

The leader in AIOps for observability

# Challenges In Observability:

## Creating an Enterprise-Wide Observability Strategy

riverbed<sup>®</sup>



# Delivering Exceptional Experiences is No Longer Optional—It's Expected

Employees rely on technology to perform at their best, and any disruptions can have a direct impact on productivity, engagement, and overall satisfaction. Whether it's unresponsive systems, slow applications, or fragmented workflows, poor digital experiences hinder employees' ability to focus on their work and contribute to organizational success. IT leaders face increasing pressure to ensure that every aspect of the digital workplace operates flawlessly. Easier said than done.

To overcome these challenges, IT organizations must adopt a unified, enterprise-wide observability strategy. 45% of companies have formed new teams or departments to improve user experience. Observability tools provide the visibility needed to ensure reliable and high-performance technology experiences for employees. By enabling IT teams to monitor the entire ecosystem, identify the root causes of issues, and resolve them proactively, observability helps maintain a productive and efficient workforce.

## Younger Worker Expectations

With Gen Z expected to make up 30% of the workforce by 2025, the user experience for employees becomes increasingly important.

**91%** Believe they will need to provide more advanced digital experiences at work in the next five years to meet the high technology expectations of millennials and Gen Z workers

Failing to meet the digital experience demands of younger generations can have major consequences according to business and IT leaders.



**63%** Say it will be disruptive, impacting productivity, reputation, and performance



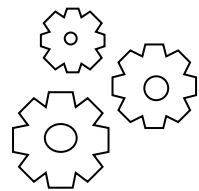
**68%** Believe younger generation employees would consider leaving their company



# Delivering Exceptional User Experience is Getting Harder, Not Easier

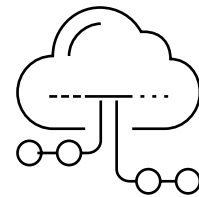
Let's face it, the rate of change in enterprise IT ecosystems is accelerating. Rapidly evolving technologies, hybrid work environments, cloud computing, and the explosion of edge devices have created a perfect storm of complexity for IT teams. These shifts introduce blind spots, break traditional monitoring approaches, and demand integration across sprawling systems—all while user expectations for flawless performance continue to soar. Instead of simplifying workflows, these advancements often stretch IT resources thin, leaving teams struggling to deliver the experiences users now demand.

## IT teams are struggling with:



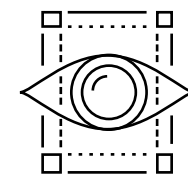
### Disconnected tools

Most enterprises use 10 or more different tools, from different vendors to tackle observability. This often creates IT silos, which hinder end-to-end visibility and leave teams reactive rather than proactive.

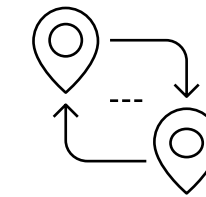


### Complexity of hybrid and multi-cloud environments

Evolving workforce dynamics, combined with rising user expectations, amplifies inefficiencies, slows issue resolution, and stretches IT resources to their limits.



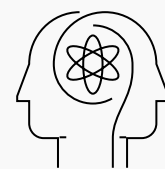
**Blind spots** Fueled by the introduction of new computing models and architectures such as zero trust and use of public clouds have created a sea of blind spots by obfuscating the data you are trying to observe or by the data not traversing your networks.



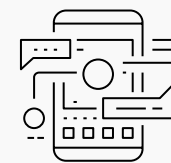
**Hybrid work models** While the global pandemic is gone, its impact on how we work is still being felt. As companies continue to find the new balancing point for end-user work locations, IT leaders need better observability and optimization.



**Talent shortages** Finding skilled resources and retaining them is hard work. As IT teams shift their operating model to proactive issues identification and resolution they need to find ways to manage and resolve alerts lower in the organization.



**AI that works** While artificial intelligence holds great promise, IT leaders are eager to move past the hype and implement scalable AI solutions that work and deliver measurable business value.



