Deliver Superior Digital Experiences to Your Users

Most enterprises today realize that in order to build customer loyalty, streamline operations, and increase workforce productivity, they must develop and deliver exceptional digital services—and do so faster and more effectively than the competition.

For IT and business leaders, a sharp focus on the digital experience of end users, from application design through application delivery and consumption, becomes vital to success.

Digital Experience Management has emerged as a way to meet the needs of both IT and the business. Simply put, digital experience management optimizes the human experience as the user interacts with digital apps and services to produce better business outcomes.

Challenges to Delivering Exceptional Digital Experience

Make no mistake: delivering exceptional digital experiences is easier said than done. The bar is constantly being raised as users expect increasingly engaging, secure, and reliable digital services. Unfortunately, organizations must balance these rising expectations with escalating complexity, fragmented and ineffective management tools, and limited business insights. In order to truly succeed, IT and business leaders must address the following challenges.

Lack of insight into how digital services are adopted and used

Measuring the success of digital capabilities is critical for making informed planning decisions and cost-justifying future investments. Historically, IT has focused on metrics like resource consumption and availability of infrastructure components, which are important indicators of service quality. However, those metrics fail to report on transaction performance from the end user's perspective, and neither demonstrate how a digital service is contributing to the company bottom-line, nor where opportunities exist to drive future growth.

Without these insights, it's difficult for application owners to know how users are adopting digital services, nor can they determine what the overall impact is on the business. This, in turn, hinders future development or improvement efforts.

Aggressive development pipelines

Most organizations are embracing DevOps and cloud-native technologies to quickly and continuously develop and deliver new or enhanced digital services. However, speeding up development and release cycles means very little if new features are buggy or underperform for users.

Yet, all too often, bugs and performance issues find their way into code as feature sets grow. Relying on testing processes within lab environments to spot potential issues isn't sufficient as they are not representative of real-world conditions where thousands of people accessing the app simultaneously often relies on distributed infrastructure and multiple cloud platforms. As a result, increased rates of change can cause service degradations or outages, frustrating IT teams and end users alike. Application performance must be continuously fine-tuned with high definition monitoring in production so dev teams can proactively find and fix issues early, before users complain.

Limited cross-domain understanding

Today's digital services are highly complex. They can span on-premises and cloud-based resources, are delivered across a mix of private and public networks, and must be optimized for multiple device types. In addition, increased reliance on microservices, containers, and third-party services means today's

application topologies are more distributed and dynamic than ever before. Any flaw—be it a systems dependency, coding issue, network congestion, or a problematic user device—can slow an application and disrupt the resulting digital experience, negatively impacting customers and employees.

Fragmented tools and IT silos

A cross-domain understanding of applications and the networks, infrastructure, and devices they run on is essential to managing the digital experience. Tools proliferate with the majority of enterprises reporting that they use 5 or more IT infrastructure monitoring tools.[1]

Unfortunately, more is not better. This approach creates IT silos and fosters an unproductive environment where teams shift blame and performance suffers. As a result, teams spend too much time firefighting issues, taking time and resources away from more strategic initiatives.

[1] Market Guide for IT Infrastructure Monitoring tools, Gartner, 09 May 2016, ID G00296324

