# Five Steps to Managing Digital Experience

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# Topics

**1** Why Your Experience Sucks

**2** Five Ways to Ensure It Doesn't

**3** Use Cases

**4** Case Study

**5** Why Channel Partners Care
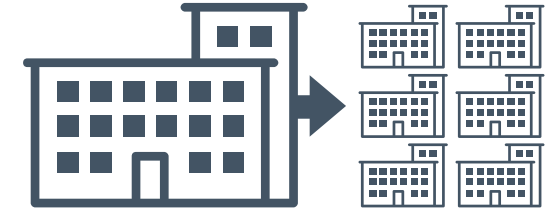
**6** Summary

# Why is monitoring digital experience important?

Two-thirds of enterprises are investing into digital business today[1]

Digital Capabilities and IT were the top two CEO investments in 2016[1]

Percentage of enterprises creating advanced digital transformation initiatives will more than double by 2020[2]

Managing users' **digital experience** has become one of the most **critical business objectives** for most enterprises

[1]Gartner's 2016 CIO survey
[2]IDC prediction – http://www.forbes.com/sites/gilpress/2015/12/06/6-predictions-about-the-future-of-digital-transformation/#3464594225b4

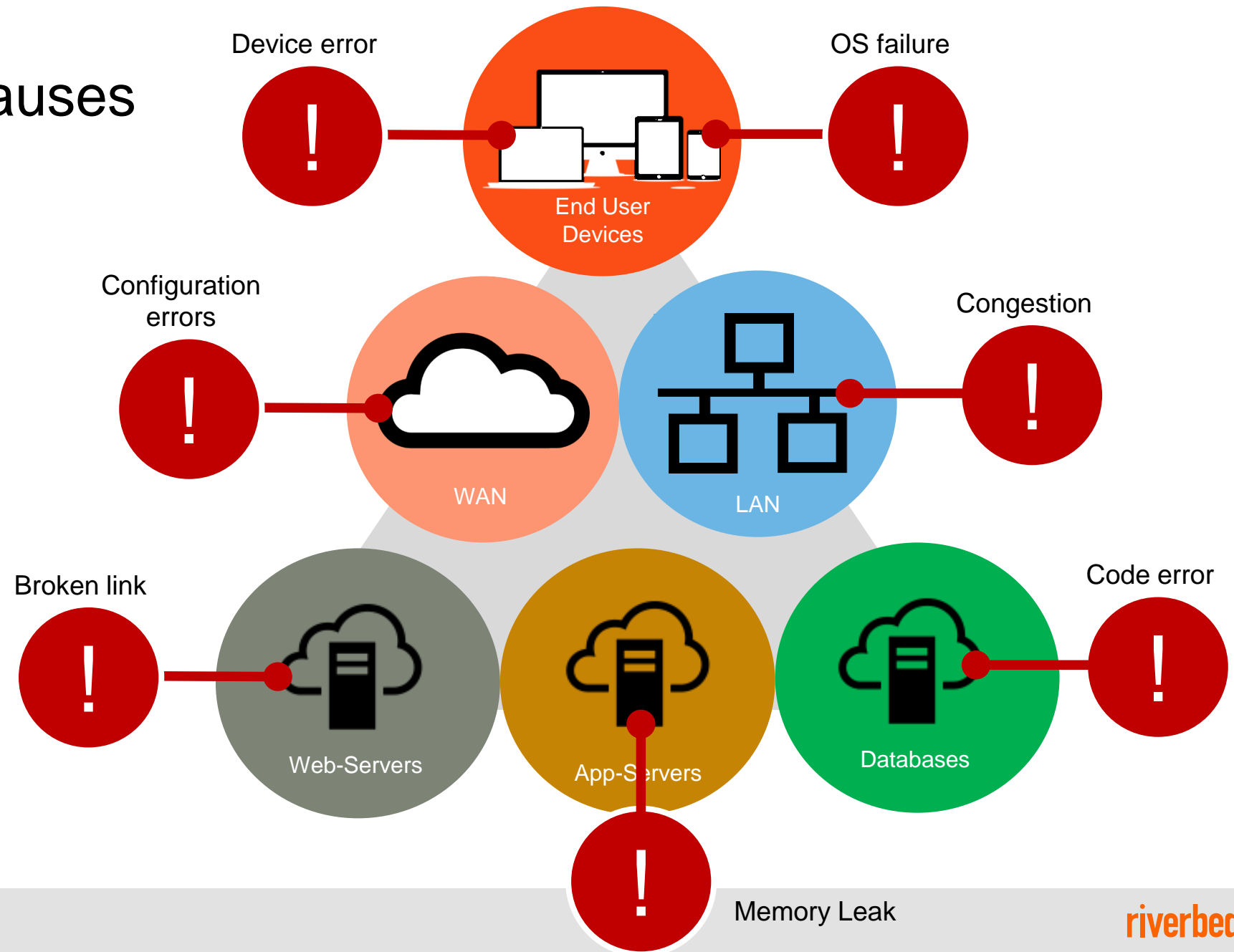# Most companies can't effectively manage digital experience

