

H1: Current State of AIOps Technology

Nowadays, most organizations are highly dependent on APM technology, but many are shifting to automated monitoring, which is generally referred to as AIOps technology. AIOps is considered the future of operations management for organizations. As we already know, AI is considered the next revolution in the history of mankind. AIOps uses advanced AI for supporting day-to-day operational tasks so the employees don't need to hassle for no reason. Later in this article, we will discuss what AIOps is in detail and what are its pros and cons. AIOps can increase the throughput of the management team manifolds, so every company wants to adopt it either fully or partially.

In this article, we will see how application monitoring is done using traditional APM tools, and how AIOps is changing the game in this field.

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H2: Why is APM needed?

Suppose you started developing an application, and after development you released it for the end-users. Now you must want to know whether users want to use the application or not and what difficulties they face. APM tools solve this problem. APM, or application performance monitoring, monitors each and every aspect of the application. It has many functionalities, such as error monitoring, tracing, logging, etc. It helps increase your application's transparency and lets you understand your customer more. Using features like error monitoring, logging, response time, and conversion rate, you can find the things that work best for your application and increase your overall profit.

Application monitoring is a crucial step in running a business. If you don't know what parts of your application are performing slowly, then whatever you do to improve the performance of your application is like blindly shooting arrows in the dark. That is why application management is essential to get insights into your application, like error rates, latency rate, users per hour, user retention, etc.

H2: Digital Transformation of APM

Before the evolution of AIOps, companies utilized more traditional methods of monitoring. In this part of the article, we will discuss the difference between traditional APM and AIOps.

Before moving towards the shift of APM technology, let's first understand what APM is. Application performance monitoring or management helps us to monitor the performance of the application on the basis of certain factors like error rate, uptime, response time, memory leaks, etc. APM helps improve the application's performance by sending direct error reports and helping developers debug the application. If you are looking for a great APM tool for your application, then you should try [Scout APM's](#) free trial. It helps you in the overall monitoring of the application and supports multiple frameworks.

H3: Traditional APM

Traditional APM solutions are used for simple applications which don't have any complex architecture and infrastructure. Previously when tech companies or startups made their application, they were not that advanced in terms of technology and architecture, so traditional APM tools are sufficient to handle the application.

Traditional APM tools will not provide as good of results when applications are very dynamic in nature, meaning the behavior of the application changes quickly over different sets of inputs. In this fast-changing world, technology is constantly updating, so an APM that requires static technology is not suitable for all applications.

H3: AI-powered APM

Traditional APMs work well with older applications, but a problem occurred when companies need to work with multiple applications, and monitoring all of them together was necessary. This resulted in companies thinking of some better solutions for monitoring all crucial applications which consume user data without increasing the pressure on their employees.

Here comes AIOps to monitor high-level IT applications. AIOps uses artificial intelligence to give solutions to modern infrastructure monitoring problems. Using artificial intelligence, we can easily dive into the information generated by the numerous sets of applications in infrastructure. These kinds of data are very large in size, making it almost impossible for humans to analyze them and find any relation. However, artificial intelligence algorithms have the capability of pointing out minor to critical relations between those data. It increases productivity for the operations team and gives them more information so that they can plan the application accordingly.

Here you may have a question: could AI replace the human work force? AIOps are designed in such a way that they help humans, not replace them. Analyzing data, files, and logs through artificial intelligence is just one part of application performance management, but the Ops team decides what you do with those data.

H2: How can AIOps and APM Unify IT Investments

The introduction of AIOps does not mean that traditional APM is a waste of time. Many companies prefer to use traditional APM tools when they have only one application to monitor. They still provide more stability when it comes to deep searches and analysis of data. But only using traditional APM is not enough. Technology has changed a lot, and so has users' behavior. Most of the real consumers we get for our application pass through different funnels and finally convert. Monitoring those funnels is important from the company's point of view because it is a critical point where the customer makes a decision to move forward or not.

Using AIOps you can monitor this kind of user and guess user sentiments, path obstacles, etc. This can lead to building a great customer relationship in the long term.

Conclusion

APM is a must-have tool for every organization which relies on technology. Modern IT organizations rely on their application or website to obtain customers; hence monitoring that application is crucial for business.

After the evolution of technology, most companies tend to use more applications, so a huge amount of data flow through them every hour. In common scenarios where an organization only has to monitor one application, traditional APM works best for deep-dive analysis of data. But in other cases where technology is frequently changing, AIOps is the better option.

Scout is a modern APM tool that provides solutions like memory bloat detection, N+1 queries, error monitoring, tracing, and log monitoring. It has a very simple UI and easy installation process for all the tech stacks it supports. You can try out Scout APM for free for 14 days, and you'll get hands-on experience using the tool. Just click on this [link](#) to get started!