

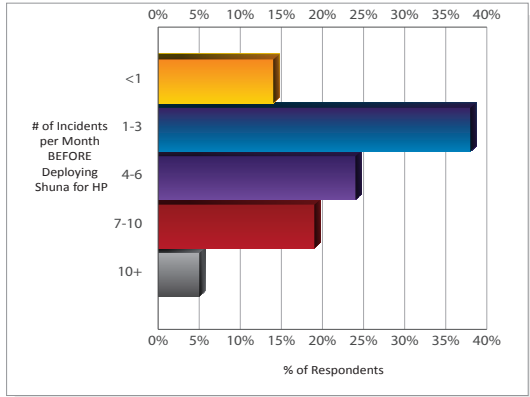


Shunra for HP

Customer Survey Results

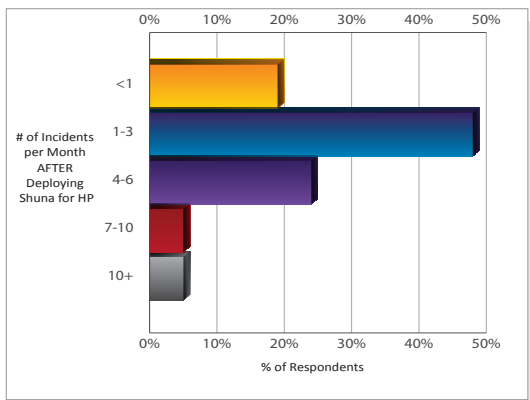
- July 2011

Calculating the Value of Proactive Application Performance Engineering



What was the average number of production incidents requiring remediation per month BEFORE deploying Shunra for HP?

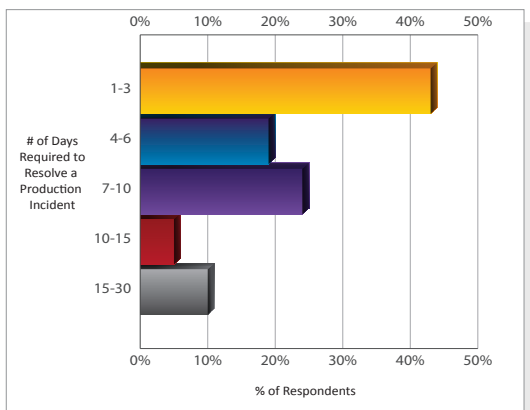
The average among all responses was 5 incidents per month. Over 50% of the respondents indicated the need to remediate at least 4 production incidents per month. 20% of respondents indicated the need to remediate between 7 and 15 production incidents per month.



What was the average number of production incidents requiring remediation per month AFTER deploying Shunra for HP?

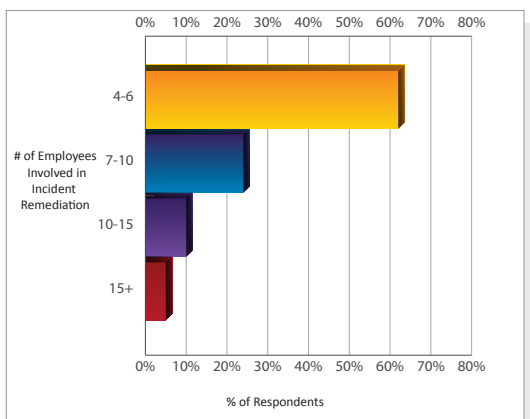
The average number of incidents occurring in production and requiring remediation after deploying Shunra for HP is 3.7. Two-thirds (66%) of respondents indicated the need to remediate 3 or fewer incidents after deploying Shunra for HP.

The greatest differential reported was a reduction of 5 performance incidents per month. Nearly one-third of respondents (30%) reported that they have experienced a reduction of at least 2 incidents per month since deploying Shunra for HP; and among that 30%, the average reduction was 4.4 incidents per month.



How many days on average does it take to resolve a production incident?

The average number of days required to resolve a production incident was 6. Nearly half of respondents (48%) reported it took 3 or fewer days. 35% reported time to resolution of at least 7 days, and the highest estimate was 30 days.



How many people are typically involved in resolving application performance incidents?

The average number of people involved in resolving application performance incidents was 7. 40% of respondents indicated that at least 7 people were required. The minimum reported was 4, and the highest number reported was 20.

What is the cost to remediate a production incident?



Remediation costs alone were estimated at anywhere from \$33,000 to \$142,000 per incident. The average of all responses was \$88,000, and the highest reported cost was \$500,000. It is important to note that this is the remediation cost alone, it is not an accounting of the total impact on the business.

Industry analysts, like Forrester, EMA and others, agree that the average cost to a business of a production incident can exceed \$45,000 per hour. This cost includes multiple factors that impact the business, including the cost of resources to resolve the issue along with the impact of the issue on business factors like revenue, employee productivity and customer satisfaction. The impact to the business' bottom line varies on the function and criticality of the affected application.

Return on Shunra for HP Investment

Based on the information collected, and the average cost of a production incident as reported by industry analysts, Shunra for HP is helping customers save between \$468,000 (for an incident that requires 1 day to remediate) to \$2.8 million (for an incident which takes 6 days to remediate) per month.

Assumptions:

- This calculation is based on the average reduction in production incidents requiring remediation of 1.3 incidents/month after deploying Shunra.
- Based on the analyst-reported \$45,000 per hour cost of a production incident, the fact that the average incident requires 6 days to remediate, and an assumption that the impact on business is only 8 hours per day), we come to a number of \$2,160,000 in avoided costs for every production issue avoided.
- If we are conservative and assume only 1 day is required to remediate the problem, instead of 6 days, we find each avoided production incident equates to \$360,000.
- And, with a 3-day average remediation, each avoided incident equates to \$1,080,000 saved.



Headquartered in Philadelphia, privately held Shunra, Ltd. is the recognized authority in application performance engineering. Shunra emulates, tests, analyzes and remediates business-critical applications across all network environments – WAN, Web, Mobile and Cloud. Shunra enables over 2000 enterprises worldwide to deploy their applications with complete confidence in their performance. Over 60% of the Fortune 100 companies use Shunra as an essential best practice in their Application Delivery Lifecycle (ADL), including Apple, Bank of America, Best Buy, Cisco Systems, eBay, FedEx, GE, IBM, Intel, Marriott, Oracle, Pepsi, Pfizer, Siemens, Verizon and the U.S. Federal Reserve System, to ensure the best possible end-user experience. For more information, call 1.877.474.8672 or visit www.shunra.com.

Ask Shunra about how we can help you enhance your Application Performance Engineering efforts!

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