Avoid Oracle ATG Web Commerce Platform performance problems with Application Intelligence

Digital is transforming the retail industry. Delivering a personalized online experience for each customer via eCommerce, mobile apps and in-store is the basis for success. Oracle ATG Web Commerce is a leading retail solution, providing omni-channel management to ensure a consistent and coordinated customer experience. Ensuring flawless performance of an Oracle ATG Web Commerce environment is critical, as any problems with this software solution can instantly impact revenue, brand and customer loyalty.

Performance monitoring of Oracle ATG Web Commerce is key to omni-channel success.

The Oracle Web Commerce solution supports your retail activities by providing a number of core functions in order to tailor customer journeys and maximise engagement. This means that production-centric performance monitoring is essential in order to:

– **Avoid application performance problems impacting the customer.** Oracle ATG underpins your omni-channel strategy, meaning that application performance issues impact customer experience immediately. These issues are heightened during peak business periods like Black Friday and Cyber Monday.

– **Minimize time to root cause of application performance issues.** Oracle ATG Web Commerce solution and its Java based open architecture is highly customizable to address the business needs of retailers. But, conversely, this flexibility can make it very difficult to isolate the root cause of omni-channel performance issues.

– **Correlate application and customer experience data.** Omni-channel commerce results in a mass of data on customer behavior, buying pattern and demographics. Unfortunately, without substantial investment into building a custom analytics solution, retailers can't get real-time actionable insights.

KEY FEATURES

– Automatically visualize and map Java based Oracle ATG web commerce solution dependencies

– Monitor JVM health and performance

– Automatically baseline performance to alert and address emerging issues in context of Business Transactions

– Quickly isolate and resolve production java application performance issues at code-level depth with minimal overhead

– Enhance Dev and Ops collaboration with role-based views and Virtual War Room

– End to end visibility into application environment with End-user Monitoring, APM and Infrastructure visibility modules

– Actionable insights into application performance, user experience, and business outcomes

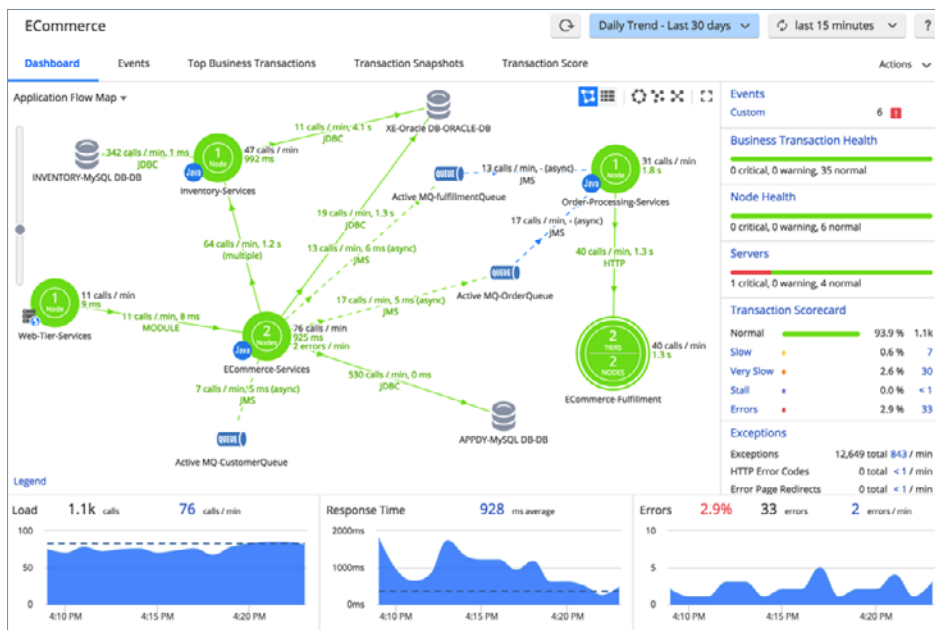## AppDynamics Application Intelligence Platform ensures flawless Oracle Commerce performance

AppDynamics' Application Intelligence Platform integrates monitoring, troubleshooting, and analytics capabilities to provide real-time, actionable IT operational and business insights into your Oracle ATG Web Commerce environment — all in real time, and all in production.

– **Optimized For Java Monitoring.** The Oracle ATG Web Commerce core platform, Dynamo application framework and various modules are Java based. AppDynamics offers the industry's leading Java application performance monitoring solution, enabling retailers to gain complete visibility into their ATG environment out of the box.

– **Detect performance issues before they impact customers.** Automatically baseline the performance of an Oracle ATG environment to alert and address emerging issues in context of key retail business transactions. Isolate retail transactions with degrading performance and resolve them before they impact customers.

– **Prioritize business outcomes with actionable Insights.** ATG Commerce environments create a wealth of data. Make actionable omni-channel insights easily by automatically correlating customer engagement, performance and business data - ensuring that your Oracle ATG deployment is driving business outcomes.

"The AppDynamics platform gives us a unified, real-time view of user experience, application performance, and availability. That allows us to optimize the user experience, and it's hard to imagine our business without it."

CIO, The Net-a-Porter Group

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