Enterprise Application Performance Management Platform

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CEOCFO: *Mr. Shacham, what is the concept behind Correlsense?*
Mr. Shacham: The concept behind Correlsense is to enable enterprises to see every single user transaction that lies within their application. That is our core technology and our company promise. It is the ability for any organization to ask a simple question, "*How are my applications performing?*" And get a simple answer that they are expecting with a drill down into each and every user click.

CEOCFO: *What were the challenges in creating an application that would allow enterprises to see what they needed?*
Mr. Shacham: We started working on a solution about ten years ago, but the problem existed from about ten years prior to that. The challenges were enormous since the environment of applications was so diverse and complex. There was no single solution out there that could actually trace these transactions of the users across multiple types of technologies to find their enterprise data. Therefore, we invested four years just to get to the level in which our agents could actually attach themselves to any type of technology that enabled the ability of creating transactions automatically. The years following that, the focus was more on how to capture all of that data in an effective manner, so that it could be analyzed, indexed and collated; everything in real time. Therefore, we get the value from SharePath instantly. That was actually a big data problem, which we started working on back in 2009, and finished it about two years ago. Our main investment was in a technology that would allow us the show the user transaction.

CEOCFO: *Would you give us an example of what an organization might look for and be able to see using SharePath that they could not find before or in using another system?*
Mr. Shacham: The most common example would be when you have an application that is not based just one common or popular technology component such as Java or .NET. Let us say that you have an online payment application and every single user transaction practically goes through the browser of the user, then the proxy server web server, an app server, and then another kind of payment server. What I just described is an application that is composed of different technologies, just for processing that single user request. Enterprises today have an average of 50% of applications that we call 'Compose Complex Applications'. This refers to applications that consist of a variety of different technologies within a single app. There is a need to have visibility to those applications, but there are not many solutions out there. The most common use case is where the organization would like to get visibility into what is going on in their app and their app is not a simple modern app that was developed a few years ago, but an app that is composed of variety of different technologies.

CEOCFO: *Would you tell us about your new patent approval for transaction traffic monitoring?*
Mr. Shacham: When we started out our focus was to be able to bring a genuine new type of product that would solve the transaction-tracing problem in a generic way. We knew that the problem existed and we knew there were partial solutions for specific technologies, such as Java and .NET. We also knew that organizations were interested in getting that information, so they really had to go and do it themselves by changing their own code and adding different IDs to the code. This is because there was no generic solution for them. That is how we came up with the concept of our generic agent, which practically came from the security space. Many of us had that kind of background in our prior careers. We realized that we could build an agent that can attach itself to any type of technology and automatically enable the flowing of incoming and outgoing calls through that technology and build a complete transaction path. We started to work on this about seven years ago and it was a long process, but finally the patent office recognized that we had come with a very original noble algorithm and technology to be able to solve this problem.

CEOCFO: *How are you able to keep on top of all of the newer technology?*
Mr. Shacham: Technology changes all of the time, but what we see as it evolves is the different development framework that programmers like to use. Ten years ago, nobody talked about Ruby, which today is very common. However, when you go to the operating system the changes are not that big. If you look at the Linux versions that are running today in almost every enterprise, they are practically composed just the same as Linux ten years ago. In fact Linux has somewhat become the common standard. IOS and Android are based on Linux flavors. It is common on almost every tablet and smartphone. In this sense technology has moved backwards and not forwards. Since our agent is based on concepts that are more close to the operating systems and less to the actual development framework and language that was used, we feel that we were pretty stable across the past decade. We have the ability to continue to support the different changes that we see. We also recognize that we will have to do our adaptations and we have created additional types of technologies to give more visibility to things like code level visibility. We know we have to keep up with the changes in the market, but our core technology is still just as relevant as it was ten years ago.

CEOCFO: *Is there a common thread among your users such as size, location or number of transactions?*
Mr. Shacham: We originally targeted the enterprise market and that continues to be our main focus. The majority of our installation bases all share common features such as diverse technologies, not just a few simple ones. Our customers have an average of 50 to 100 different applications for which they are interested in APM monitoring, which we can give them in just one dashboard even though each application is made up of different technologies.

> "Correlsense is the right mix of a great product that solves a very complex problem that we do not see any other vendors solving today. It is a product that is very easy to use which gives its users excellent value almost immediately. On the one hand we have been able to create an extremely sophisticated technology that is very hard to duplicate. Users will still find it simple to implement and to use. Any organization that has many apps which are a combination of a few technologies will benefit tremendously from Correlsense."- Lanir Shacham

CEOCFO: *What is the competitive landscape?*
Mr. Shacham: The competitive landscape on the enterprise side are companies such as Compuware Dynatrace, which has always been a strong competitor, and the in past couple of years AppDynamics. Back in the early days we saw more CA Willy, but today less. We still feel that we have a serious competitive advantage over these vendors, because they still lack the full coverage and support that we provide for our customers.

CEOCFO: *How do you reach out to potential clients?*
Mr. Shacham: We have a SaaS version available through our website that any customer can download and try out, install and begin taking advantage of our dashboard. We have an ecosystem of channels, partners and vendors that OEM our technology. There are also system integrators that offer our complete solutions to their customers and we have a full fledge sales force that communicates directly with our customers.

CEOCFO: *What might be different a year from now at Correlsense?*
Mr. Shacham: We are looking at new directions. We have learned a great deal, so we really want to take it to the next level. I previously mentioned that customers have 1,000 applications and usually using products like Correlsense SharePath for 50 to 100 apps. That means there are more than e 900 apps that are not monitored making it a window of opportunity for Correlsense. We are looking at new types of concepts and technologies to give enterprises complete coverage of their applications in a very simple and immediate way. We hope to come up with this by the end of the year.

CEOCFO: *Put it all together for our readers. Why is Correlsense noteworthy?*
Mr. Shacham: Correlsense is the right mix of a great product that solves a very complex problem that we do not see any other vendors solving today. It is a product that is very easy to use which gives its users excellent value almost immediately. On the one hand we have been able to create an extremely sophisticated technology that is very hard to duplicate. Users will still find it simple to implement and to use. Any organization that has many apps which are a combination of a few technologies will benefit tremendously from Correlsense.

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