## 5%

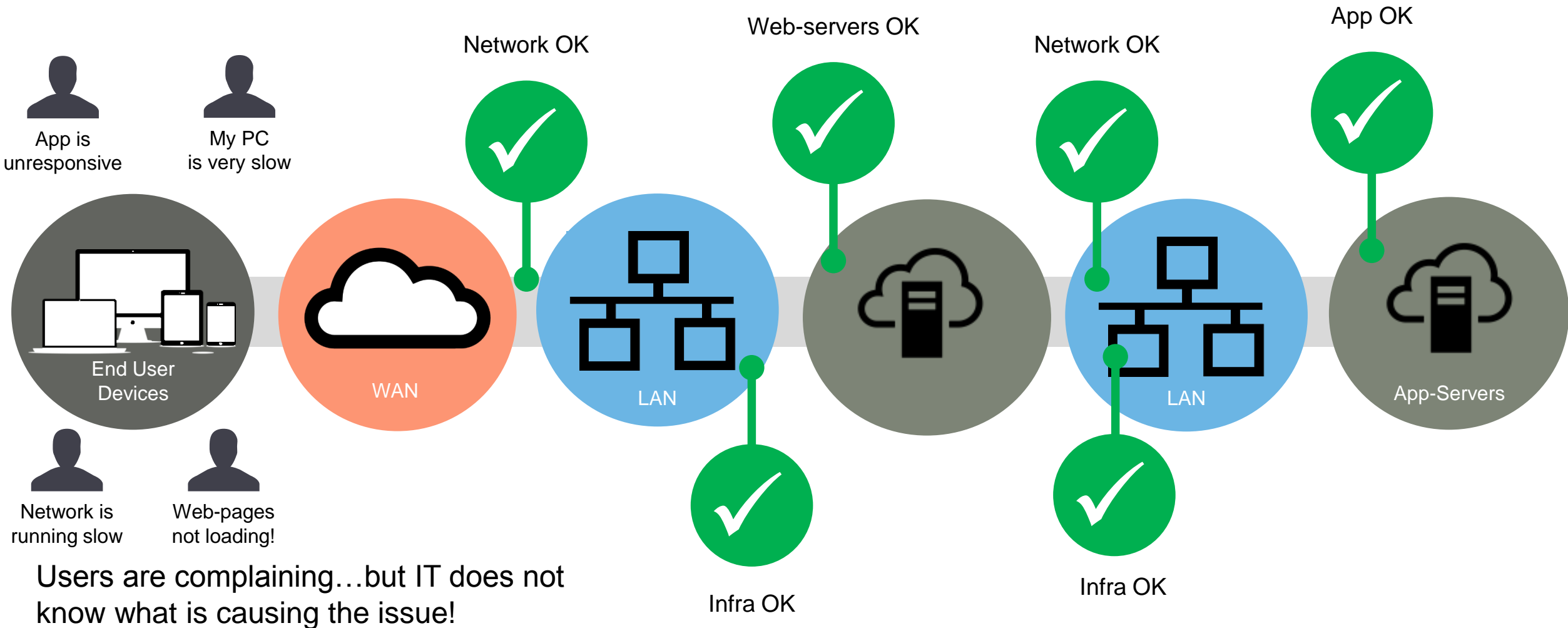of global enterprises have strategically implemented DEM technologies*

* Gartner research on DEM 2015

# Many potential causes of poor digital experience

Device error

OS failure

End User Devices

Configuration errors

Congestion

WAN

LAN

Broken link

Code error

Web-Servers

App-Servers

Databases

Memory Leak

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# Using multiple, disjointed tools is ineffective



App is unresponsive

My PC is very slow

Network OK

Web-servers OK

Network OK

App OK

Network is running slow

Web-pages not loading!

