

BTM ASSURES THAT BUSINESS TRANSACTIONS FLOW SMOOTHLY ACROSS APPLICATIONS AND INFRASTRUCTURE

End-to-end IT Management

Business transactions are expected to be completed successfully and in a timely fashion in order to meet customer satisfaction. Given the complex path any transactions take, application owners and IT management professionals understand that IT has to have visibility from the end-user, or customer, to the datacenter backend.

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Providing end-to-end visibility to the end-user experience and business transaction flow is critical because most critical applications span distributed and mainframe environments. Fund transfers and stock trades are examples of business transactions that touch different areas of the IT environment. Without end-to-end application performance management, no technology group, within either the distributed technology tiers (network, servers, databases, etc.) or mainframe, truly understands how they contribute to business success. As a result, IT operations staff take longer to solve problems, which in turn impacts customers and the business.

To ensure that business transactions run smoothly, a number of Business Transaction Management (BTM) solutions exist in the market that monitor transactions end-to-end. With around-the-clock business transaction visibility, BTM helps improve end-user experience by enabling business application owners to avoid outages proactively, isolate and resolve performance issues rapidly, with far fewer resources, optimize capacity planning and activity-based costing, ensure that changes do not impact service delivery, and view and manage all business transactions, across all tiers, all the time, in production.

To meet these challenges more effectively, IT organisations need the ability to proactively manage applications and resources according to business priorities. But the plethora of IT monitoring systems does not adequately meet this goal. By definition, the



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silos approach of monitoring applications and infrastructure components individually does not adequately reflect the critical business transactions and the end-users experience. Synthetic transactions can only paint a partial and inherently artificial picture, while real end-user experience monitoring paints only the user side of the story – leaving the complex questions of transaction flow across the IT environment unresolved.

BTM solutions guarantee service quality for critical applications while simultaneously optimising the underlying IT infrastructure. BTM gives IT and business managers a coherent view of how their applications are behaving and what their users are experiencing. By continuously tracking real user transactions, BTM solutions can alert managers to any deterioration in service levels

long before they turn into a critical problem. So, for the first time, IT can proactively manage application performance rather than react to crises.

Monitor transactions across multiple tiers

BTM provides around-the-clock, cross-tier transaction visibility from both the business and IT perspectives. BTM presents a complete picture of which services are being consumed, by whom, how quickly, and using which components. Application owners can see which business transactions are being processed by each and every server and tier in their domain.

Avoid outages and pinpoint production problems

In real time, BTM continually monitors service levels and benchmarks transaction performance, alerting about service degradation well before an SLA is breached or conventional monitors identify a problem. Since BTM benchmarks each tier, IT can rapidly isolate issues and resolve them before outages occur. BTM keeps a full history record of every executed transaction, and provides IT managers with actionable intelligence for application and infrastructure tuning.

Reduce transaction latency

BTM automatically calculates the “chattiness” of each individual transaction and pinpoints scalability hotspots. It correlates each transaction’s performance with its resource consumption and helps to identify resource hogs. BTM automatically maintains a dynamic topology map for every transaction type, illustrating precisely where every transaction spends its time.



This unique visibility enables IT to reduce transaction latency by an order of magnitude.

Gain visibility into complex environments

In complex environments (e.g. SOA, cloud, virtualization, grid), BTM monitors all transaction components and provides visibility into SLA compliance, resource consumption and usage trends. Organisations can adopt shared-services hosting models with confidence. BTM enables activity-based costing, and supports workload and capacity planning to help align service operations with business objectives.

Achieve significant return on investment

BTM delivers a quantifiable return on investment, often within weeks of deployment. Through a combination of early detection and rapid isolation, BTM significantly reduces outages and service degradation incidents that lead to lost revenue and productivity. By pinpointing the location of errors, bottlenecks, and resource hogs, BTM slashes problem resolution times (MTTR), and enables tuning IT infrastructure to maximize throughput and per-

formance. With comprehensive insight into how applications execute across every tier, BTM drives effective, accurate capacity planning.

How BTM complements existing IT initiatives

BTM is a vital part of strategic IT service management initiatives including Change Management, Configuration Management Databases (CMDB)/Configuration Management Systems. BTM is also an asset for service catalogue management projects based upon Information Technology Infrastructure Library (ITIL) v3 principles. By providing a cross-tier transactional view of application behaviour and performance,

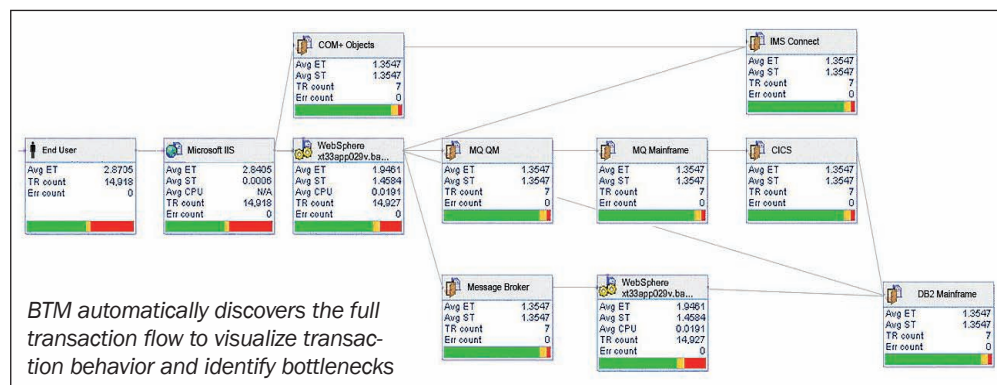
BTM complements the array of focused monitoring and analysis tools in use throughout the organisation today, providing IT management with a meaningful business context.

