

# OPTIMIZE THE OUTCOME

## 2006 MESSAGING RESOURCE POCKET GUIDE

**MERCURY™**

BUSINESS TECHNOLOGY OPTIMIZATION

**FOR INTERNAL USE**

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## 30-SECOND ELEVATOR PITCH

Mercury is the global leader in business technology optimization. Customers buy our products for two reasons: First, to manage their IT governance to ensure they are working on the right priorities, with the right processes, and the right people. Second, to optimize the quality, performance, and availability of their existing applications to ensure they are delivering the value expected by the business. In short, most software companies are in the business of making stuff. Mercury is in the business of making stuff work.

## **WHO IS MERCURY?**

Mercury is the global leader in business technology optimization. Since 1989, enterprises worldwide have relied on Mercury products to optimize the business outcome of IT investments. We have more than 2,500 employees worldwide and a network of partners including Accenture, BearingPoint, Oracle, and SAP. Our customers include some of the world's largest enterprises.

Mercury is publicly traded on the NASDAQ and is a member of the NASDAQ 100, S&P 500, and Russell 1000.

## **WHAT IS MERCURY BTO ENTERPRISE?**

Mercury BTO Enterprise™ is the industry's first software and services suite that ensures the business outcome of IT. Unlike other offerings that focus on improving internal IT processes, Mercury BTO Enterprise optimizes the strategic touch points between business and technology to ensure that IT investments produce the intended outcome. With Mercury BTO Enterprise, IT is able to shift its focus from managing IT projects to optimizing business outcomes.

## **WHAT IS MERCURY IT GOVERNANCE CENTER?**

Mercury IT Governance Center™ provides visibility and control over the demands being made of IT, the portfolio of IT projects, and the rollout of strategic changes at the enterprise level. It offers transparency into IT proposals, priorities, projects, and investments to optimize the business value delivered by IT, lowering the cost of compliance with regulations such as Sarbanes-Oxley by automating processes, required controls, and reporting. In addition, Mercury supports quality programs and process control frameworks such as Six Sigma, CMMI, and COBIT and best-practice frameworks like ITIL.

## **BENEFITS:**

- Govern IT strategy and execution in real time
- Digitize IT business processes from demand to production
- Achieve rapid ROI via a scalable, extensible architecture

## **WHY MERCURY?**

- Only Center of Excellence for IT Governance
- Only offering that aligns IT priorities, processes, and people – from business demand to production
- Only automated solution that offers real-time management of both projects and keep-the-lights-on activities

## WHAT IS MERCURY QUALITY CENTER?

Mercury Quality Center™ is a web-based quality management and testing platform that meets the demands of a single department or a global enterprise. Key capabilities include management of manual and automated tests, requirements, and defects. Dashboard technology provides IT executives visibility into the quality process and allows them to make go-live decisions with confidence. Mercury Quality Center provides the IT team with the ability to engage in application testing early in the development process, shortening release schedules while ensuring the highest level of quality.

## BENEFITS:

- Reduce application deployment risk
- Standardize and manage the entire quality process
- Improve application quality and reliability

## WHY MERCURY?

- Only web-based solution to manage the entire quality process
- Only unified offering that enables real-time visibility into key quality metrics
- Only solution that provides applications for all key quality roles, including business analysts

## WHAT IS MERCURY PERFORMANCE CENTER?

Mercury Performance Center™ with Center Management is a web-based platform that streamlines enterprise performance testing operations by enabling a common test infrastructure, aggregated testing resources, and management of the people, priorities, and projects associated with performance testing in today's complex environments. Whether you want to standardize on a specific testing platform or develop a performance testing Center of Excellence, Mercury Performance Center with Center Management provides the versatility required to execute on your quality initiative.

## BENEFITS:

- Continually manage risk of deploying mission-critical applications
- Maximize resource utilization and ROI associated with performance testing
- Consistently improve application performance
- Reduce cost of ownership by standardizing or centralizing on a shared platform

## WHY MERCURY?

- Organization and management of performance testing people, processes, and projects
- Only solution enabling aggregation of testing infrastructure, resources, and skill sets
- Web-based, global access providing 24x7 testing, tuning, and diagnostics
- Only offering that scales from department to center of excellence

## WHAT IS MERCURY BUSINESS

### AVAILABILITY CENTER?

Mercury Business Availability Center™ monitors application performance, quality, and availability from a business perspective to ensure service continuity and problem resolution. This integrated solution provides IT leaders a business dashboard for performance and application monitoring, system availability management, service-level management, configuration management, application mapping, diagnostics, and problem resolution. Mercury takes a top-down, end-user-centric approach to application management so that problems are identified before impacting business services.

## BENEFITS:

- Manage IT from an end-user perspective to improve service levels
- Identify and diagnose issues proactively to minimize customer downtime
- Isolate problems through mapping

## WHY MERCURY?

- Proactive alert of user problems
- Mapping-based problem isolation
- Leverage testing investments with key integrations

## **APPLICATION PERFORMANCE LIFECYCLE**

Mercury Application Performance Lifecycle is an integrated solution for managing application performance and mitigating business risk from pre- to post-production. It increases operational effectiveness by providing critical integration between Mercury's testing products and business process monitors; offers complete visibility into performance requirements based on real user behavior; and incorporates unified diagnostics to assist developers in isolating and resolving performance bottlenecks throughout the application and infrastructure stack.

## **APPLICATION CHANGE LIFECYCLE**

Mercury Application Change Lifecycle is an integrated solution for managing application change and mitigating business risk throughout the IT service management process. It provides ongoing and continuous key performance indicators, keeping the business apprised of the status of changes, mitigating the risks of new changes, and providing complete traceability and auditability for all changes.

## MERCURY SERVICES

Mercury Services partners with you to successfully deploy Mercury BTO offerings. From planning and initial rollout to deployment and support, Mercury Services, including consulting, education, support, and our unique managed services, help you maximize the business benefits of BTO. Only Mercury offers a flexible delivery model that shortens time-to-value, decreases costs, and reduces implementation risk.

## WHY MERCURY?

- BTO best practices and methodologies
- Faster time-to-value
- Reduced total cost of ownership
- Ongoing mentoring

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