

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 billion¹

And it's only growing bigger, with an annual growth of 10% or \$14.9 billion next year.²



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:



49%

of companies plan to make remote work a permanent option for jobs that allow it³



87%

of global IT decision makers agree that market uncertainties will cause organizations to accelerate their migration to the cloud⁴



95%

of workloads will be in the cloud within the next 5 years, according to ³/₄ of respondents⁵

Virtually Everything

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



More Users

Virtual Private Network usage has gone up 34% while video game participation in peak hours has gone up 75%⁶



More Problems

30% of Americans say they're seeking customer service more than ever before⁷



Less Room for Error

Latency issues as small as 75 milliseconds can cause syncing problems that ruin the gaming experience⁸

Only 3% of organizations can accurately identify the sources of their issues.⁹

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 asked 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%

have the ability to better personalize offers, products, and customer service

69%

believe having better data reduces their organizational risk

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](#)

¹Getting to the Future of Gaming with Cloud

²Getting to the Future of Gaming with Cloud

³The show goes on in the cloud

⁴Cloud 2025: The future of workloads in a cloud-first, post-COVID-19 world

⁵COVID-19 has become a powerful catalyst for rapid cloud migration

⁶Gaming Usage Up 75 Percent Amid Coronavirus Outbreak, Verizon Reports

⁷Research Reveals New Customer Service Standards — Here's What to Do About It

⁸Getting to the Future of Gaming with Cloud

⁹What is Application Performance Monitoring in the Cloud Era?