Information and collaboration throughout the organisation

In addition BTM benefits a wide variety of stakeholders throughout the organisation. It provides them with the information required to collaborate effectively and deliver high-quality applications in accordance with service-level objectives. ■

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TELEINVEST group: 20 years of proud existence!

Birth of a new trading technology

If you look at today's dealing rooms in financial institutions, you find working tools in the form of computer infrastructure with elaborate functionalities and high performance software modules. Most of these features are the pride of big and profitable, internationally renowned suppliers whose clients depend on them to execute their market strategies. **TELEINVEST group pioneered** exactly such a platform back in the early 1990ies, being an untypically small software house to have developed the next generation trading environment, imagined and built on 100% proprietary technology.

By doing so, it invented some of the most commonly used functions today, like the COB (central order book in 2001), the first multi-market OMS/EMS (1999) or the bus structure used to distribute information with the help of extremely efficient broadcasting protocols (1995). This technology base, completely in-house built and constantly enlarged, is **able to compete with the best of breed**, proving daily that with smart ideas niche players can succeed in very challenging markets.

Independence - a strong trump card

When renowned private banks started to trust TELEINVEST group, an unlikely success story unfolded and continues today, 20 years after the company was founded with no cash but a lot of

brains. The reasons for convincing well known customers to rely on an independent software vendor for crucially important business units, like dealing platforms, are many-fold. Only the biggest players can afford to assemble and maintain heavy IT units capable of building systems comparable to what industry specialists offer out of the box. But even they periodically confront the make-or-buy question, increasingly opting for the latter.

The deciding factors when choosing what to buy are based on security aspects like reliability, stability and performance of the system. These attributes are closely linked to the corresponding human qualities, which in turn influence the strength of a company. In this context, small is beautiful, as big organizations have a tendency to underperform when it comes to flexibility, customer support or speed of individual adaptations. **Being an independent, privately owned group, is more reassuring to clients than changing the name, the management and short term profitability targets every time the company is bought or sold and cut to pieces or re-organized, as it happens all too often in our industry.**

Predator – The Fatal Weapon

Just only transporting or routing a buy or sell order from the bank to the electronic exchange is a sub-minimal requirement for professional trading, like



using a rickshaw instead of a modern car. **Trading high volumes on different markets, involving various types of financial instruments quoted in different currencies is a complex task.**

To manage it with the help of multiple users (traders who can be in different departments and locations), you need a reliable working tool, a coherent system which integrates a maximum of functionalities. PREDATOR – The Fatal Weapon, delivers it, since 1995, allowing TELEINVEST group to boast **world class experience in electronic trading**. PREDATOR is a comprehensive platform for buy-side, sell-side, proprietary trading and offers plug-ins like market-making, program trading, algorithms, position keeping, audit trail, MiFID compliance, as well as different market specific FIX- connections already integrated in the user application.

Securities master file – the smart link to the back-office

Parallel to the development of the trading platform, the company forged itself a name by acting as integrator of securities related data from vendors like Telekurs, Reuters or Bloomberg. Thus it acquired a profound knowledge of the relevant **securities information, static and dynamic, the key to understanding trading techniques.** Nowadays, the number of electronically traded financial instruments and its trade related data grows constantly. To take just one example, short lived derivatives are created and extinguished by the hundreds every month, forcing market participants to keep pace by making it possible to distinctly identify every instrument instantly. Access to this information is only possible by automating to a great extent the whole process. A centralized database and a “**securities master file**” provide an efficient basis for front- and back-office applications.

The corporate plane as a marketing tool

Today, TELEINVEST group is operational not only in Switzerland but as well abroad, in places like Canada, Luxemburg or Singapore. To stay as close as possible to the customers, the company uses a corporate plane, thanks to its founder and president who happens to be a passionate pilot. First just used for practical reasons, **it became a marketing tool and now part of the company image**, as the picture shows. A customs officer at the Biggin Hill airport outside London once asked whether TELEINVEST group was a Swiss arms dealer, when he spotted the slogan PREDATOR – The Fatal Weapon. This person, like many others, may forget our company name but he is likely to remember the brand name PREDATOR – The Fatal Weapon.



Strong bonds with faithful clients and partners

Looking back at 20 years of history is impossible without mentioning the special partnership existing from the beginning with two of our most faithful clients: PICTET & CIE and Banque Privée Edmond de Rothschild S.A. They are important not only as clients of reference but also for the constant evolution and enrichment of our platform. Equally, a very special long term collaboration with the SIX Telekurs group goes back to the very beginning of our existence, in particular regarding the feed integration at various client sites.

Taking clients for a ride?

As part of the 20th anniversary celebrations, TELEINVEST group is taking some of its clients for a ride – albeit a very special free ride. Some of our most faithful customers are going to be invited to a panoramic flight in the corporate plane, our way to extend a special “THANK YOU” to them. ■

Monsieur Aurel Dan



TELEINVEST Group

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