**Mobile devices** Mission critical work is done by front-line workers on mobile devices. These devices are more powerful than ever and generate data that needs to be captured and integrated. True User Experience for these devices are largely unmanaged.



**Investment preservation** No one is interested in abandoning their existing investments or being forced to rip and replace. IT needs to integrate existing products and management tool investments into a future proof strategy.



# An Enterprise-Wide Observability Strategy Needs Solutions That Break Down Silos and Deliver Comprehensive, End-To-End Visibility.

**An Open Enterprise Platform vs. Point Solutions:** The better choice is clear, isn't it? Software platforms offer the flexibility to integrate seamlessly across diverse tools and environments, providing a unified approach that point solutions simply can't match. With platforms, teams can proactively address issues, streamline workflows, and scale efficiently—all while preserving existing investments and future-proofing their operations.

A platform is more than just software—it is an ecosystem that grows with your business. Platforms serve as central hubs where products and processes connect seamlessly. They provide flexibility by allowing businesses to add or remove applications as needed without starting from scratch. Additionally, platforms serve as a backbone that connects tools from multiple vendors, coordinates their functions, and supports growth without messy migrations or limitations.

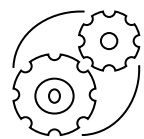
Software platforms are dynamic ecosystems that enable seamless integration, adaptability, and growth. This stands in stark contrast to rigid, self-contained products that struggle to keep pace with evolving business needs. In contrast, software products are typically self-contained tools designed to work together within a package. While these products may perform well in isolation, they often lack the flexibility to integrate new tools or adapt to the evolving needs of a business. Platforms, on the other hand, foster innovation and scalability through their coordinated ecosystems.

The term “platform” is widely used, but not all platforms are created equal, or are even a platform at all. It is essential to distinguish between a true platform and point products that masquerade as one.

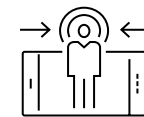


# Platforms Simplify Operations and Drive Innovation

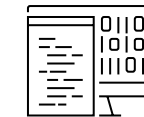
History demonstrates that platforms consistently outperform point solutions in the marketplace. Why? Because IT leaders are prioritizing IT simplicity by reducing the number of vendors they work with in favor of those offering broader capabilities. Embracing platforms is a smarter approach to building a pragmatic observability strategy. The advantages are crystal clear:



**Platforms include all the elements to build a system that works together.**



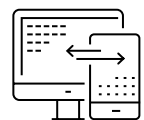
**Platforms are integrated by design to work together, not as parts you've got to assemble.**



**Platforms simplify the IT buying experience with a single vendor to manage.**



**Platforms provide a common experience designed to help teams work together seamlessly.**



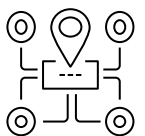
**Collect more sources of real data with fewer blind spots.**



**IT can focus on innovation vs. being a systems integrator.**



**Helps to future proof investments.**



**Fosters collaboration across the IT organization.**



# The Hallmarks of a True Platform: Building the Foundation for Innovation

The concept of a platform has become a cornerstone for IT leaders seeking scalable, adaptable, and efficient solutions. But not all platforms are created equal. These hallmarks collectively define a true platform—an adaptable, scalable, and future-ready foundation that enables IT leaders to transform challenges into opportunities and drive long-term success.

## Central Integration Hub

1

A true platform acts as the nerve center where tools, processes and teams come together seamlessly, enabling connectivity and collaboration across the enterprise.

## Unified Data Backbone

2

By consolidating disparate data sources, platforms deliver enhanced analytics and actionable insights, creating a strong foundation for data-driven decision-making.

## Future-Proof Design

3

Designed to evolve alongside technological advancements and shifting business needs, platforms ensure organizations remain competitive in the long run.

## Flexibility and Scalability

4

Genuine platforms provide the agility to add or remove applications with ease, ensuring organizations can scale without disruptions as their needs evolve.

## Common Platform Architecture

5

All the products utilize a consistent technology blueprint and perform well stand-alone but provide even more value in combination.

