

ORACLE REAL USER EXPERIENCE INSIGHT

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ENTERPRISE MANAGER **10g**

Determine when and how much poor user experience affects business performance. Quickly identify problems related to applications, Web services, and users, and significantly reduce time to resolve any issues. This is accomplished by early warning on key issues and root cause diagnostics.

REAL USER MONITORING

- User session diagnostics
- Error page replay
- Business transaction tracking
- Impact analysis
- Geographic visualization
- Identify large resource users

APPLICATION PERFORMANCE MONITORING

- Event log analysis
- Real user performance monitoring
- Root cause diagnostics
- Enhanced monitoring support for multi-byte character set encoding
- Support for user tracking in Single Sign-On environments
- Web applications and Web services (XML-SOAP support)
- Accelerator for Siebel
- Accelerator for Oracle E-Business Suite
- Accelerator for PeopleSoft

SERVICE LEVEL MANAGEMENT

- Thresholds
- Alert notification
- Metric history
- Service level objectives per usergroup and/or business process
- Service level reports

Oracle Real User Experience Insight enables enterprises to maximize the value of their business-critical applications by delivering insight into real end-user experiences. It integrates performance and usage analysis into a single offering, enabling business and IT stakeholders to develop a shared understanding of their application users' experience.

Businesses have a significant investment in Web applications. To improve the returns on their investment, they need to deliver superior performance and user experience. They need to be able to mitigate lost revenue from frustrated users, reduce support costs by lowering call center volumes, accelerate problem resolution of poorly performing applications, and adapt to changing needs by providing insight into business activity and user preferences. Oracle Real User Experience Insight, a key product in the Oracle Enterprise Manager suite of applications and systems management products, can help meet these challenges.

Oracle Real User Experience Insight (RUEI) is built using state-of-the-art Network Protocol Analysis (NPA) technology, which does not require any modification, changes, or instrumentation of the application. Its passive monitoring approach allows enterprises to deploy in production, without requiring costly test/QA environment validations.

Monitoring Real End User Experience

Oracle Real User Experience Insight gives you the *realworldview* on how end-users are experiencing your applications. By capturing the initial user request and tracking it through all responses, you are able to take a new approach to application performance management. Oracle Real User Experience Insight collects, processes, and presents every detail of your end user experience.

By adding the real user perspective, Oracle Real User Experience Insight provides additional and unique data that will complete the picture for a true all-around performance analysis of your application, server, and network.

Application. Oracle Real User Experience Insight helps you determine: Which parts of your application are creating performance issues; discover how long an entire business transaction takes; how long it takes to search, select, and pay for a product; and analyze each page, object, and argument to see how different components are contributing to the overall response time. Applications are also automatically identified. Each application has a page-naming method associated with it. This can be specified in terms of a partial domain name, URL structure, recognizing tags added by various Web analytics products, or a combination of the above.

USAGE ANALYTICS

- KPI to data store correlation analyses
- OLAP-based reporting
- Full detail drill-down analysis
- Transaction abandonment analysis
- User group segmentation
- Custom segmentation
- Data warehouse integration

Single Sign-On environments. Many enterprise environments require users to logon via a central Authentication service, such as a Single Sign-On (SSO) service. Oracle Real User Experience Insights allows you to extend this user identification information over the monitored applications. This results in clear, per user reporting if needed.

Web services. More and more applications are being built using Web services and SOA technology. Oracle Real User Experience Insight can help you get answers to pressing questions about performance and usage of your XML-based Web services and SOA-based applications, not just HTTP/HTTPS-based web applications: It monitors the performance of web services, it can identify performance in the context of each calling service and in the context of specific XPATH parameters. It identifies how the number of web service calls influences end-user experience, and how they contribute to your total response time.

Server. Oracle Real User Experience Insight helps you measure your server response times and identify how the number of hits influences end-user experience. It reports the load levels at which your Web servers are producing response times that may jeopardize customer satisfaction. It also shows which application components are most frequently requested, and how do they contribute to your total server time.

Network. Oracle Real User Experience Insight helps you determine network roundtrip times for your user groups. You learn where your customers are coming from, evaluate how country of origin and network providers impact your global customers' experience of your web sites and web applications. You can view how performance differs on your internal network, and use this information to fine-tune your network configuration.