End User Devices

WAN

LAN

LAN

App-Servers

Infra OK

Infra OK

Users are complaining…but IT does not know what is causing the issue!

# Many teams "own" digital experience

*Business & IT Execs: are our investments in digital experience paying off?*

*Network teams: how do I manage network performance while understanding its impacting on digital experience?*

*App teams: How do I develop and roll out high quality apps that deliver excellent digital experience?*
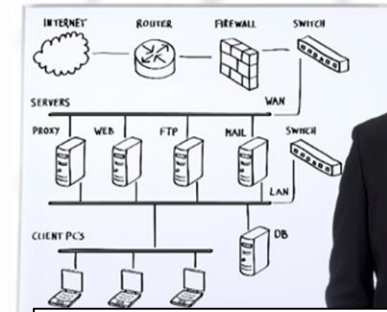
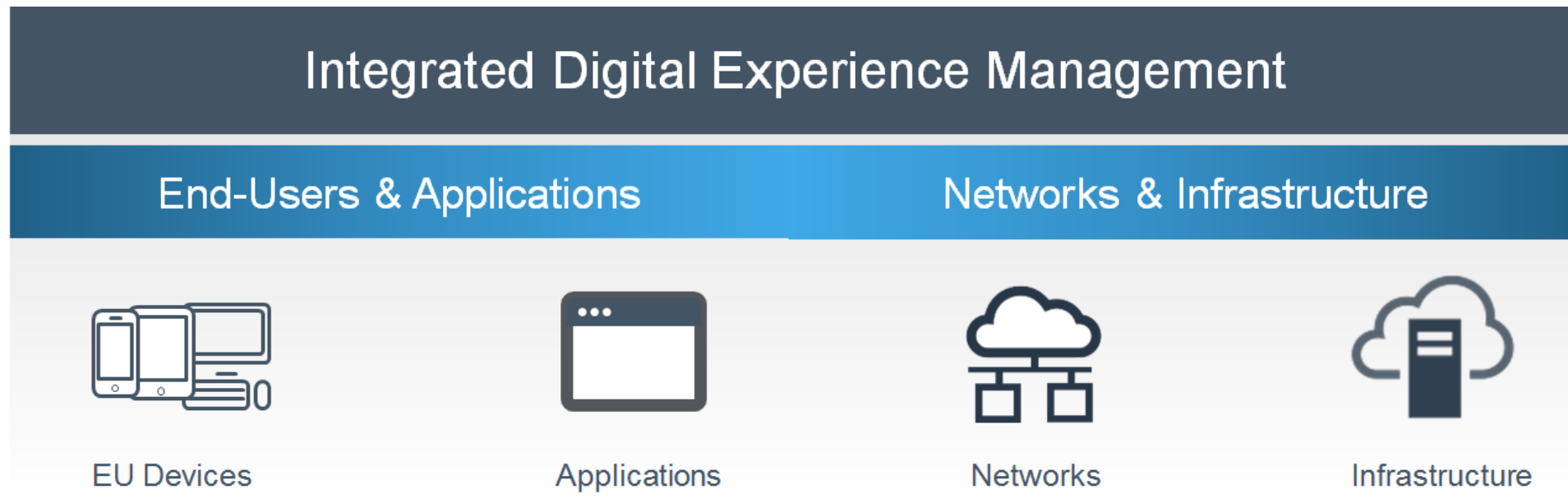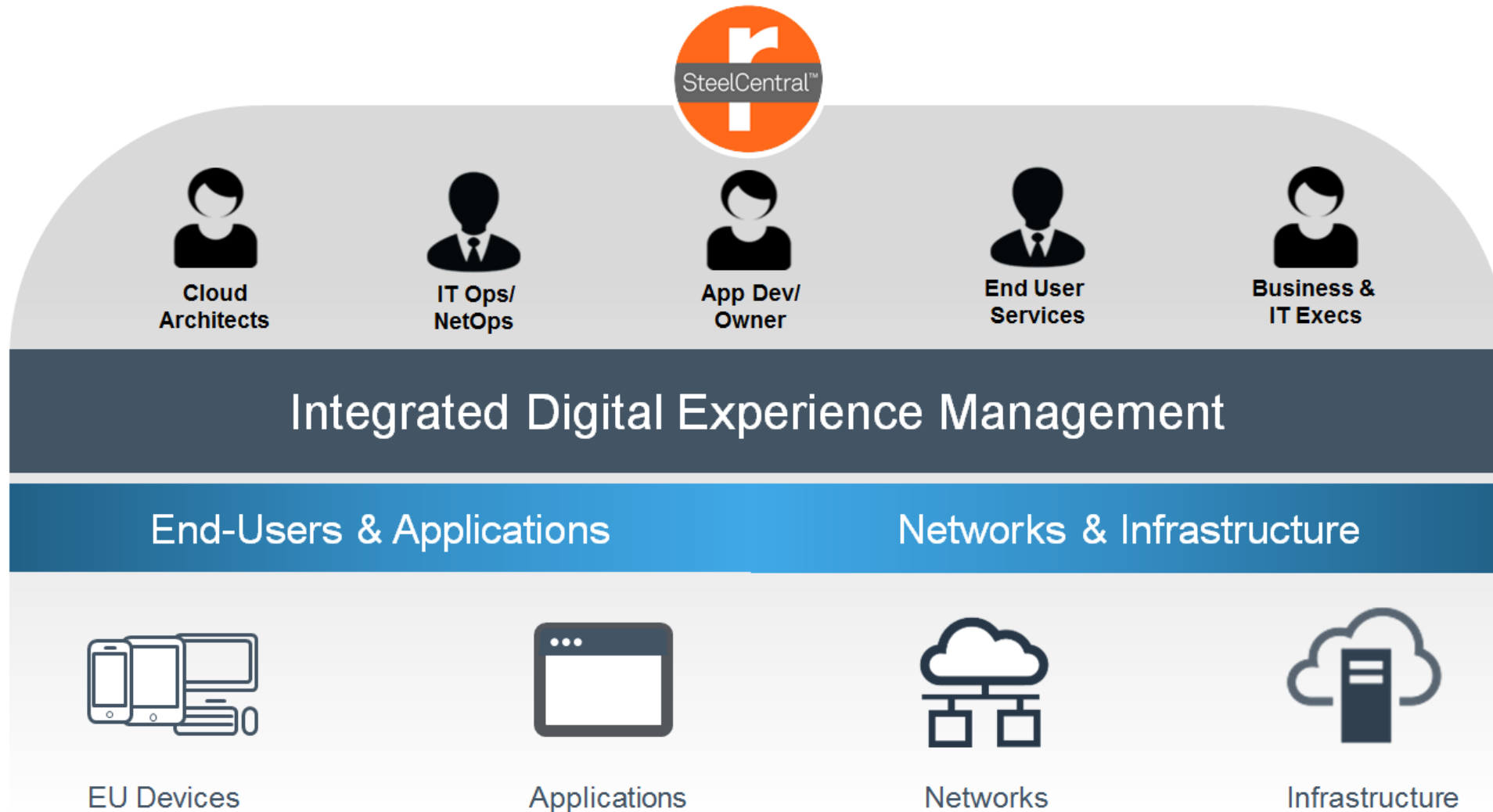*Architects: how do I ensure the infrastructure supports excellent digital experience under changing conditions?*

