

Aternity Digital Employee Experience (DEX)

Improve business outcomes with the most complete Digital Experience Management solution on the market.

With its Sentiment capabilities, the Riverbed® Aternity Digital Experience Management (DEM) solution, enables IT teams to identify user experience issues and take prescriptive, targeted actions, to increase employee productivity, satisfaction, service quality and business performance. Aternity Sentiment provides the most complete view of total digital employee experience by tightly correlating quantitative and qualitative measures. Aternity's Sentiment solution bridges the gap between quantitative and qualitative measures, enabling IT teams to gain actionable insights and drive meaningful improvements in the digital employee experience.

The Business Challenge

In today's digital-first world, ensuring a positive digital employee experience (DEX) is critical for businesses to thrive. However, it is difficult for IT to improve employee satisfaction and productivity without clearly understanding how device and application performance relates to user perceptions at a granular level. Happy, productive employees are critical to a positive customer experience, making a superior digital employee experience key.

For a full picture, IT must correlate full-fidelity quantitative measures with qualitative feedback provided by the end user. Other Digital Experience Management (DEM) solutions fail to capture granular performance data for EVERY application, and standalone surveys of employee feedback provide to frequently yield low response rates. Without correlating quantitative and qualitative metrics across all applications, IT can't ensure they're providing employees with the kind of high performing devices and applications that drive employee engagement, satisfaction, and productivity.

Optimize Digital Experience by Correlating Employee Sentiment to Application and Device Performance

Aternity already offers the deepest quantitative insights into the digital experience and the most powerful insights into the customer experience. With the ability to provide aggregated insights based on application and device performance data, human reactions, and benchmark organizational attributes against industry peers, Aternity delivers total experience management from the employee to the customer.

Empower Employees and Drive Productivity to Improve Business Performance

Aternity Sentiment enhances employee engagement and productivity, resulting in improved business performance. Understanding and trending outcomes of the user experience requires capturing timely feedback. Companies that use standalone survey solutions are often met with low employee response rates due to issues such as email fatigue, or unfamiliarity due to 3rd party branding.

Aternity Sentiment provides flexible, brandable survey components to gauge real-time employee feedback across multiple devices and locations and augment existing Aternity data with:

- Net Promoter Score® (NPS) surveys. NPS® is an industry standard scale that not only measures customer satisfaction and brand perception but has proven to be a strong indicator of revenue performance. The use of this score in surveys can similarly be employed to trend employee satisfaction over time.

- Likert scales, which are well suited to gauge the intensity of employee satisfaction for critical IT services rollouts.
- Free text/comment boxes to capture more nuanced feedback and additional context not captured in the NPS and Likert scales.
- Surveys that are deployed directly on employee devices so users don't have to rely on emails that could get buried or filtered out. Built-in notifications further improve response rates.

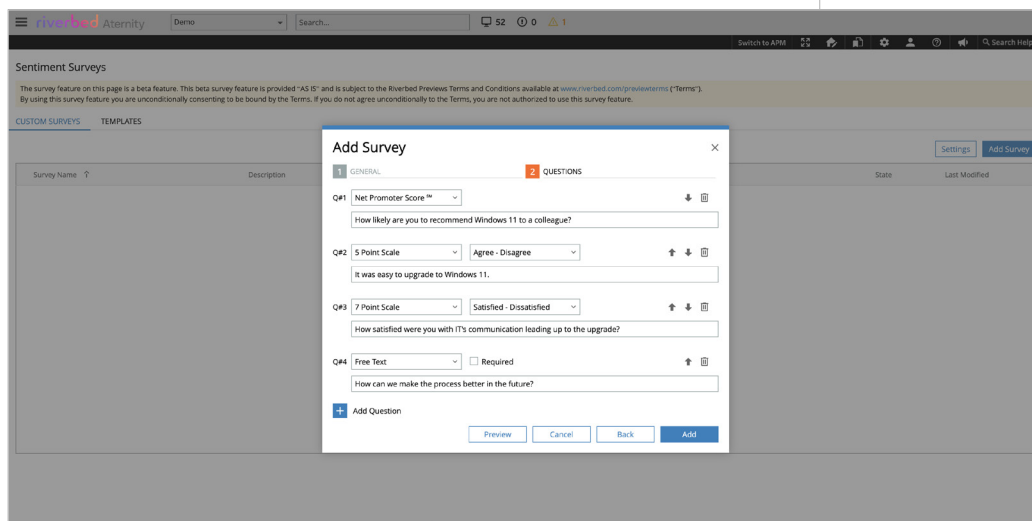


Figure 1: Create custom surveys that address your users' needs with the Survey Creator.