Accelerate fault diagnosis. Oracle Real User Experience Insight shortens the time needed to identify and fix problems, as you are able to quickly exclude insignificant problem areas, and zoom in on the critical ones. A powerful tool in the hands of your support staff, it helps them retrace specific user sessions and verify any user problem, simplifying problem reproduction. When a solution to a problem is ready, verify it directly against actual users. Oracle Real User Experience Insight continuously logs all error messages at server, network, and application level. You can also implement checks on page content, site errors, and the functional requirements of your transactions. This creates a rich information source you can use for correlation against other data.

Oracle E-Business Suite Accelerator

Oracle Real User Experience Insight Accelerator for Oracle E-Business Suite provides an out-of-the-box real user monitoring solution for Oracle E-Business Suite that automatically discovers Oracle E-Business Suite applications and translates network objects to business functions.

Thereby allowing measurement and monitoring of real user transactions - from clicks to views into business transactions. Each individual user action will be matched to the correct module/form/form block or view automatically to provide contextual analyses.

PeopleSoft Accelerator

Oracle Real User Experience Insight Accelerator for PeopleSoft provides an out-of-the-box real user monitoring solution for PeopleSoft applications that automatically discovers PeopleSoft applications and translates network objects to business functions.

Thereby allowing measurement and monitoring of real user transactions - from clicks to views into business transactions. Each individual user action will be matched to the correct PeopleSoft Node and/or Site automatically to provide contextual analyses.

Siebel Accelerator

Oracle Real User Experience Insight Accelerator for Siebel provides an out-of-the-box real user monitoring solution for Siebel applications that automatically discovers Siebel applications and translates network objects to business functions.

Thereby allowing measurement and monitoring of real user transactions - from clicks to views into business transactions. Each individual user action will be matched to the correct screen/applet/view automatically to provide contextual analyses.

Usage Analysis of Real User Experience

Oracle Real User Experience Insight includes an integrated Business Intelligence (BI) tool you can use to browse your real-time data. This tool is based on Online Analytical Processing (OLAP) and works as an intuitive browser. It is easy to “drill-down” into different levels of your usage data.

You can sort, filter, and print information to meet your specific needs. You can easily import data from external sources, and export your data for further processing (for example, to your favorite spreadsheet program). You do not need to rely on static reports or external reporting tools. With Oracle Real User Experience Insight, you are in the driver’s seat, steering your own online analysis. Role-based access capabilities ensure that you are in control of your various user groups’ access to information.

KPI to data store correlation analyses. Oracle Real User Experience Insight allows you to have the system correlate any KPI result over a certain time period automatically to be compared to all other PKI results. It even compares these results to all the level information in the datasets. All correlated level information is presented and can be reviewed further. This massively simplifies data research to find correlated results in the datasets to find out what other services were impacted by an event.

Trend Analysis. Historical data is stored in a repository that enables you to perform trend analysis. Compare current data with information from last year, month, or week, yesterday, or even five minutes ago. You gain increased understanding of your application behavior as you compare performance on an ongoing basis. Use this information to evaluate your environment, and take a proactive approach to scalability issues.

Business Transaction Analysis. Oracle Real User Experience Insight allows you to define business transactions for business-critical activities. A business transaction is a sequence of actions that a user goes through to complete a specific objective. A business transaction can be continuously monitored for transaction latency, transaction throughput, and conversion rates for each step of the transaction. You can even pinpoint if performance issues or functional obstacles cause higher transaction abandonment.