5 Steps To Set My
DE on Fire

# 1: Get end to end visibility into performance



Integrated Digital Experience Management

End-Users & Applications

Networks & Infrastructure

EU Devices

Applications

Networks

Infrastructure

# 2: Address use cases for IT and the business



SteelCentral™

**Cloud Architects**  **IT Ops/ NetOps**  **App Dev/ Owner**  **End User Services**  **Business & IT Execs**

## Integrated Digital Experience Management

### End-Users & Applications          Networks & Infrastructure

EU Devices          Applications          Networks          Infrastructure

# 3. Monitor EVERY app in the portfolio
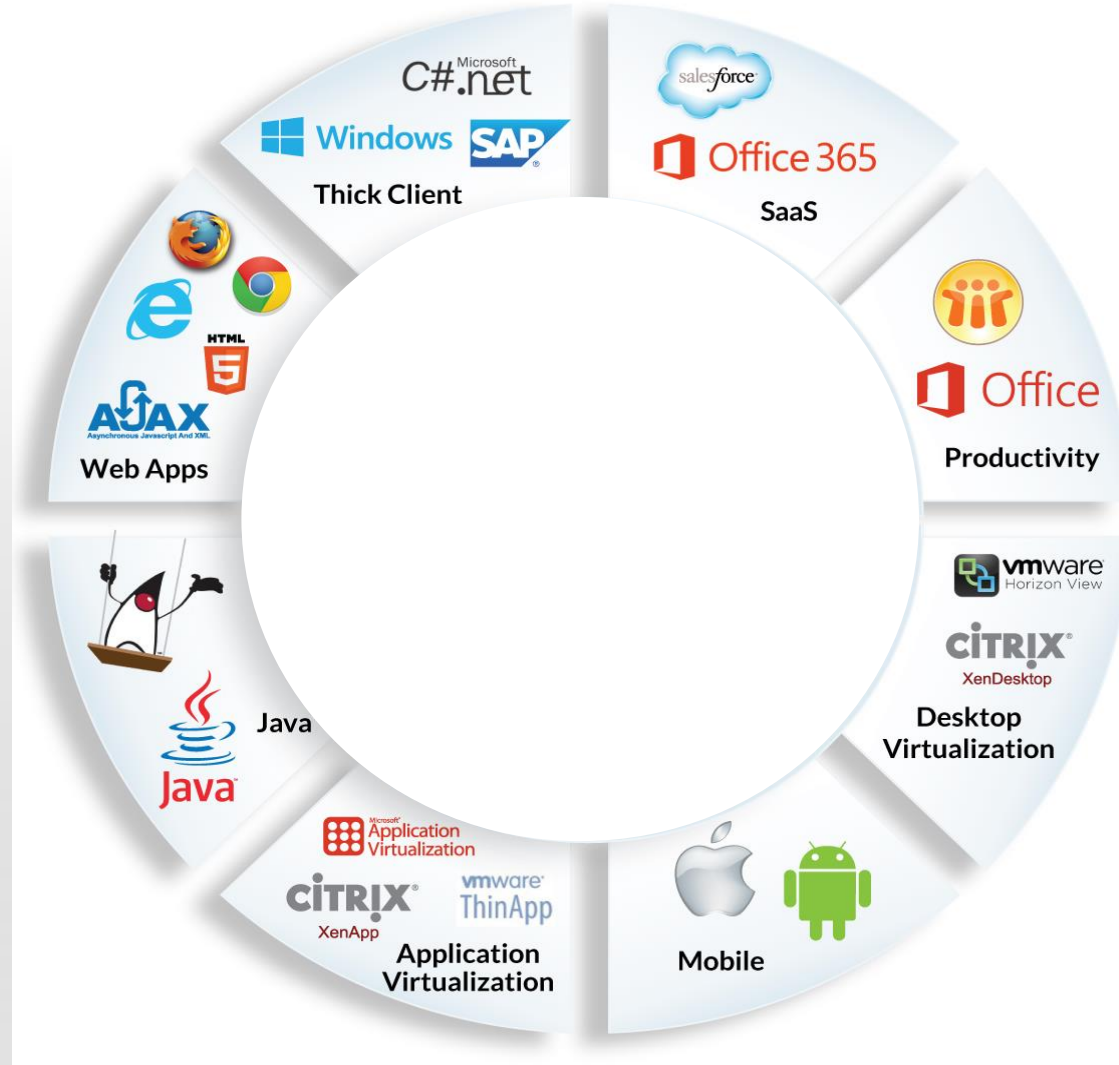
# 4. Measure from the point of IT consumption
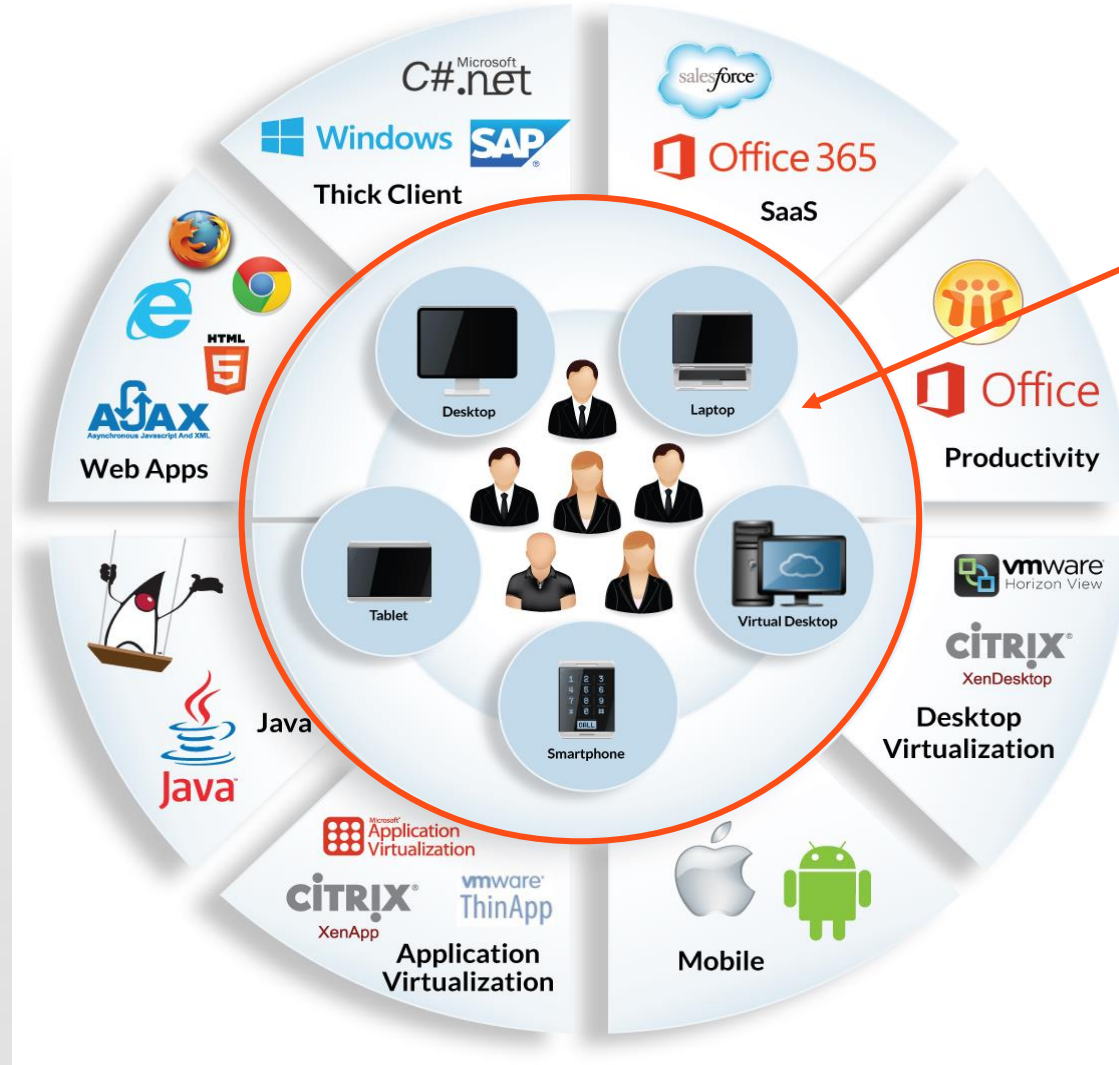