## Streamlined User Experience

6

True platforms prioritize consistency and usability, delivering a cohesive experience across tools and processes to enhance productivity and satisfaction.

## Vendor-Agnostic Connectivity

7

A platform thrives in a diverse IT ecosystem, offering compatibility with third-party tools to avoid vendor lock-in and maximize innovation.

## Automation and Orchestration

8

With built-in automation, platforms streamline workflows, simplify operations and enable IT teams to focus on strategic initiatives.

## Robust API Support

9

By offering extensive APIs, platforms empower organizations to integrate with third-party tools and frameworks, building customized solutions that meet unique business needs.



# The Riverbed Platform: Simple. Open. Smart.

You can solve today's problems while building an enterprise-wide architecture. Riverbed is the only company with a true platform that unifies data, insights, and actions across all of IT, which simplifies issue detection and resolution. We eliminate blind spots in your IT infrastructure and enterprise applications and take on the challenges of alert overload and skills resources shortages.

## PLATFORM SERVICES



**We Instrument Everything.** Capture full-fidelity data from client devices, networks, servers, applications, cloud-native environments, and users themselves. Unlike other products that sample data to deal with the scale of today's distributed environments, our platform sees every transaction, packet, and flow. It also analyzes actual user experience –quantitative and qualitative – for every type of application, not just web and mobile.

**We Make it Smart.** By applying AI across disparate data streams, including third-party data, we detect anomalies, changes, and surface the most important events faster and with unparalleled precision.

**We Make it Automated.** By delivering context-rich, filtered, and fix-first insights, ready for IT action, these insights enable effective cross-domain collaboration and decision-making to accelerate mean-time-to-resolution. Providing this single source of truth for IT reduces time wasted in war rooms, finger pointing, and excessive escalations.

**We Make it Agile.** The Riverbed platform streamlines repeatable processes with minimal human intervention, lower costs, and improved user satisfaction. We support broad automation use cases that extract insights across telemetry and third party tools.

**We Play Well with Others.** Our platform easily integrates with other industry leading third party management tools that are being used in your IT structure today. This means you don't have to change the way you work or walk away from your current investments. It also a pathway to consolidating management tools and reducing licensing costs and complexity.



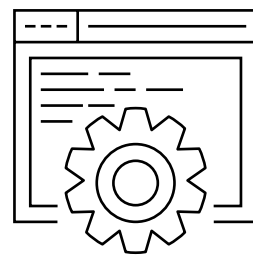


# Riverbed's Common Services Unleashes Uncommon Business Value

By integrating best-in-class tools through a set of common platform services, the Riverbed platform is a solution that is both open and adaptable. Designed to fit diverse use cases, the platform integrates with third-party applications, enabling comprehensive management of networks, applications, infrastructure, and user devices while optimizing performance. Its full-fidelity data collection ensures that the more components you use, the greater the value you realize.



## How We Ensure it Delivers Value to End Users and IT

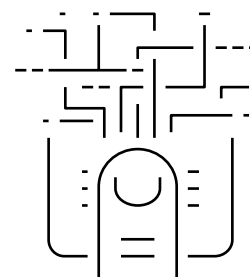


Platform Management Tools

Plays a critical role in the smooth operations, scalability and adaptability

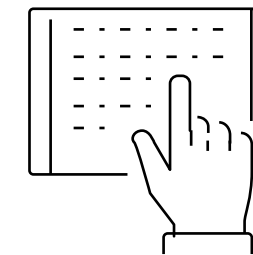
## How We Make it All Work Together

Enabling Technologies



Technology services to collect, analyze and report across the entire IT ecosystem

## How We Infuse Expertise and Openness



Integrations Library

An ever-expanding library of pre-built application integrations, automations and remediations



# Delivering Key Capabilities to Drive Success

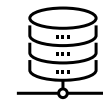
Enabling technologies form the backbone of the Riverbed platform—the connective tissue that makes it all work together.



