

# APPLICATION ANALYTICS

TARGET PERSONA: IT Operations

## FUNDED INITIATIVES TO LOOK FOR

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APPLICATION ROLLOUT/  
UPGRADE/CLOUD MIGRATION



COMMERCIAL APPLICATION  
VISIBILITY (Citrix, O365, Epic,  
Cerner, etc..)



USER EXPERIENCE  
OPTIMIZATION

Demo that resonates:

<https://www.extrahop.com/demo>

# APPLICATION ANALYTICS

TARGET PERSONA: IT Operations

## CUSTOMER PROBLEMS



## CONSEQUENCES



## THE EXTRAHOP SOLUTION OPTIMIZATION

- Operational and monitoring silos leading to longer MTTR and “blame game”
- Difficulty to track user experience and maintain visibility in increasingly complex environment
- Difficulty to measure performance of revenue generating applications before, during and after upgrades and changes

- Alerted about issues by end users and stuck in reactive workflows
- Bad user experience leading to negative brand reputation and lost revenue
- Lost employee productivity

- Complete visibility across the application delivery chain, proactive monitoring and automated detections to spot issues before they impact user experience
- Ability to surface actionable insights to improve user experience and maintain competitive edge
- Reduced IT costs by limiting monitoring tool sprawl and optimizing headcount



# WHY EXTRAHOP IS BETTER

Unlike other monitoring tools that only give you part of the picture, ExtraHop shows everything: IT teams no longer have to patch together incomplete data from logs, agents and feeds after the fact.

ExtraHop works on-premises, in the public cloud, and in hybrid environments for end-to-end visibility into every revenue-generating application.

With ExtraHop, IT teams can automatically spot any issues or anomalies before they impact user experience. Unlike other products that are designed for one team, ExtraHop serves as a source of truth for all teams to eliminate silos and stop the blame game.





## TALKING POINTS

- ExtraHop provides complete and correlated visibility that eliminates the blind spots left by log and agent-based solutions.
- ExtraHop offers a unified view of your environment that eliminates monitoring silos.
- ExtraHop offers the visibility and contextual awareness you need for a successful application roll out/upgrade/cloud migration.
- ExtraHop allows you to keep your commercial application vendors accountable without having to install agents.

## TOP DISCOVERY QUESTIONS

- What are your revenue-generating applications?
- How do you discover application performance issues?
- How do you measure the effectiveness of your revenue generating applications' UX?
- Tell me about the last time one of your revenue generating apps went down.
- Do you have good visibility and understanding of your revenue-generating applications' UX?
- Do you have end-to-end visibility across all application tiers?
- How do you map your applications' interdependencies? How do you measure the impact of your application upgrade or migration?
- How do you monitor your commercial applications?
- Do you have trouble holding your commercial app vendors accountable?

# CASE STUDY

## FUNDED INITIATIVE: APPLICATION PERFORMANCE



### CHALLENGE

- Inherited large number of mission-critical systems
- Complex interdependencies and integration challenges
- Needed to ensure application performance and improve user experience

### SOLUTION

ExtraHop, as part of a custom performance management suite delivered as a managed service to the customer, provides full-stack visibility for greater control over their infrastructure and applications.

### IMPACT

- Fewer service outages and faster remediations
- Real-time visibility into application performance
- More responsive, centralized help desk

### KEY INTEGRATIONS



# CASE STUDY

## FUNDED INITIATIVE: APPLICATION ROLLOUT



### CHALLENGE

- Keen to generate more visibility
- Reluctant to install server-side agents that could impact performance or require significant hands-on management to maintain

### SOLUTION

This distributor leverages ExtraHop, an agentless and passive solution, to gain real-time insights to pinpoint root cause of network issues and for visibility into business-critical applications.

### IMPACT

- Ability to quickly pinpoint root cause of network issues
- Unprecedented application-level visibility
- Detailed forensics enabled by extensive lookback

# CASE STUDY

## FUNDED INITIATIVE: COMMERCIAL APPLICATION VISIBILITY



### CHALLENGE

- Diverse and ever-expanding array of applications and services
- Troubleshooting was time-consuming and monitoring tools didn't provide clear evidence

### SOLUTION

When Middlesex faced major slowdowns on its EMR system, ExtraHop provided real-time insights into L2-L7 communications to help the IT team prove that the network was not to blame and convince the app vendor to correct the issue.