Net Promoter, NPS, and the NPS-related emoticons are registered US trademarks and Net Promoter Score and Net Promoter System are service marks, of Bain & Company, Inc., Satmetrix Systems, Inc. and Fred Reichheld.

Accelerate Digital Transformation Adoption with Targeted Employee Engagement

Digital transformation requires broad adoption of new technologies and processes across organizational boundaries. This often requires technology and process changes, where employee acceptance is critical.

With Aternity Sentiment, custom surveys can be branded with the company logo, icon, and colors so users feel comfortable using the product, raising survey response rates and allowing IT Operations teams to:

- Easily analyze survey responses across dozens of metrics already collected by Aternity such as device, OS, and location with employee satisfaction.

- Measure to what extent changes in technology, ranging from minor updates to bigger rollouts, impact user productivity.
- Determine why a user (or user group) may be inclined to use one application over the other if the apps achieve similar goals.
- Correlate qualitative (survey response) data against existing Aternity performance data to determine if remediated issues improved the end-user experience.

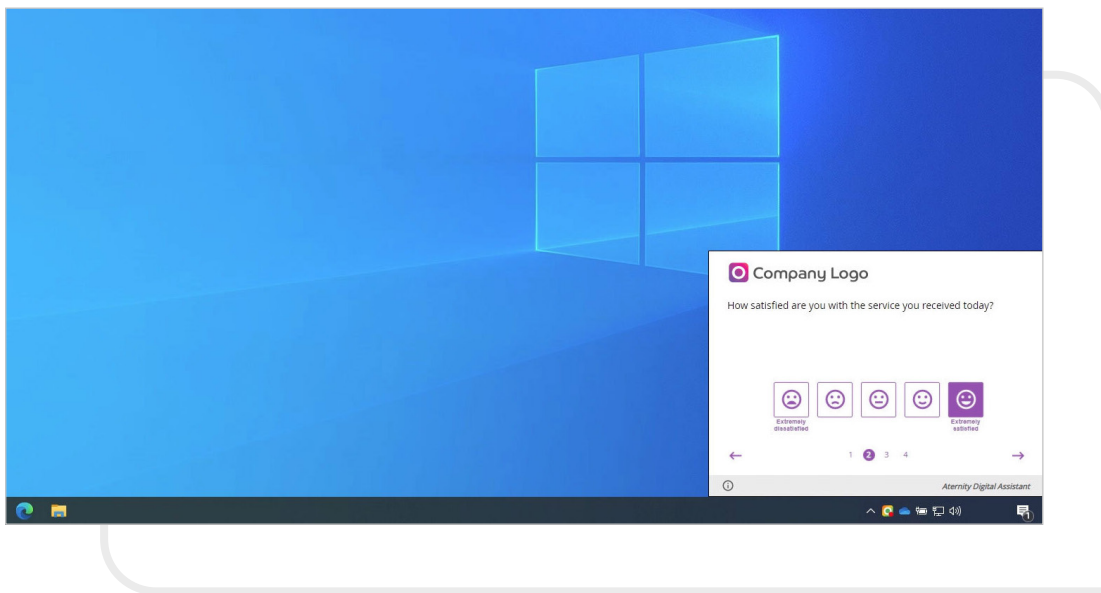


Figure 2: End-user view of Sentiment survey.

Deliver Total Experience Management Across the Enterprise

Aternity delivers a comprehensive view of the digital experience for both the employee and customer experience. Aternity’s unique click-to-render insights and end user experience data show the actual end-user experience on any application or device.

Aternity’s user journey analytics and transaction tracing capabilities offer powerful customer insights. By combining Sentiment with these capabilities, Aternity enables IT teams to rapidly isolate the cause of delays and uncover hidden issues.

Manage IT More Proactively

Aternity Sentiment helps IT Operations to minimize disruptions to employee productivity and extends Aternity’s proactive incident management by providing an early warning system through periodic, real-time feedback collection. As a result, IT Operation teams can identify problems before they become systemic, widespread issues.

Aternity Sentiment also offers trending analysis of the qualitative feedback to:

- Identify patterns in user behavior and sentiment.
- Recurring or common issues, leading to root cause analysis.
- Progress on service quality improvement efforts.
- Determine ideal windows of time to collect feedback.