| Device Malfunction | Security Threat | API Issue | | | | Code Error |

End User Devices — Network — Cloud — Web-Servers — Containers — App-Servers

| OS Failure | Latency | SLA Breach | Broken Link | Resource Contention | SQL Slow |
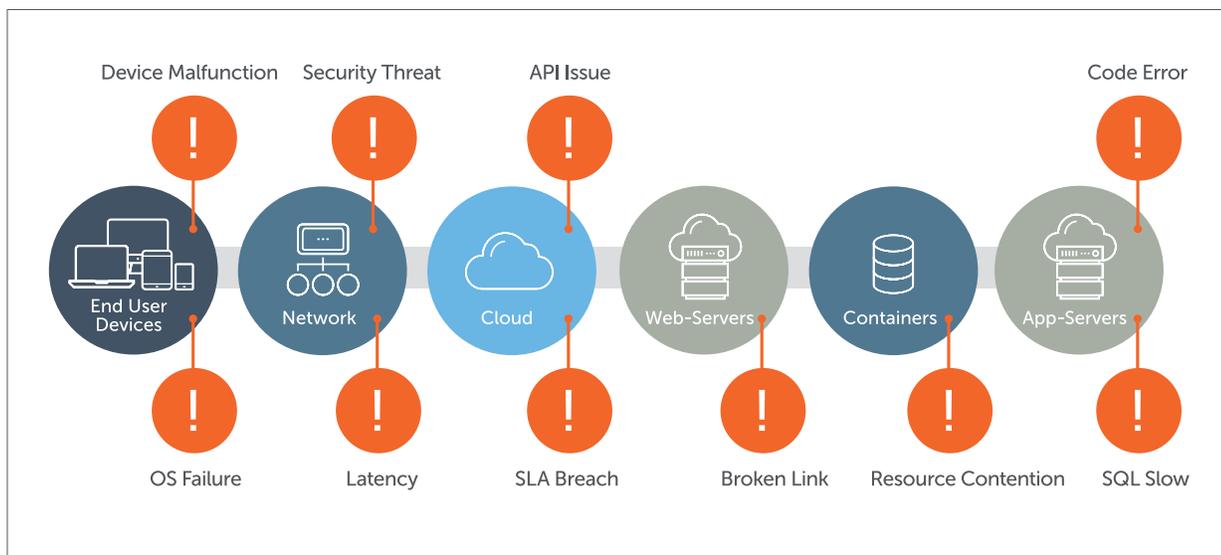
Figure 1
Poor digital performance may be due to any number of issues and is especially difficult to diagnose in highly-dynamic, containerized application environments.

Riverbed Solution for Digital Experience Management

To succeed, IT and business leaders need a comprehensive, integrated solution that allows them to securely manage the digital experience of every user to build customer loyalty, streamline operations, and increase workforce productivity.

Riverbed's Digital Experience Management (DEM) solution provides end-to-end monitoring and performance insights, allowing companies to proactively measure, assess, secure, and improve today's digital experiences. It requires a unified approach across end user devices, applications, networks, and infrastructure both on premises and in the cloud. The results: consistently high levels of user satisfaction and faster innovation with fewer performance and security issues.

Business-centric, cross-domain intelligence to **optimize the user experience**

DEM

EUEM   APM   NPM   ITIM

Comprehensively monitor the **human experience** on any user device

Monitor performance of all applications in use, including **cloud native & SaaS**

Monitor network & infrastructure performance across **hybrid environments**
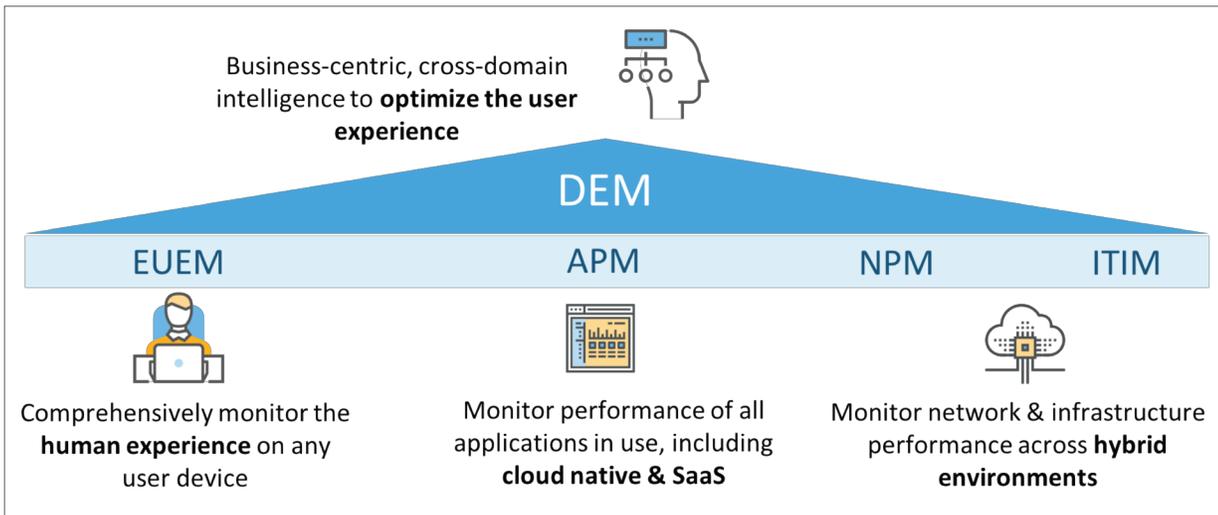
Figure 2
Digital experience management requires a unified approach across end user devices, applications, networks, and infrastructure to deliver consistently high levels of user satisfaction and support rapid innovation.

