



Immersive APM

Value Presentation Deck - Updated 3/2024



Agenda

- Scenarios
- Immersive Fusion
- Immersive APM
- Feature Set
- Differentiators

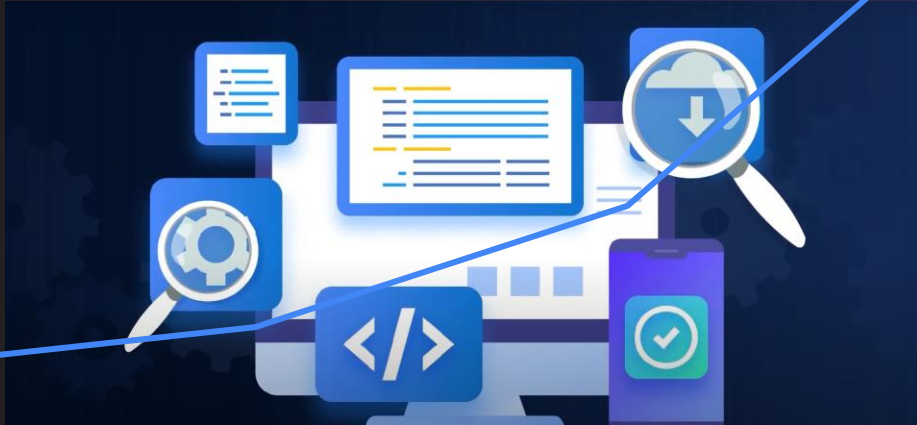


Scenarios

- A support engineer needs to find what's wrong with a system
- A support engineer needs to know if this is a transient error or a bug
- Is the server down or is the backend having issues?
- A non-database administrator needs to find out if he/she is looking at a database problem.
- Empower a new hire but don't overwhelm them.
- Get a problem fixed or involve the right resource as soon as possible.



Software Application Complexity Over Time



- Server Applications
- Desktop Application
- Web/MFE Applications
- Multi/n-Tier Application
- Microservice Applications

— Complexity



Most Issues in running Applications are Simple

- Subtle Bugs
- Transient Errors
- Dependency Failures
- Breaking Changes
- Timeouts
- Incompatibilities
- SDK changes



— Supportability — Tooling Quality



Application Performance Management

Application Performance Management tools help software and operations engineers troubleshoot and monitor software applications. They provide visibility into an application architecture and operating characteristics, expedite error identification and resolution, and enhance application performance and tuning options.



Root Cause Analysis

Root Cause Analysis, it is the process of analyzing an event that had some undesired outcome and developing corrective actions. Speed is critical when conducting an RCA because maybe servers are down, vital functionality is unavailable or some other problem that must be mitigated as soon as possible.



Empowering Tier-1 Support Personnel

Properly facilitating APM and RCA for an individual can transform a Tier-1 support engineer into a self-sustained, aware, well-equipped resource who can predominantly self-help or know which escalation engineer to involve next.



Immersive Fusion

Immersive Fusion (immersivefusion.com) is an innovator in Application Performance Monitoring and Management (APM). We create solutions to redefine the APM space. We focus on root cause analysis, tier-1 support enablement. We emphasize simplicity, intuitiveness and efficiency.



Immersive APM (IAPM)

- Application Performance Monitoring (and Management) product by Immersive Fusion.
- Provides software and operations engineers with the ability to view their entire application all at once by utilizing web, VR, and 3D technology.
- Allows for quick and effective root-cause analysis, decreased downtime, and higher productivity.

“Anyone can become Tier-1 helpdesk level proficient in [application] health monitoring, and that’s huge beyond words”



Immersive APM

What is Immersive APM

- Application Observability
- Application Immersion
- Automations
- Custom Solutions

What Immersive APM is NOT

- Infrastructure Observability
- Security Protection
- Security Analytics
- Business Analytics

Enter the World of Your Application TM



We didn't just trademark it;
we truly believe that...

“being able to troubleshoot an application is best done from ‘inside’ it. When one can see under the hood, is when monitoring and management become trivial”



Immersive APM Web

- Web Client allows users to Enter the World of Their Application through a web browser. It is optimal for users who do not want to install the client but rather easily access it on their mobile device or desktop.
- Suitable for new customers or those not used to immersion (VR).
- This is the conventional, non-immersive approach to APM.

Filters

- Boundary
- Duration (Milliseconds)
- Environment
 - external-api (17399)
 - internal-worker (721)
- Grid
- IsSystem
- MachineName
- Stage
- Tag: http.host
- Tag: http.method
- Tag: http.route
- OpenTelemetry.SqlClient.Execute



Gamification

Gamification is the process of incorporating game-like elements into non-game contexts, such as websites, apps, and other products or services. These elements can include points, badges, leaderboards, challenges, and rewards, among others.

“It may look like a computer game, but it’s an engaging product showcasing a better alternative to the status quo. It’s a game changer...”