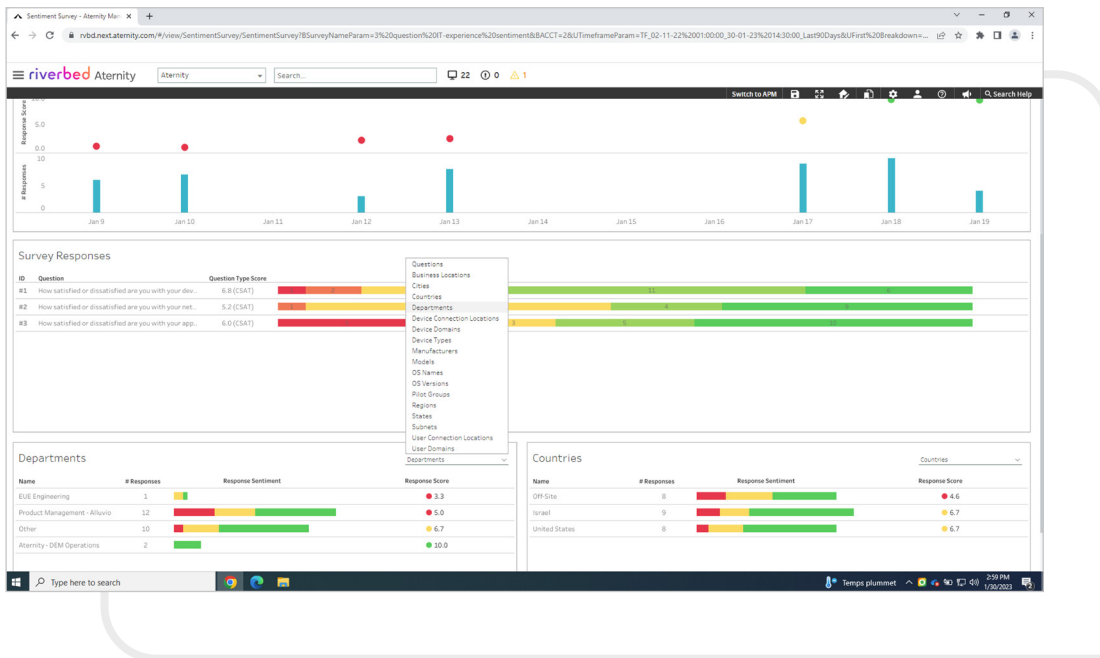


Figure 3: Quickly dig into the data with Aternity Sentiment’s Out-of-the-box Dashboard.

Improve IT Service Quality by Implementing Experience-Level Agreements (XLAs)

For organizations implementing XLA metrics, Aternity allows IT and LOB leaders to boost employee productivity and revenue. Unlike traditional SLAs which measure transactional metrics by department, XLAs focus on the employee experience and understanding how IT influences productivity. Leaders across MSP's and Enterprises can analyze trends in the context of business processes to improve policies, prioritize investments and identify skills gaps.

With Sentiment's out-of-the-box and customizable surveys, organizations can:

- Analyze survey responses through out-of-the-box or custom dashboards by several attributes and correlate employee satisfaction with device and application performance.
- Sentiment survey data can also be exported to 3rd party tools such as PowerBI or Tableau.
- Measure productivity impact from technology changes.
- Determine why a user (or group) may be inclined to use one application over a similar application.

Learn More

By delivering a complete view of the digital employee experience, Aternity Sentiment helps businesses drive employee satisfaction, productivity, and overall business performance. Learn more about Aternity Sentiment and how it can revolutionize your organization's digital employee experience management strategy – schedule a demo and visit riverbed.com/solutions/digital-experience.



Riverbed – Empower the Experience

Riverbed is the only company with the collective richness of telemetry from network to app to end user that illuminates and then accelerates every interaction so that users get the flawless digital experience they expect across the entire digital ecosystem. Riverbed provides two industry-leading solutions: the Riverbed Unified Observability portfolio, which integrates data, insights, and actions across IT to enable customers to deliver seamless digital experiences; and Riverbed Acceleration, which offers fast, agile, and secure acceleration of any application over any network to users, whether they are mobile, remote, or on-premises. Together with our thousands of partners, and market-leading customers across the world, we empower every click, every digital experience. Learn more at riverbed.com.