### IMPACT

- 90% reduction in MTTR for complex problems
- Better accountability from third-party vendors
- Precise insight into performance issues

# CASE STUDY

## FUNDED INITIATIVE: USER EXPERIENCE OPTIMIZATION



### CHALLENGE

- Visibility into one application or one part of the infrastructure wasn't enough
- Interconnected nature of systems and scale of transactions meant GTA needed to understand the impact of different applications and infrastructure components across all systems

### SOLUTION

With ExtraHop, GTA is able to quickly generate extremely detailed metrics on the performance down to individual websites and transactions without having to use agents. These insights allow GTA to fix problems, improve user experience, and make better long-term strategic decisions.

### IMPACT

- Enhanced reliability of applications for superior user experience
- Improved capacity planning, reporting and security
- Accelerated release cycles for new products and service

## PRESENTER, TITLE

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- Other information goes here,
- Consider telling the audience about yourself!
- Upcoming projects?
- Previous Experience?

Please do not move the gradient divider line.



# MASTER POWERPOINT TEMPLATE 101

## TIPS AND TRICKS ON HOW TO USE THIS TEMPLATE

Welcome to ExtraHop's new PPT Template. We have designed a number of new, clean layouts for use at conferences or customer decks. Please be careful in copying content from older templates as it may change the new designs. If you have any questions, please contact your design team at: [travisa@extrahop.com](mailto:travisa@extrahop.com).

### Use Images to Break Up Content

- Too much information through text can be overwhelming. Give the audience something pretty to look at and they are more likely to remember the content. [Here are approved images to customize your slides.](#)
- In this template, you will also see the images have a unique angled crop, this is achieved by placing a white triangle over the image. To do this copy, one from a reference slide provided and place on top of your image.

### Use Teal or Gradient Lines to Break Up Content

- Lines have been provided for you to help draw the eye down the page. Please do not move, or change the lines provided!

### Bringing In Content From Other Slides

- If you want to bring in content from other template, please be careful. Best practice is to right-click the slide you want, and then in this template, go to Home > Paste > Use Destination Theme. Most font and colors should be updated but you will need to do some work to revise the content to match the other examples provided in this template.



# MASTER POWERPOINT TEMPLATE 101

## ICON LIBRARY

To change the color of an icon, click on it and select the “**Graphic Format**” tab on the top right. Then, click the dropdown arrow next to “**Graphics Fill**.” You can select a square to re-color the icon. Make sure to use one of the colors in the pre-set theme palette, don’t create your own color.



# CONTENT OR AGENDA SLIDE, TITLE

## SUBHEADER HERE

It can be nice to start your presentation with an outline, like this one:

### Agenda Item Set 1

- Create a map of content for your audience,
- To keep them engaged and help them follow along.
- It can be helpful to divide your talking points into different sections, too.

### Agenda Item Set 2

- Too much information can get lost, but a few sections aren't bad!

### Agenda Item Set 3

- Create a map of content for your audience,
- To keep them engaged and help them follow along.
- It can be helpful to divide your talking points into different sections, too.

# PROGRESS SLIDE, TITLE

## SUBHEADER HERE

Here would be a place to provide a status report:

### ● **Item Set 1 – Delayed**

- Create a map of content for your audience,
- To keep them engaged and help them follow along.
- It can be helpful to divide your talking points into different sections, too.

### ● **Item Set 2 – In Progress**

- Too much information can get lost, but a few sections aren't bad!

