

## #1 CFD Trading Platform in UK Chooses AppDynamics to Monitor Key Applications



IG Markets is the biggest Contract For Differences (CFD) and spread betting platform in the UK, and one of the largest in the world. IG's customers use its web trading applications to retrieve prices for derivatives and buy or sell them. Pricing and trading are two transactions that IG's customers expect to be fast – otherwise, they'll take their business elsewhere. "Latency is our business, and an important differentiator," said Hamed Silatani, Technical Manager at IG. "If our trading and pricing transactions are slow, we're losing money."

Improving application performance has always been "at the top of the priority list" for development, QA and operations at IG. "The main reason we looked into application performance monitoring was to help keep us ahead of the game, to help us find out about performance improvement opportunities as fast as we can," said Silatani.

Finding opportunities for improvement could be difficult due to the complex and distributed architecture of IG's applications. Silatani needed an application performance management solution that would allow all three teams (operations, development and QA) to quickly identify bottlenecks, no matter where they occurred in the application.

### Solution

"We chose AppDynamics for several reasons. The most important one is that we didn't have to make any changes in our code for nearly all of our applications for it to work – AppDynamics could see all of our applications out-of-the-box and track everything we did," said Augusto Rodriguez, Technical Architect at IG. "The second reason, which is also very important to us, is that it was able to provide Business Transaction context in our distributed environment. I don't know of any other tool that does the same."

### Benefits

"In a relatively short period of time we have realized benefits in a number of areas," said Silatani. "It's evident that the mean-time-to-recovery has improved a lot. People need to escalate problems less often now because they can narrow down the problem a great deal using AppDynamics."

In addition to reducing MTTR for operations, AppDynamics has also been helpful to IG's development and QA teams. "One team that really benefited from AppDynamics that we didn't expect to was QA," said Rodriguez. "They were able to use it to monitor their load tests and resiliency tests so that they no longer need to spend hours digging through the logs to find out what the results of their tests were."

Most importantly, AppDynamics has been instrumental in helping IG identify opportunities for performance improvement, which is IG's key competitive differentiator. "Soon after we got AppDynamics, a member of an operations team identified an area where there was unnecessary latency. Just by changing that single line of code we were able to improve the throughput of our applications by 30%," said Silatani.

"We are happy with the decision we made to use AppDynamics," said Silatani. "The benefits are already emerging across different teams, and the great support we have from AppDynamics is helping us to realize these benefits even faster."

### Key Benefits

- Increased throughput by 30% on key business transactions under load
- Reduced Mean-Time-to-Resolution
- Improved collaboration between development, QA and operations

### Why AppDynamics

- Easy to use web-based UI
- Rapid time-to-value
- Powerful analytics engine

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