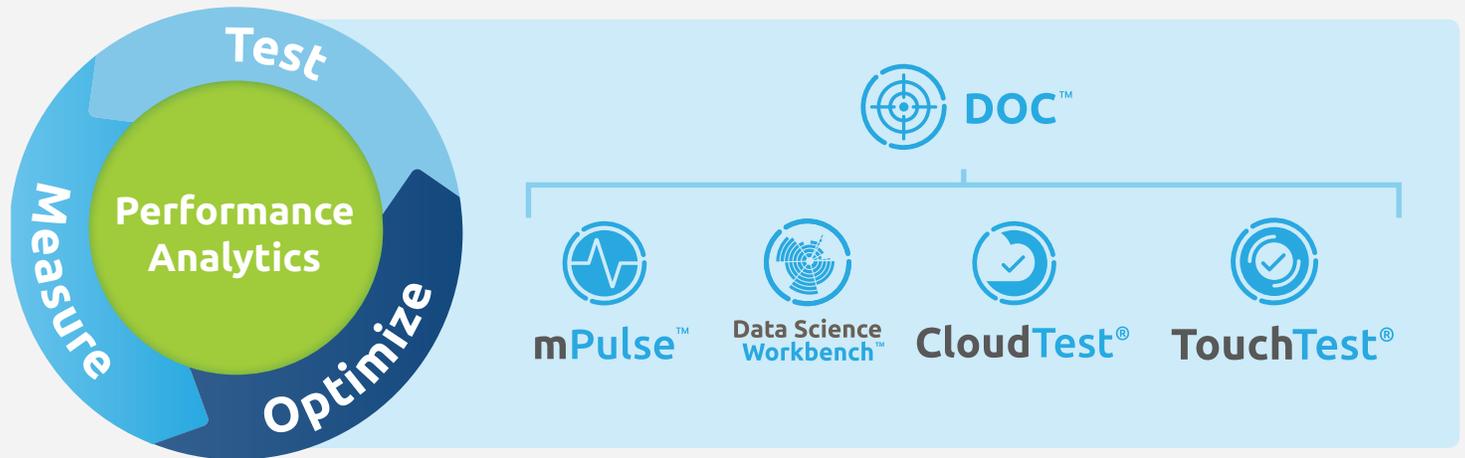# SOASTA

What is Digital Performance Management (DPM)?

DPM is a proactive, data-centric approach to performance management where web and mobile applications are continuously measured, tested, and optimized to deliver the best possible user experience and business outcome.

"Digital performance management is an evolutionary step beyond APM" - Forrester Research[1]

Test
Measure
Performance Analytics
Optimize

DOC™

mPulse™   Data Science Workbench™   CloudTest®   TouchTest®

Bridging the gap from APM to DPM

DPM complements Application Performance Management in 5 key areas

1. Real User Measuring - All the data. All the devices. All the time

2. Advanced Testing - Continuous testing in production, at scale. RUM driven.

3. Performance Correlation - Across user experience, IT and business data.

4. Performance Analytics - Precision insights via advanced analytics and visualization

5. Unified View of Performance Truth - End-to-end visibility for complete control, collaboration, and correlation

Benefits: Speed, Scale, Agility

The SOASTA platform gives you end-to-end visibility and contextual intelligence so that you can continuously measure, test, and optimize in production, in real time, and at scale.

The result? Your digital business is always performing at its peak -- delivering exceptional customer experiences on any device, anytime, anywhere.

Measure
Collect every real user experience and view system performance end-to-end to identify problems quickly.

Test
Create continuous, flexible tests at scale to deliver solid, high-performing mobile and web applications.

Optimize
See the complete performance picture to prioritize improvements that most impact your bottom line.

[1] Brief: Take Application Performance To The Next Level With Digital Performance Management", Forrester Research, Inc., February 19, 2016

Learn more at:
http://www.soasta.com/performance-platform/

To learn more visit www.soasta.com or email us at info@soasta.com.

SOASTA

SOASTA

Digital Performance Management

Today's digital businesses face enormous challenges in delivering the fast, reliable experience that users demand. The SOASTA DPM platform gives you complete end-to-end performance management -- from testing and measurement through to analysis and optimization.

SOASTA DPM is anchored by 100% of YOUR user data, giving you total visibility and control into the intersection between user experience, business metrics and IT performance.
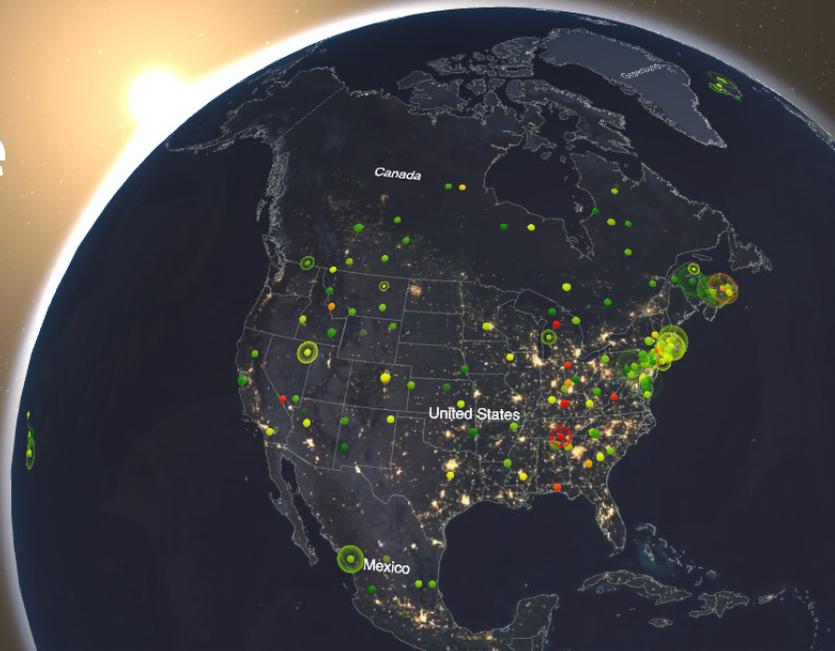
Products for Business Outcomes

"I&O* pros are shifting from monitoring infrastructure SLAs to including a basic understanding of technology's impact on end user experiences. Thus, modern performance management approaches must likewise evolve into digital performance management practices." - Forrester Research[1]

mPulse™

Real User Measurement

- Measure every real user experience
- Predictive analytics - connect site performance to conversion and business outcomes

Data Science Workbench™

Advanced Data Science

- Use 100% of YOUR performance data to gain total insight into user behavior relative to conversion and business goals
- Receive scheduled automated reports
- Insights from your customer data maximize performance testing efficiency

CloudTest®

Performance Testing

- Continuous integration and delivery
- Unlimited scalability + the industry's deepest analytics in a testing solution

TouchTest®

Mobile Functional Testing

- Link functional tests with performance tests for full mobile application testing

DOC™

Managing Digital Performance

Manage all your technical and business related digital assets. From millions of site components, often changing daily, comes one powerful view of your company's digital performance. The SOASTA Digital Operations Center (DOC) allows for total, real-time transparency across enterprise level sites.

Manage your day to day digital performance goals and strategies through a single pane of glass.

Scale and Control: Today's enterprise sites are complex: hundreds of pages with hundreds of components, often managed by separate teams. DPM provides total digital performance insight and ownership. Manage complexity with confidence.

The DOC provides high level transparency for performance management teams

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* I&O : Infrastructure and Operations

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