### ● **Item Set 3 – Done**

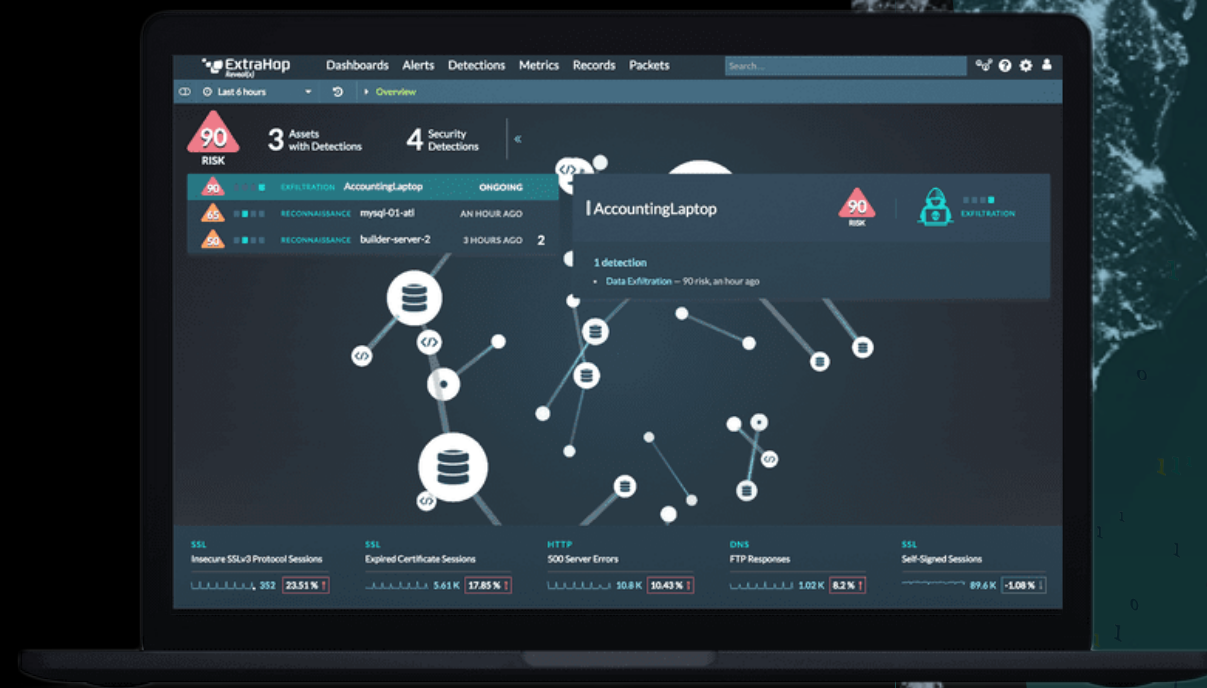
- Create a map of content for your audience,
- To keep them engaged and help them follow along.

# CONTENT SLIDE, TITLE

## SUBHEADER HERE

Do you need to use a different screenshot? Click on Laptop > Picture Format > Send Backwards. Then you can click on screenshot > Picture Format > Change Picture.

**But remember!** Bring the laptop photo back to front so that it covers the edges of the screenshot for a cleaner look!



# CONTENT SLIDE, TITLE

SUBHEADER HERE

## COLUMN HEADER

Housing your content in these two columns keeps your slide organized while communicating in a standardized way across the presentation.

Breaking up your content helps when you have a lot to include on one slide! Words, bullets, or images can live in this area.

- Bullet
- Bullet 2
- Bullet 3

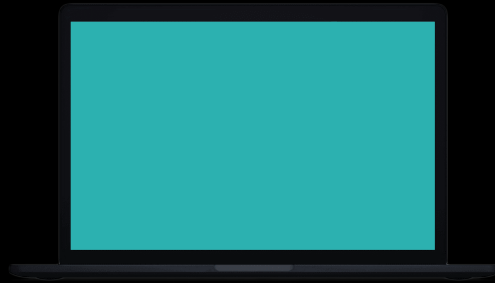
## COLUMN HEADER

- Bullet point or Quote highlight,

"Lorem ipsum, dolor sit amet. Adipiscing elit sum amet si dit."

# CONTENT SLIDE, TITLE

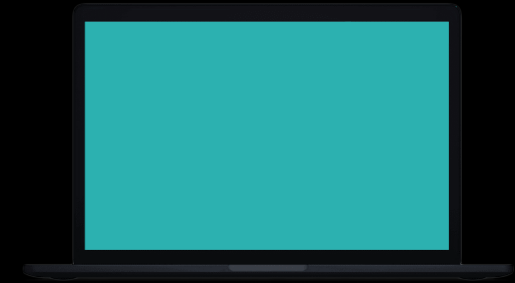
SUBHEADER HERE



- This slide supports a triple set of images.
- You can create a new slide with this template, or right click the current image, select “Change picture” and replace with yours.



- Housing your images in the above area keeps your slide organized while communicating in a standardized way across the presentation
- This slide can also be used to explaining a flow or process.



- Not sure how to add screenshots? Click on Laptop > Picture Format > Send Backwards. Then you can click on screenshot > Picture Format > Change Picture.
- **But remember!** Bring the laptop photo back to front so that it covers the edges of the screenshot for a cleaner look!



# CASE STUDY TITLE

## SUBHEADER HERE



Replace with Customer Logo

## SITUATION/OVERVIEW

A simple and clean way to organize your case studies.  
This section can house an overview.