Benefits

- Increased User Engagement
- Motivation and Behavior Change
- Data Collection and Analysis

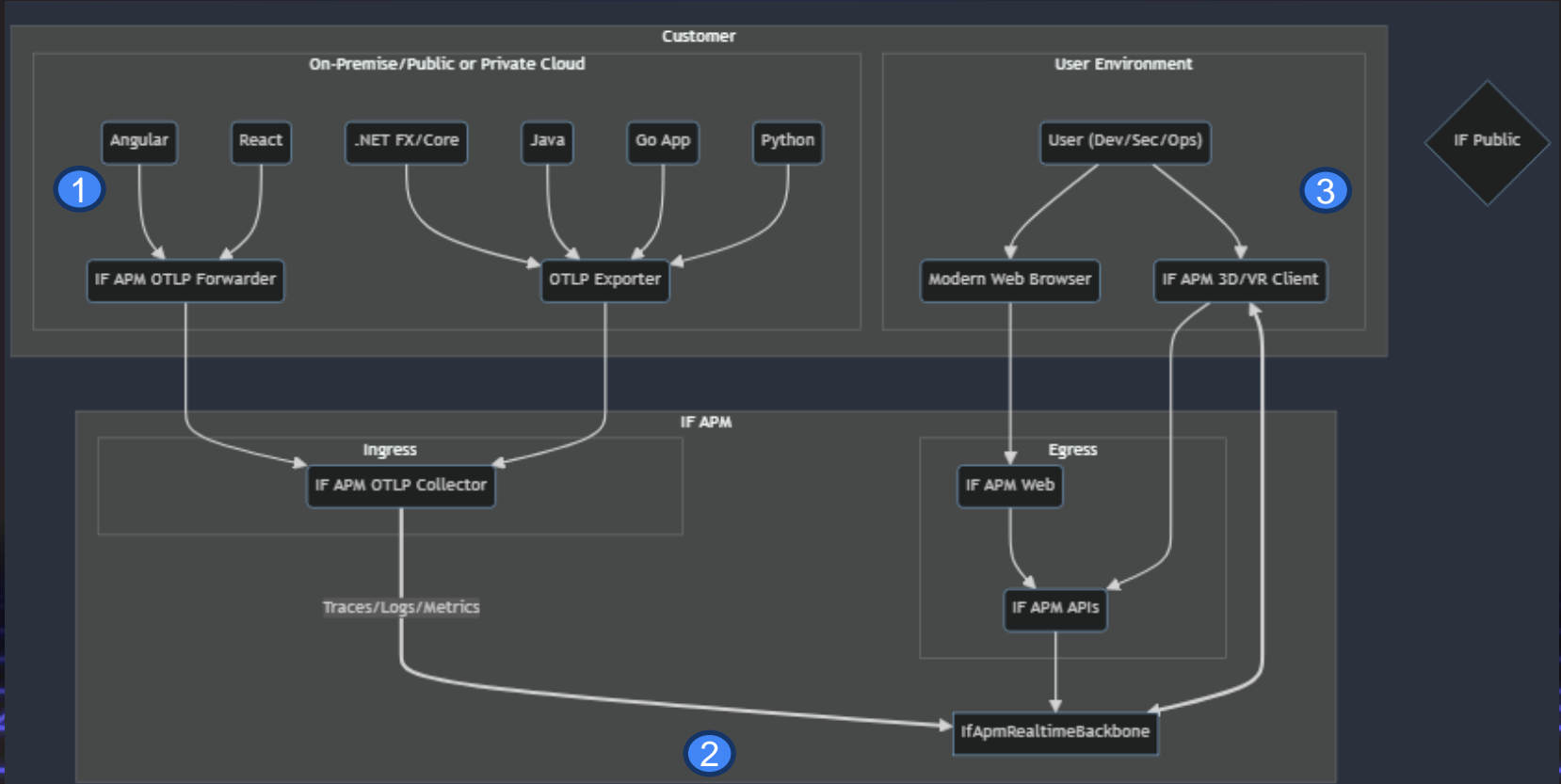


Immersive APM 3D/VR

- 3D/VR client allows users to Enter the World of Their Application through the 3D/VR space. Our 3D/VR client is easily installed onto a computer and is optimal for users who seek more expeditious and immersive capabilities.
- Suitable for customers who are comfortable with immersion experiences.
- This is the Immersive Fusion innovative approach to APM. Our vision of the future.



Immersive APM Dataflow





Immersive APM Process Differentiators

- Rapid root cause analysis
- Support engineer and new hire enablement
- Intuitive solutions to solve problems
- Faster problem location, resolution and triage than conventional options



Immersive APM Business Differentiators

- Minimal barrier to entry
- Rapid / Low-touch / Turn-key Integration
 - API Key
 - Minimal step instrumentation
- Affordable & Intuitive Metered billing
- Entry-level Operator friendly
- Cloud Native
 - SaaS offering
 - Customer applications use only commodity libraries
 - Customer needed updates are infrequent and only in customer applications



Live Demo

Demo - <https://demo.iapm.app>
APM Web - <https://azure.iapm.app>

Thank You

Web site:

immersivefusion.com

docs.immersivefusion.com

Social:

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[instagram.com/immersivefusion](https://www.instagram.com/immersivefusion)

github.com/immersivefusion

discord.gg/zevywnQp6K

