



## One of APAC's largest Telco companies improves user experience and system performance by gaining insight into its legacy CRM, sales, and service applications.

### Situation

Early in 2020, GermainAPM began working with one of Asia-Pacific's (APAC's) largest Telco companies, which had been receiving an increasing number of reports concerning user errors in its legacy Customer Relationship Management (CRM) application. In particular, team members relying on the desktop version of their CRM were experiencing significantly more delays and inconsistent application performance.

The Telco company had significantly customized its CRM in order to support its business needs. Numerous third-party applications integrated into the CRM further increased the system's complexity. The CRM and all of its integrated applications are directly linked to revenue-generation; every delay, every mistake, and every second of downtime threatens the Telco company's bottom line. Not only did the Telco company want to resolve user errors and monitor its integrations, it wanted to optimize the performance and user experience for all of these applications.

At first, the Telco company tried to resolve its platform issues in-house and using open source solutions (nagios, elastic, etc), but it was ultimately unable to reproduce the errors its users were experiencing. The company wasn't capable of capturing user session from their CRM, nor was it able to identify enough root-cause insights to effectively solve issues.

It can be challenging for companies relying on legacy systems to find providers that are able to work with complex technologies such as the Telco company's CRM. Fortunately, they were able to connect with Germain APM, which provides monitoring, insights, an automation platform and its expertise for an incredibly wide range of technologies, old and new.

At the time, the Telco company also happened to be looking for a way to monitor several additional processes involved in the creation and management of service requests and sales orders. Germain APM was capable of providing this as well, allowing the Telco company to work with a single solution and provider for all of its systems and needs.

### USE CASE

- 24/7 automated 360 Application, Infrastructure and Process monitoring and alerts
- Proactive detection and resolution via Prediction and Automations
- Visibility and insight into user behavior, both granular and at-scale
- Improved user experience
- Intelligent business operations insights
- Significantly faster identification and resolution of errors
- Low-level data and root-cause analysis to effectively troubleshoot integration issues
- Automated error resolution for integrations
- Expert support and guidance

### Solution

Since the partnership began in early 2020, Germain APM has provided the Telco company with full user replay capabilities, monitoring, root-cause analysis and automation at scale for its CRM and integrations, as well as for their sales and service applications.

Germain APM's user replay feature allows for the review of any given user's actions on the desktop CRM application, helping the Telco company to identify the exact scenarios and actions that lead to user errors.

Thanks to Germain APM, the Telco company was able to easily reproduce the delays and performance issues that users were experiencing. The company quickly realized that users' desktops were getting slower after roughly five hours of continuous CRM use and that servers were running out of memory, which was influencing SQL data query performance and causing delays.

In addition to helping resolve user errors, Germain APM's monitoring and insights allow the Telco company to continually identify friction and pain points within its business operations. This information helps the Telco company improve system design, performance, and user experience.

All of the information that Germain APM captures is made actionable through an easy-to-understand dashboard. It supplies the Telco company with clear insights from approximately 200 million daily transactions for which it has now automated monitoring and analytics.

The two companies continue to work very closely together in their partnership, leveraging Germain's deep expertise to further improve and expand the Telco company's monitoring, analytics, and automation.