- Key Point 1
- Key Point 2
- Key Point 3



Quote from Customer about situation, solution or outcome.

- CUSTOMER NAME, COMPANY, TITLE

## SOLUTIONS/OUTCOMES

A simple and clean way to organize your case studies.  
Solutions and outcomes belong in this section.

- Key Point 1
- Key Point 2
- Key Point 3





CASE STUDY TITLE

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## SPECIAL CASE – USE TO CALL-OUT UNIQUE CASE

### SITUATION/OVERVIEW

A simple and clean way to organize your case studies.

This section can house an overview.

**“Callout quotes for results, overview, or key takeaways can be created in black, green, or teal.”**

### SOLUTIONS/OUTCOMES

A simple and clean way to organize your case studies.

Solutions and outcomes belong in this section.

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## CASE STUDY

### OR CALLOUT

- Callouts
- Callouts
- Callouts

**“Callout quotes for results, overview, or key takeaways can be created in black, green, or teal.”**

Body copy paragraphs or bulleted lists?  
This is a place for them!

## CASE STUDY

### OR CALLOUT

- Callouts
- Callouts
- Callouts

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# CONTENT SLIDE TITLE

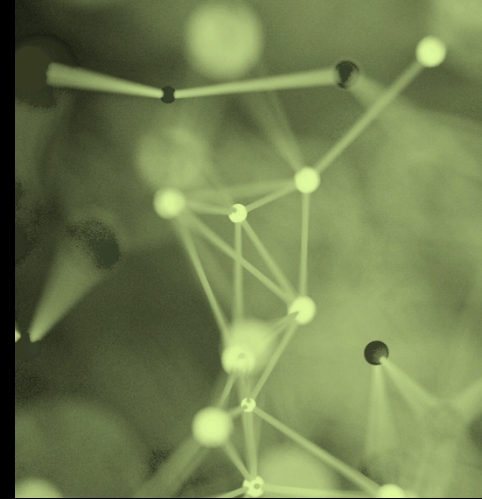
SUBHEADER HERE



Explaining a flow? Or simplifying a complex process? Housing your images or text in the area above will keep your slide organized while communicating in a standardized way across the presentation.

# CONTENT SLIDE TITLE

SUBHEADER HERE



Use the Format Picture > Recolor Image tool & choose one brand color to combine multiple images in one cohesive visual



## FLOW DESCRIPTION

This slide is for more complex processes. Contain the steps with solid color elements like the arrows in order to keep content from becoming hard to read or busy. By housing your images in the above area, your slide stays organized.



A vertical strip on the left side of the slide shows a city skyline at sunset. The sky is a mix of blue and orange, and several skyscrapers are visible, with one prominent building having a bright orange light reflecting off its side.

# CONTENT SLIDE, TITLE

## SUBHEADER HERE

You're the star of this show, not these paragraphs of copy.

Please do not extend these text fields or alter their placement on the slide. Use 16pt. as a callout weight!

So you want to add your own image to this slide? Click the current image and replace with yours but leave the black triangle so there is a smooth transition between the picture and the copy on this slide. If you need more space for copy, there is an alternative layout available with an image covering just a third of the slide.

Latin, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio.