Quantify financial impact of IT performance

Poor performance has a negative impact on the productivity of your tech-dependent workforce and on user satisfaction.

You need a full understanding of how your apps and digital services are performing—across all locations and devices whether on premises or in the cloud. This includes getting insights from the perspective that matters most: your users'.

Riverbed's big data approach captures complete information on every transaction to accurately quantify the business impact of application performance. Armed with this data, application teams can better prioritize problem resolution and optimization efforts to align with business priorities.

You can also measure actual user adoption and behavior over time—down to individual transactions—by translating usage and performance metrics into impacts on workforce productivity and revenues.

Consistently deliver high-performing, secure digital services

Performance problems can pop up at a moment's notice. Get deep visibility into the performance and security health of all your applications running on any type of device. Riverbed gives you the ability to resolve issues quickly—before your customers and employees are impacted.

Detect issues on premises and in the cloud as they occur through continuous, full-stack monitoring. Alert teams in real time to any SLA violations, degradations due to IT changes, or deviations from normal performance levels.

Use your network data for both performance and security visibility and forensics. Detect, investigate, and mitigate performance and security threats, whether they originate inside or outside your network.

Gain a complete view of the digital experience

You need a full understanding of how your apps and digital services are performing—across all locations and devices both on premises and in the cloud. This includes getting insights from the perspective that matters most: your users'.

Improve collaboration and remove blind spots by capturing performance analytics across all applications, networks, infrastructure, and end-user devices, on premises and in the cloud.

To avoid finger pointing, monitor SaaS performance as seen by the end user. Determine whether the issue is within your environment or your SaaS provider's by breaking down the transaction delays into server, network, and client components.
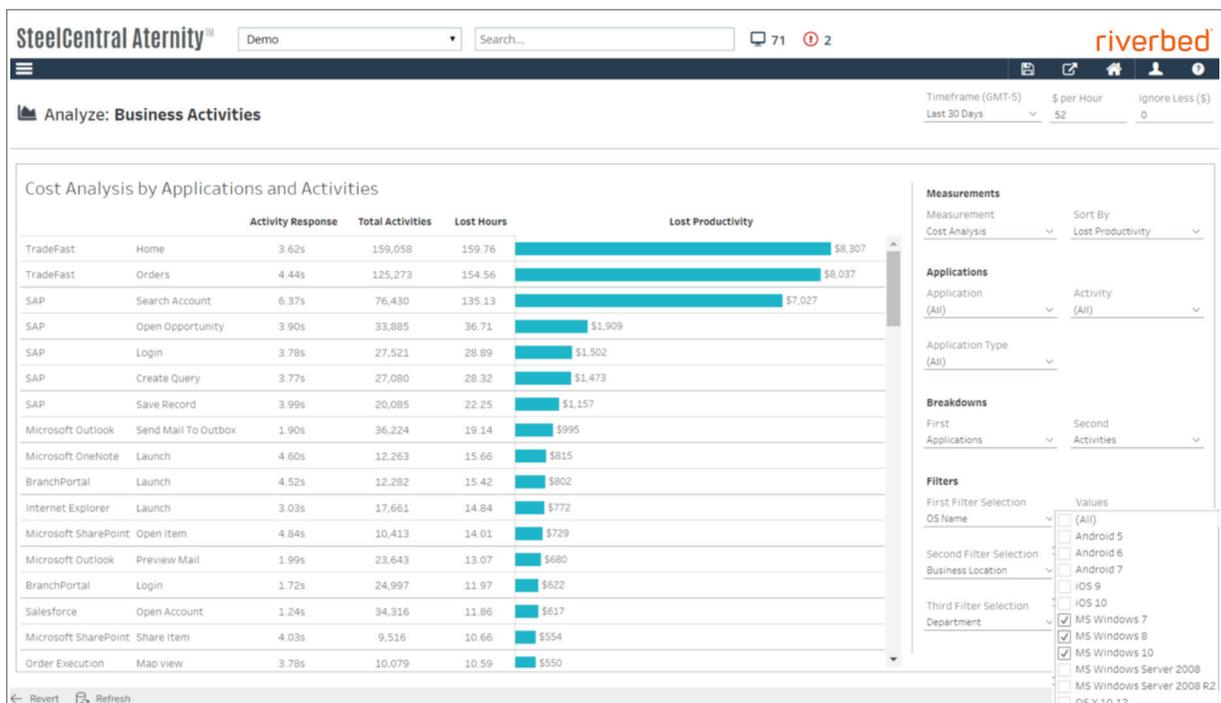
Figure 3
By measuring lost hours and lost productivity, you can better justify financial investments and prioritize remediation efforts.

