REPORT REPRINT

AppDynamics reaffirms focus on 'application intelligence' at AppSphere 2015

RAÚL CASTAÑÓN-MARTÍNEZ

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AppDynamics founder Jyoti Bansal provided key insight on the direction the application performance management (APM) startup is heading at AppSphere, the company's user conference held in Las Vegas. Bansal's keynote focused on new product announcements, and through these he reaffirmed the company's focus on 'application intelligence.' This concept reflects the company's vision for the software-defined enterprise and the growing relevance that software has for interacting with customers. AppDynamics believes this will lead to IT taking a central role in the enterprise, and the company intends to position itself as the tool that will help make this vision a reality. There are still gaps, but the big picture – focusing on the end-user experience – makes sense, and key product announcements such as unified monitoring and rich application analytics show how AppDynamics is putting the pieces together. The concept of application intelligence might stick, or maybe it will be a placeholder for something else. It is clear, however, that companies like AppDynamics are outgrowing APM, and this will require that we redefine this category sooner or later.

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