# CONTENT SLIDE, TITLE

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## CONTENT SLIDE, TITLE

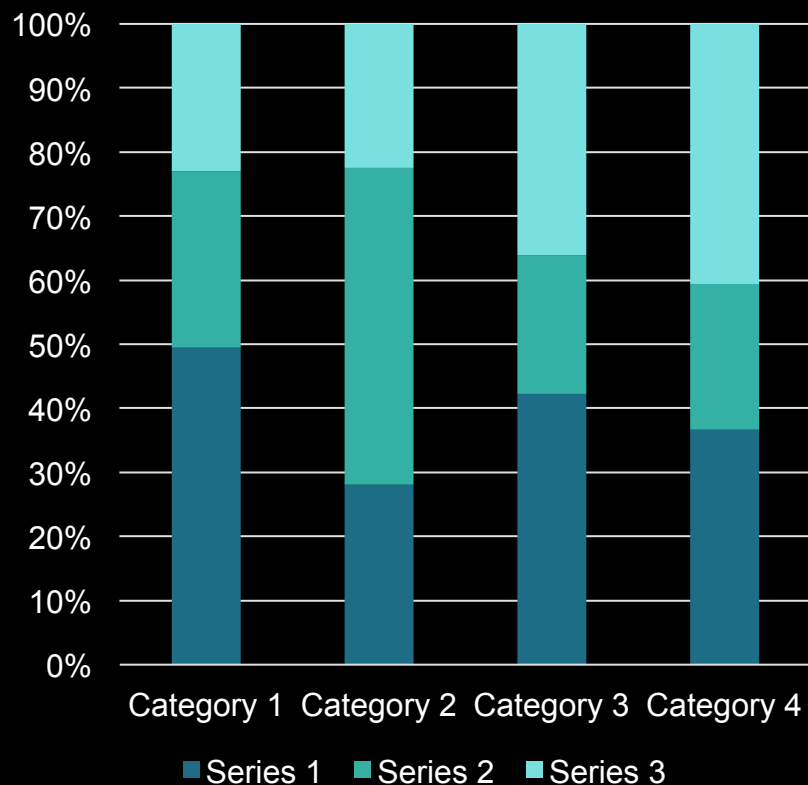
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# CONTENT SLIDE, TITLE



## SUBHEADER HERE

You're the star of this show, not these paragraphs of copy. Please do not extend these text fields or alter their placement on the slide. **Use 16pt. as a callout weight!**

So you want to use your own chart and not this dummy one we made up?

Don't paste in an image of a chart you already have, we want things to match! Instead click insert, choose how you want to present the data, and enter (or copy/paste) your data into the excel sheet. Your chart will default to the pre-set brand colors we created. **Beautiful!**

## CONTENT SLIDE, TITLE

### SUBHEADER IF NEEDED

- Lorem Ipsum Dolor Sit amet.
- This is where callouts for this graph go!
- As much or as little information about this graph.

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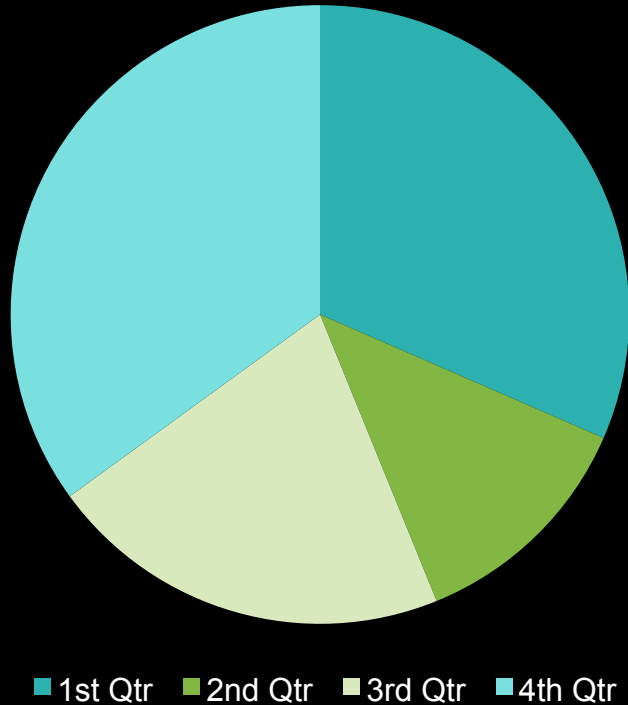
## MULTIPLE DATA SETS



# CONTENT SLIDE, TITLE

CONTENT SLIDE, TITLE

Basic Quarterly Report Chart



- Lorem Ipsum Dolor Sit amet.
- This is where callouts for this graph go!
- As much or as little information about this graph.

