

Top Ten Reasons to Consider RTO PinPoint™

1. What problems does RTO PinPoint address?

The ability to standardize key operational metrics, align them with business goals and objectives and then distribute information on actual versus expected results is a powerful tool for improving profitability and performance over time. However, it only works when IT understands how interruptions in service and/ or application impact business performance measurements – and how to communicate the importance of this linkage to senior management.

RTO PinPoint was conceived to address just these issues. At a time when there were few vendors focusing on applications as the key driver for business value, there was not enough depth in the metrics collected to help IT managers track and measure business critical applications to improve service levels.

Since its conception, the over-arching goal of RTO PinPoint has been - to provide IT managers the information they need to align IT metrics with overall business scorecard measurements.

2. How does RTO PinPoint™ improve the user experience?

Many IT components spanning multiple tiers contribute to the end-user experience; The user's desktop, the network connections, the web servers, and the back-end application and database servers. The successful execution and performance of all of these elements comprises the "Critical Path" for that business application. RTO's unique Critical Path Monitoring™ and application-centric approach to performance monitoring and management offers critical insight and actionable information in order to meet business goals and objectives.

As a case in point, for many B2C companies, the quality of the user experience can be a key differentiator that leads to a competitive advantage. Response time has been shown to be the single most important reason for shopping cart abandonment, which in turn leads to lost revenue and reduced customer retention. Obviously, customers who can quickly find and buy what they want will more likely return, while those who have a bad experience will get their needs met elsewhere.

Most companies are aware of the key role the user experience plays in success, and often spend hundreds of thousands of dollars to design, code and test user interfaces. But all these efforts are wasted if the experience that's actually delivered to the user is too slow or seems spotty and unreliable.

RTO PinPoint helps track and measure applications and resources that are in the path of the user session, transaction or application service by observing application behavior. Specifically, PinPoint maintains information that relates to meeting user expectations in terms of response time and captures relevant information related to Root Cause to resolve issues before they degrade the user experience.

3. What industry trends are driving the need for RTO PinPoint™?

The increased interest in SOA (Service Oriented Architecture) and the adoption of virtualization technology means that fewer and fewer applications are dependent on a single machine. It is no longer enough just to monitor system and network performance.

Some applications perform very well when their supporting infrastructure is under stress due to issues such as CPU spikes or high network latency, while some suffer significant performance degradation even when there are no measurable client, server or network problems.

In addition, any approach to measurement and evaluation must be able to provide information on an application regardless of the physical location(s) where it resides.



4. Who is the competition?

Most of the seemingly competitive solutions have grown from monitoring solutions that measure system and network performance. This is useful, but not sufficient because these tools focus more on broad overviews of networks and systems. Instead of assuming application response time to be a network problem, RTO has been championing a unique approach by focusing on applications as the most important component of the infrastructure for delivering business value.

5. How is RTO PinPoint™ different?

By focusing on application tracking and measurement, RTO is able to provide a new perspective through deep inspection of application performance. We also complement larger performance suites like those available from Computer Associates and Symantec as well as larger enterprise management suites like IBM Tivoli, HP OpenView and Microsoft Operations Manager.

6. How does RTO integrate with other vendor suites?

RTO PinPoint is capable of various levels of integration with the enterprise management vendors depending on customer requirements. Standard interfaces provide for console level integration, as well as integration with events and alerts, help desk or customer service capabilities.

7. What is the latest version of RTO PinPoint and what are the key features of that version?

RTO PinPoint is currently at 3.1. Please visit our RTO PinPoint product pages and sign-up for the RTO Newsletter to stay informed on new product releases.

8. How does RTO PinPoint™ integrate with RTO TScale™ and RTO Discover™?

RTO PinPoint's real-time application performance measurements and other features such as Replay, Application Query Analysis are tightly linked to RTO TScale which is an application optimization tool and RTO Discover which is a graphical tool that shows application dependency maps, tracks assets including applications, networks and devices, and reports on configuration anomalies and software licensing usage and compliance.

9. What is the Time-To-Value and ROI for RTO PinPoint™?

RTO PinPoint™ can be installed and deployed typically within a day even for large server farms. Further, your IT staff can start realizing ROI within a few days since the user interface is simple and intuitive and the reporting features are self-explanatory while providing sufficient detail on performance issues to be able to pinpoint Root Cause quickly and take corrective action.

10. How much does RTO PinPoint™ cost in relation to other similar products?

RTO PinPoint™ is an affordably priced enterprise class product that typically costs less than 50% of other similar products and suites. For volume purchases, RTO offers even more competitive pricing so customers can achieve a rapid ROI and a lower TCO on RTO PinPoint purchases. For detailed pricing information and purchase, please contact your RTO Sales Executive.