**Telemetry** provides full-fidelity data, capturing insights from every device, application and click in real-time, across all elements of the enterprise IT environment.



**Unified Agent** collects more points of real data without the need for additional agents, and streamlines management with selectable modules and a single agent management tool for our complete range of agent modules, including selected third party agents.



**Data Store** consolidates all performance data without having to build your own data structure. Our AI decision logic delivers just the right data, at the right time, and with the right quality to power your AIOps.



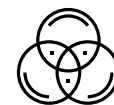
**Edge Collector** gives you the ability to integrate Riverbed on-premises data sources into the platform and provides a single view of all data wherever it may be located.



**Topology Viewer** generates dynamic mapping of connected devices showing dependencies within continuously evolving and dynamic IT landscapes. It puts data into context across your ecosystem.



**Automations** Automation boosts IT operations with AI-driven workflows that replicate expert diagnosis and remediation, providing prioritized insights with contextual data for faster resolution and early remediation.



**Multi-modal AI** combines predictive AI to forecast future problems, with causal AI to understand the “so-what and why” and generative AI, to recommend how to solve complex issues effortlessly.

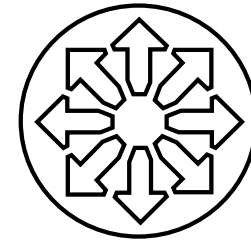


**Dashboards** enable real-time insights and analytics across the platform and provides the ability to integrate seamlessly with third party management tools.

# An Open Platform Where Expertise Comes Built-in

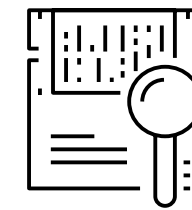
Why does an open platform matter? Because an open platform provides unmatched flexibility, connecting seamlessly with a wide range of tools and technologies, that let's you choose the best solutions for your business without being locked into a single vendor. This approach drives innovation, boosts efficiency, and helps your business adapt quickly to change—maximizing your current investments and delivering better results.

AI-driven automations and remediations equip you with a proactive approach to digital experience management, backed by a library of expertly designed solutions. These pre-built automations and remediations bring built-in expertise to your fingertips, helping you quickly identify and resolve potential issues. The result? Streamlined operations, optimized performance, and superior user experiences that drive business success. Only Riverbed brings data from across your IT environment, including third-party data, into a single AI-enabled platform.



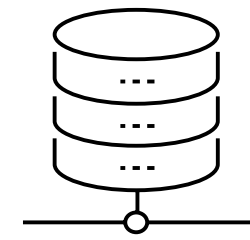
## Application Integrations

Riverbed's library of pre-built applications integrations makes it easy to connect third-party ITSM, business productivity, and SIEM tools to the platform. This open approach allows organizations to preserve existing investments while leveraging the power of the Riverbed platform. We also provide you tools so you can create your own custom integrations to address unique requirements and avoid the need to redesign workflows.



## AI-Driven Automation

Riverbed's library of expert-designed automations proactively detect and resolve performance issues, reducing downtime and manual effort. Leveraging advanced AI and machine learning, they enhance application performance and user experience. The result is faster resolutions, increased efficiency, improved productivity, and digital experiences that boost customer satisfaction and competitive advantage.



## Remediations That Work

Considering 250+ remediations built by Riverbed experts simplifies resolution of issues, often without the need for human intervention. Extend your private library of remediations geared to your unique business requirements. We also provide tools so you can build your own remediations. Launch the remediations automatically or schedule them to run when it's convenient for your business—the choice is yours.





# Conclusion

Creating an enterprise-wide observability strategy is critical for modern IT teams. With Riverbed's open, intelligent platform, organizations can overcome challenges, break down silos, and deliver exceptional user experiences at scale. Simplify, integrate, and thrive.

Riverbed supports your current investments. It will cost less to deliver a future-proof IT strategy for observability, which means you can focus the IT budget on innovating your business, not just managing it.

**Riverbed is the leader in AIOps for observability.  
We are ready to help you deploy AI that works—at scale.**

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**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](https://riverbed.com).

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