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# CONTENT SLIDE, TITLE

CONTENT SLIDE, TITLE

Projections



■ 1st Qtr ■ 2nd Qtr  
■ 3rd Qtr ■ 4th Qtr

Actual

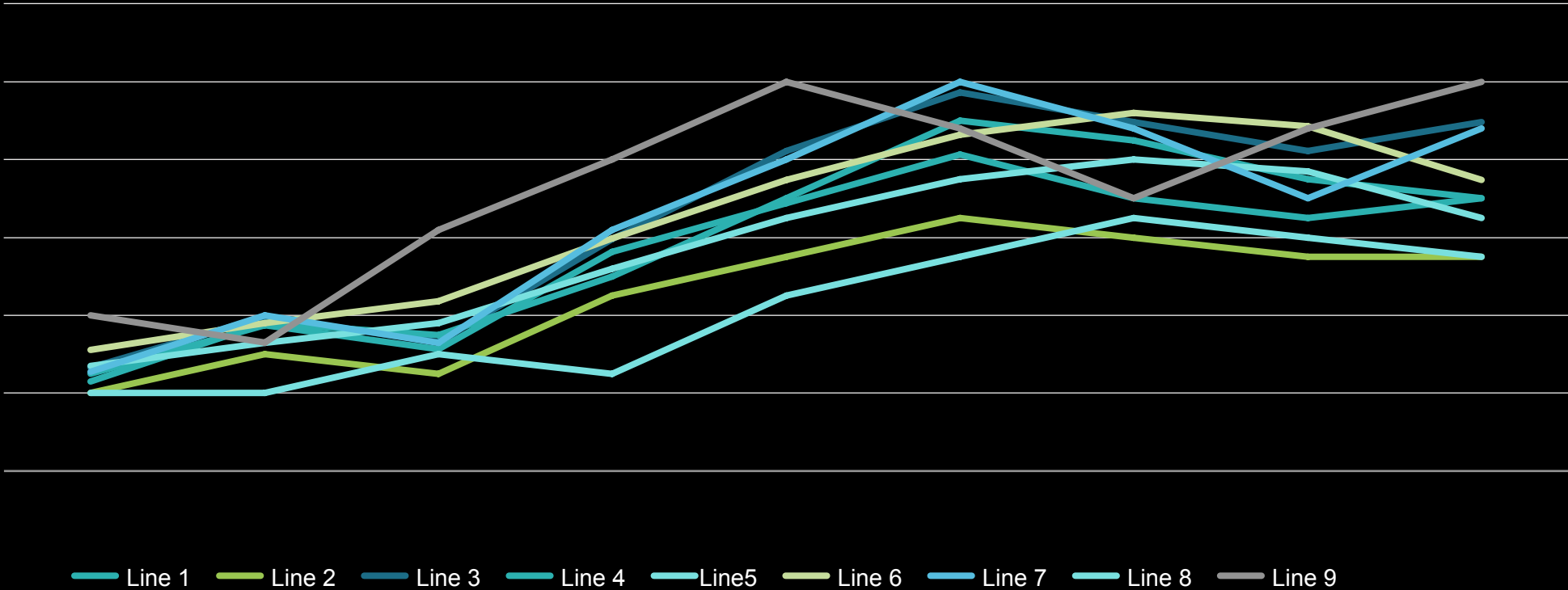


■ 1st Qtr ■ 2nd Qtr  
■ 3rd Qtr ■ 4th Qtr

- Slide grids are here to help! Please use the red guides to help align where graphs begin and end.
- Information about the graph can go in this bulleted list.
- Or it can be changed to a paragraph format.

CONTENT SLIDE, TITLE

FULL PAGE CHART WITH TITLE



# CONTENT SLIDE, TITLE

## FULL PAGE NUMERICAL TABLE WITH TITLE

Graph Title

	2013	2014	2015	2016	2017	2018	2019
Row 1	000	000	000	000	000	000	000
Row 2	000	000	000	000	000	000	000
Row 3	000	000	000	000	000	000	000
Row 4	000	000	000	000	000	000	000
Row 5	000	000	000	000	000	000	000
Row 6	000	000	000	000	000	000	000
Row 7	000	000	000	000	000	000	000
Row 8	000	000	000	000	000	000	000
Row 9	000	000	000	000	000	Use Teal to highlight important data	000
Row 10	000	000	000	000	000	000	000





## CONTENT SLIDE, TITLE

### SUBHEADER HERE

You're the star of this show, not these paragraphs of copy. Please do not extend these text fields or alter their placement on the slide.

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- Bullet
- Bullet 2
- Bullet 3

Doesn't this photo on the left look great? We did that on purpose! If you need to add your own, don't make it larger than the white box it's in. This is best accomplished by right-click > change pictures. This will keep the same dimensions but then go to picture format > crop and then adjust the picture so the center point is within the provided dimensions.



**DIVIDER SLIDE TITLE  
GOES HERE**



# THANK YOU

CONTACT #, EMAIL  
PRESENTER, TITLE

EXTRAHOP.COM

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**“Divider page quote can go here for impact in paragraph format. It can be short or long and include or not include a person’s name.”**

# THANK YOU

CONTACT #, EMAIL  
PRESENTER, TITLE

**ExtraHop.com**