Performing Your Best in the Virtual Age

How application performance monitoring keeps software and gaming companies a level above

The video game industry is worth an estimated $149 billion

And it’s only growing bigger, with an annual growth of 10% or $14.9 billion next year.

The rise of remote working has coincided with a boom in streaming, gaming, and other virtual activities.

As a result, companies whose applications, software, and platforms facilitate these experiences are dealing with response time, usability, and other performance management issues accompanying this boom.

The increase in remote working and the decline in on-premise workloads is accelerating the need for effective data and cloud usage:

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Latency issues as small as 75 milliseconds can cause syncing problems that ruin the gaming experience.

49% of companies plan to make remote work a permanent option for the jobs that allow it.

87% of global IT decision makers agree that most value-creating processes will move to the cloud within the next 5 years, according to 95% of respondents.

Virtual Everything

Virtual experiences have always been a part of our everyday life. Now they define it.

Virtual Private Network usage has gone up 34% while video game participation in peak hours has gone up 75%.

30% of Americans say they’re seeking customer service more than ever before.

Which brings us to...

Application Performance Monitoring for the Win

Application Performance Monitoring (APM) is the monitoring and management of performance of software applications. It offers tech organizations numerous advantages:

Faster Issue Resolution

Companies with modern APM are 95% more likely to speed resolution of application issues.

Cheaper Development Costs

46% of companies say reducing development costs is the main reason for modernizing their APM and those who do are 80% more likely to have lowered the costs for application development.

Higher Customer Satisfaction

Companies with modern Application Performance Monitoring are 370% more likely to report higher levels of customer and end-user satisfaction.

Through APM, data is improving outcomes for tech companies. Of the organizations we asked about how data has helped them:

50% are more protected from cyber threats.

47% say their data helps them to better personalize offers, products, and customer service.

69% say better data reduces their organizational risk.

Only 3% of organizations can accurately identify the sources of their issues.

In the tech industry, success can come down to whether or not your company embraces data. Developers who utilize APM and other data-driven solutions can make smarter and faster decisions than their competitors, enabling them to provide a superior quality of their products and services.

Discover how your organization can make the most of your software by leveraging data and APM.

Learn More

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