○ December ❘ ○ 2008

The
Runtime
Intelligence
Report

ADDRESSING THE NEEDS OF THE DEVELOPMENT COMMUNITY TO CAPTURE AND AMPLIFY THE BUSINESS VALUE OF TECHNOLOGY

The Runtime Intelligence Report focuses on technology, patterns, and practices – both new and established – *to allow developers to better align their work with business priorities and performance objectives.*

Application Development on Trial

Today's economic climate is forcing or-ganizations to take a hard look at their technology investments and associated returns.

To remain effective, development organi-zations must find ways to proactively con-nect technology investments to technol-ogy adoption and, ultimately, to business outcomes and results.

In order to avoid waste on the one hand – *and unwarranted cuts on the other* – tech-nologists must take the lead in justifying and prioritizing their own development investments.

Development leaders must be able to pro-vide concrete metrics on

- **Technology adoption**—where, when, and how
- **Feature usage** correlated with end-user behavior and business results
- **Infrastructure requirements**—both emerging and legacy

With this information in hand, valuable and scarce development resources can be justified and optimized to ensure sus-tained financial and operational value.

MARKET WATCH

Microsoft and PreEmptive Solutions to Provide Application Feature Moni-toring, Usage Expiry and Tamper Defense in Visual Studio 2010
Microsoft Corp. and PreEmptive Solutions announced at Microsoft's Professional De-velopers Conference 2008 that Dotfuscator Software Services Community Edition™, will offer instrumentation capabilities including tamper detection and defense, feature

K2: Best Practice Leader Spotlight

K2 Refines Software Product, Gains Market Insight, and Validates Development Priorities with Dotfuscator Professional and Runtime Intelligence Services from PreEmptive Solutions

K2's software empowers organizations to assemble process-driven applications that improve business efficiency. For K2, sustaining a competitive advantage means hitting the market with the next "new thing" at precisely the right time. K2 must maintain a delicate balance between continuous improvement and delivering entirely new capabilities that transform client processes and operations.

BUSINESS NEED

K2 uses the standard software channels for 'feedback' during beta programs – email requests, feature and bug tracking via the ticket system, forums postings, phone calls, etc. The information from these avenues is valuable, but typically only 10 percent of participants ever respond.

With the release of our K2 blackpoint software, PreEmptive Solutions Runtime Intelligence Service has had a significant impact on our ability to collect feedback from customers throughout our beta cycles. That helps us to focus our product planning, development, and QA resources on shipping only the very best software possible.

ADRIAAN VAN WYK, CEO, K2

BEST PRACTICE

K2 is using Runtime Intelligence Services to track game changing features during its beta programs. This gives K2 insight into customer adoption rates and usage patterns. K2 installed and configured Dotfuscator Professional in order to instrument application analytics post-build, i.e. to inject the tracking and communication logic into the compiled K2 blackpoint beta assemblies.
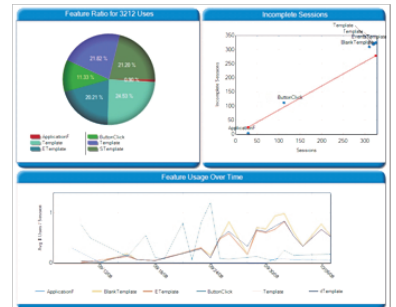
"Dotfuscator installation and usage is very straight forward. The Runtime Intelligence module was easy to configure and implement in our product," says Anthony Petro, Technical Product Manager, K2.

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level application monitoring and automatic time limits on .NET application use.

.NET developers can now protect, manage and increase the value of their application development investments easily and without having to write additional code..

NORMAN GUADAGNO,
PRODUCT MANAGEMENT
DIRECTOR, VISUAL STUDIO
TEAM SYSTEM, MICROSOFT
CORPORATION

OUR TAKE

Developers have roughly a year to incorporate these powerful development capabilities into their repertoire to preserve their own competitive edge and to reconcile development investments with economic mandates.

Development teams will be able to track feature usage to improve adoption and quality, ISVs will be able to integrate evaluation software usage into Microsoft Dynamics CRM to increase win rates, and enterprises will be able to integrate application runtime data into Microsoft Business Intelligence Solutions to improve business agility.

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Runtime Intelligence® Services (RIS) is a software-plus-services offering from PreEmptive Solutions that streams application session and feature usage activity to one or more clouds for analysis and integration with other business systems. RIS has a number of unique characteristics deserve special attention.

- **Analytics are injected post-build**. This means no programming or access to source is required.

- **Multi-tenant end-point**. RIS delivers dashboards, reports and other computational tools automating analysis.
- **Microsoft de facto standard.** With Visual Studio 2010, a lite-weight version of RIS will be in the hands of the millions of .NET developers.

OUR TAKE

Runtime Intelligence Services are already seeing rapid adoption amongst ISVs and enterprises—identify pilot development projects and implement RIS to assess its potential to improve visibility into, and the value of, your development activities.
We developers cannot afford costly mistakes.