Accelerate business innovation

Your users are constantly demanding new features—without compromising on performance. Deploying releases more frequently can strain operations teams and negatively impact service levels in production.

Riverbed's solution provides business-relevant insights to help you prioritize development efforts, build new features faster, and ensure all updates continue to meet user and business requirements.

Fix bugs early during development to reduce costs and ensure timely, higher-quality releases with detailed analytics and contextual insights across apps, networks, and infrastructure. Rapidly identify and resolve issues in production—on and off the cloud—to drive performance excellence and accelerate innovation.
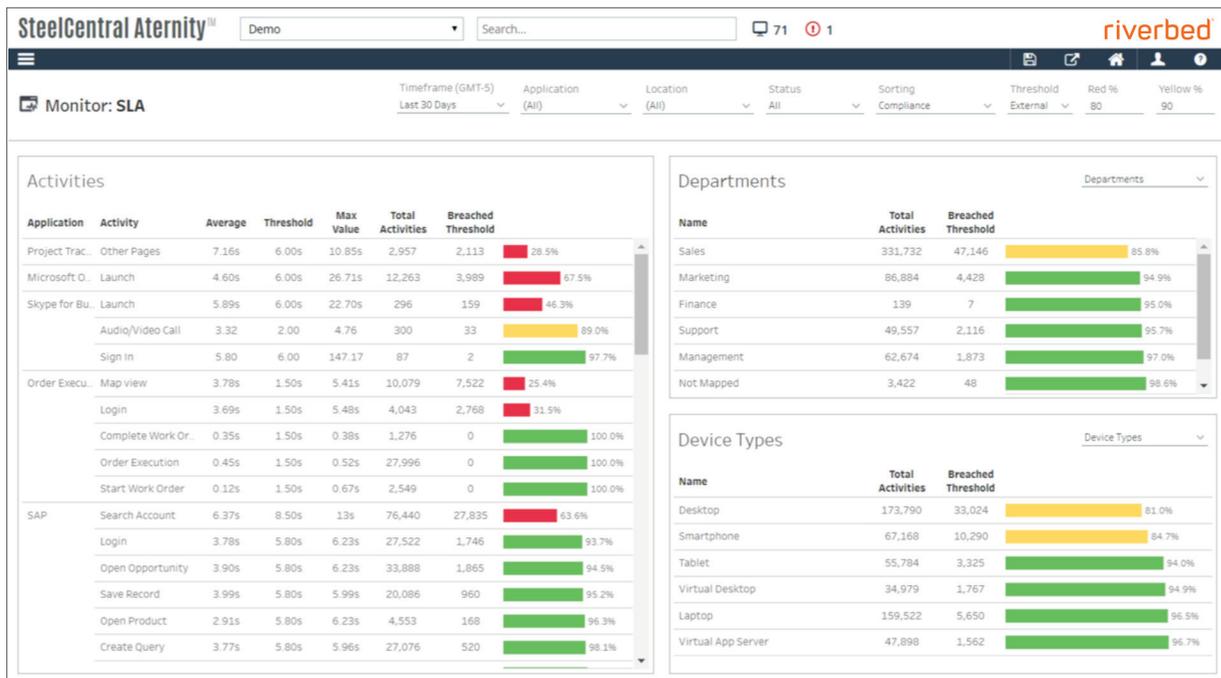
Figure 4
Monitor every enterprise application running on any type of device and benchmark performance against SLAs.

Get Started Now

Riverbed provides the most complete, integrated solution to accelerate digital initiatives, deliver high-quality, secure user experiences, and optimize business outcomes. To learn more, visit riverbed.com/digital-experience-management.

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