END-USERS' EXPECTATIONS ARE HIGH – SPEED MATTERS AND EVERY SECOND COUNTS

Pie chart:
- Business Disruption: 36%
- Lost Revenue: 23%
- End User Productivity: 19%
- IT Productivity: 8%
- Other: 14%
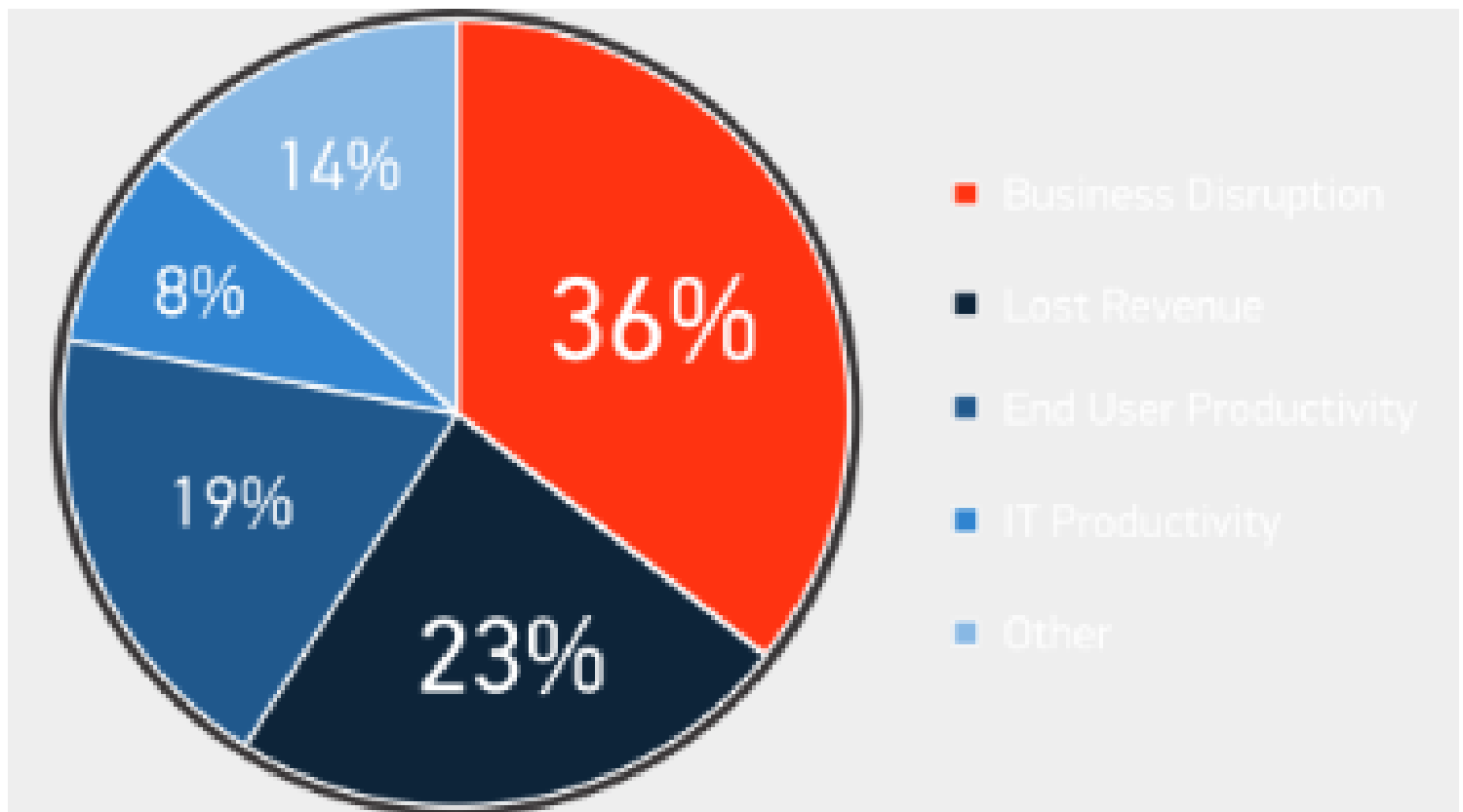
Now, more than ever, your business success hinges on your ability to ensure a quality end user experience for both internal and external users. From internal applications supporting employees and partners to external customer-facing websites, all ultimately driving business revenue and profit, your end users are demanding fast access to quality content that displays properly on any desktop, mobile, or web device of their choosing. The health, availability and optimal performance of your business-critical applications have never been so critical to

your business and the risks have never been higher.

Do you know what your users are experiencing? Most users never report their problems. After all, how often do you pick up the phone or send an email to report a problem? To add more fuel to the fire, traditional monitoring tools only capture a fraction of the problems users see. As a result, you could lose your unhappy customers to a competitor, drive future customers away, and diminish the productivity of your IT staff and internal users as well! Needless to say, the consequences are potentially disastrous.

The True Cost of Poor Performance and Availability

On average, businesses lose between **$84,000 and $108,000 (US) for every hour** of IT system downtime, according to estimates from studies and surveys performed by IT industry analyst firms. While idled labor and lower productivity costs may seem to be the most substantial cost of downtime, any true cost of downtime estimate should include the value of the opportunities that were lost when the applications were not available. And those lost opportunities go beyond what is lost during the period of downtime, to include loss of repeat business from loyal customers.

In fact, based on a recent Ponemon Institute survey, the cost associated with business disruption, which includes reputation damages and customer churn, is the most expensive cost of unplanned data center outages. Lost revenue, end-user productivity, and IT productivity are the next highest costs.
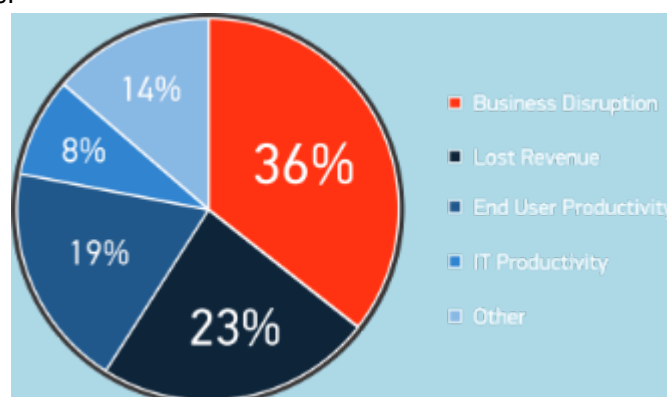
- The average cost of an unplanned outage is **$5617 per minute**
- The average cost of an unplanned outage is:
    - Partial outage (performance degradation) is **$258K**
    - Complete outage is **$681K**
- According to Dunn & Bradstreet, 59% of Fortune 500 companies experience a minimum of **1.6 hours of downtime per week**

The End User Is King

Some savvy companies get it – they have figured out how to stand above the crowd with highly responsive, always-available apps. How do they do it?

Read how the CTO of a healthcare service provider led his company to improve service levels and customer satisfaction with BMC's User-centric Application Performance Management solution. Read the report now.

To learn more:

- BMC APM solutions
- EMA research on User experience and business impact management