Aternity provides the most unified Application Performance Management (APM) solution that monitors the digital experience of every type of app in the enterprise portfolio from the point of consumption (the user's device), maintains the highest level of data quality at any scale, and upgrades APM to a big data practice. Aternity APM blends end-user experience, application, and infrastructure monitoring to provide end-to-end visibility into the user's digital experience and ensures the reliability of business-critical applications, on and off the cloud.

Consider these nine data points as you take steps to optimize the digital experience for your users.

9 Facts That Will Make You Rethink Application Performance Monitoring

**FACT #1**
It's a digital world — and the mix of technologies continues to grow.
Companies are making it their No. 1 priority to adopt a full mix of digital technologies — from mobile apps to microservices and containerized architectures — to enable more agility, innovation, and end-user focus than ever before.

**FACT #2**
You'll have to monitor what you don't control.
Whether you are delivering the service or whether it depends on a third party, your users (customers, partners, employees) will hold you accountable for the end-to-end experience. That's why visibility into Web Services and other third-party API calls, as well as IaaS, PaaS, and SaaS, is critical.

**FACT #3**
Scale and data quality are not inextricably linked.
Companies are sacrificing data quality by sampling transactions and capturing only patchy details, leaving large blind spots in the data for the completeness of the data set. This doesn't have to be the case. The time is ripe for Big Data APM.

**FACT #4**
APM generates petabytes of data a day.
In terms of volume, velocity, and variety, APM has a rather big… Big Data problem. A large credit card processing company can execute upwards of a billion application transactions a day, generating petabytes of data for processing and storage — every single day.

**FACT #5**
Transience magnifies complexity.
The ephemeral and elastic nature of containerized applications in the cloud produces state changes in the blink of an eye. Large companies are leading the adoption of Docker, with 60% of companies with 500 or more employees currently using Docker, and total adoption up to 68% in one year.

**FACT #6**
High definition is not just for your picture quality.
Digital transactions are expected to execute in a matter of seconds. In a world where a revenue-impacting transaction taking a mere five seconds is already considered critical, your APM data needs to be as high-res. Environmental metrics sampled at more than one-minute intervals are okay for infrastructure monitoring, but for troubleshooting transactions, you need second-by-second visibility.

**FACT #7**
Susie and data quality are not inversely related.
Companies are reducing data quality by sending data to a variety of formats in an attempt to provide better, faster insights. Leaving large blind spots in the data for the completeness of the data set. This doesn't have to be the case. The time is ripe for Rig Data APM.

**FACT #8**
APM has a quantifiable bottom-line impact.
The results are obvious when examined on a case-by-case basis. Lower mean time to resolution reduces costs, and lower mean time to resolution reduces costs. For companies with large APM deployments, the results have been even more pronounced.

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