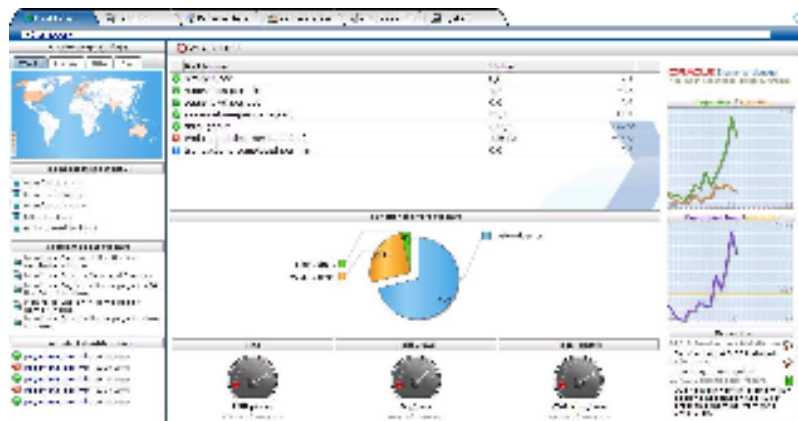
Comprehensive Reporting Capabilities. Oracle Real User Experience Insight comes with a library of powerful reports that provide both business-orientated and technical-orientated users with the information they need to make effective decisions. In addition, authorized users can quickly create their own reports or modify existing reports. Reports can be viewed interactively, or sent by E-mail.

Integration to Enterprise Business Intelligence solutions. Oracle Real User Experience Insight comes with a powerful data exchange function that allows you to export all user session information to any data warehouse for complete views of customer experience. In this way you can integrate real user data with other enterprise and CRM data.

You can also use this for more powerful analysis of Real User Experience by extracting and exporting to Enterprise BI solutions, information about customers, products, and services that is otherwise not visible with other monitoring solutions. For example, you can now gain insight into actions that your customers did not take, which products and services were less frequently purchased, and what price points represented a high purchase threshold.

Executive Dashboard

The dashboard is intended to provide you with actionable business information in a format that is both intuitive and insightful. It helps you identify trends, patterns, and anomalies. By providing information about your organization's metrics and KPIs, it readily lets you see where they are in relationship to your objectives. After logging on, you are presented with the dashboard shown in **Figure 1**.



Executive Dashboard: Figure 1.

RELATED PRODUCTS

Real User Experience Insight can be deployed as a "stand-alone" solution within the infrastructure. The following Oracle Enterprise Manager products can be used with Real User Experience Insight to achieve end-to-end management for the complete application environment:

- Oracle Real User Experience Insight Accelerator for Siebel
- Oracle Real User Experience Insight Accelerator for Peoplesoft
- Oracle Real User Experience Insight Accelerator for Oracle E-Business Suite
- Oracle Enterprise Manager
- Oracle Application Management Packs
- Service Level Management Pack
- Oracle Warehouse Builder
- Oracle Workflow Scheduler
- Oracle Business Intelligence

RELATED SERVICES

The following services are available from Oracle Expert Services:

- Real User Experience Insight Quick start

Review complete user sessions

Oracle Real User Experience Insight offers you to review complete user sessions based on user-id or IP address to a specified timeframe. You can easily identify any user session and review all interaction the user had with your application, from functionality perspective or from object perspective, the session diagnostics capability allows you to review the complete session as your user experienced it.

Replay performance issues. Oracle Real User Experience Insight provides the capability to track exactly which error messages visitors receive and when. With the ability to replay application failures, you can accurately and immediately eliminate problems encountered on your Web pages.

Service Level Management

Oracle Real User Experience Insight allows you to define Key Performance Indicators (KPIs) and Service Level Agreements (SLAs). These can be reviewed in dashboards and reports. KPIs are grouped into categories, which can be customized to contain related performance indicators. Separate categories can be defined for business and IT-related issues, such as transaction completion, visitor traffic, website availability, and so on.

Network Protocol Analysis (NPA): 100% accurate and complete measurements

Oracle Real User Experience Insight records all traffic to and from your application. You gain insight into how all end-users experience your website. As soon as the Oracle Real User Experience Insight data collector is plugged into a network switch, network traffic recording begins. Data collection is 100% non-intrusive. There is no impact on your Web environment performance. No changes are required to your Web applications. Even if you use SSL encryption, Oracle Real User Experience Insight can automatically decrypt information.

Contact Us

For more information about Oracle Real User Experience Insight, please visit

http://www.oracle.com/technology/products/oem/prod_focus/realuserexperienceinsight.html

or call + 1.800.ORACLE1 to speak to an Oracle representative.



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