The user's device

# 5: Validate the impact of IT change
Companies spend millions on change initiatives like these

- Windows 10 migration
- Office 365, or any cloud-delivered app
- Enterprise mobile app deployment
- Moving apps to Citrix or VDI
- Skype for Business
- Data center consolidation or migration

- How do you **KNOW** these changes produce better service?

Use Cases

# Addressing challenges with four technology initiatives

| Cloud | Mobile | Change Management | Virtualization |
|-------|--------|-------------------|----------------|
| I'm **held responsible** for the performance of cloud-delivered apps | Rolling out mobile apps is expected to **drive up workforce productivity and customer service** | I'm under **constant pressure** to ensure app/infrastructure migrations **deliver better service** | My **virtualization project is stalled** because of user complaints |
| *How do I ensure reliable service with no access to the infrastructure on which they run?* | *How do I ensure a quality user experience to achieve these results?* | *How do I know the new platform will deliver better service to my users?* | *How do I resolve the issues & convince the business to expand?* |

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# SteelCentral Digital Experience Management

**IT Ops/ NetOps**

**App Dev/ Owner**

**End User Services**

**Business & IT Execs**

## Integrated Digital Experience Management

| End-Users & Applications | | Networks & Infrastructure | |
|---|---|---|---|
| Device-based Monitoring | | Network Monitoring | |
| App-based Monitoring | Network-based Monitoring | Network Forensics | Infrastructure Monitoring |

Broad

Deep

Depth of analysis

Broad

Deep

Depth of analysis

# Business & IT executives

## Visibility to any app, on premise or in the cloud

- **Health dashboard reflects end-to-end performance**

- **Blends data analysis from:**
  - End user device (mobile, physical or virtual),
  - WAN, LAN and Physical Infrastructure
  - Cloud environment (network & infrastructure)
  - Application code

- **Uses color coding to quickly identify problems**
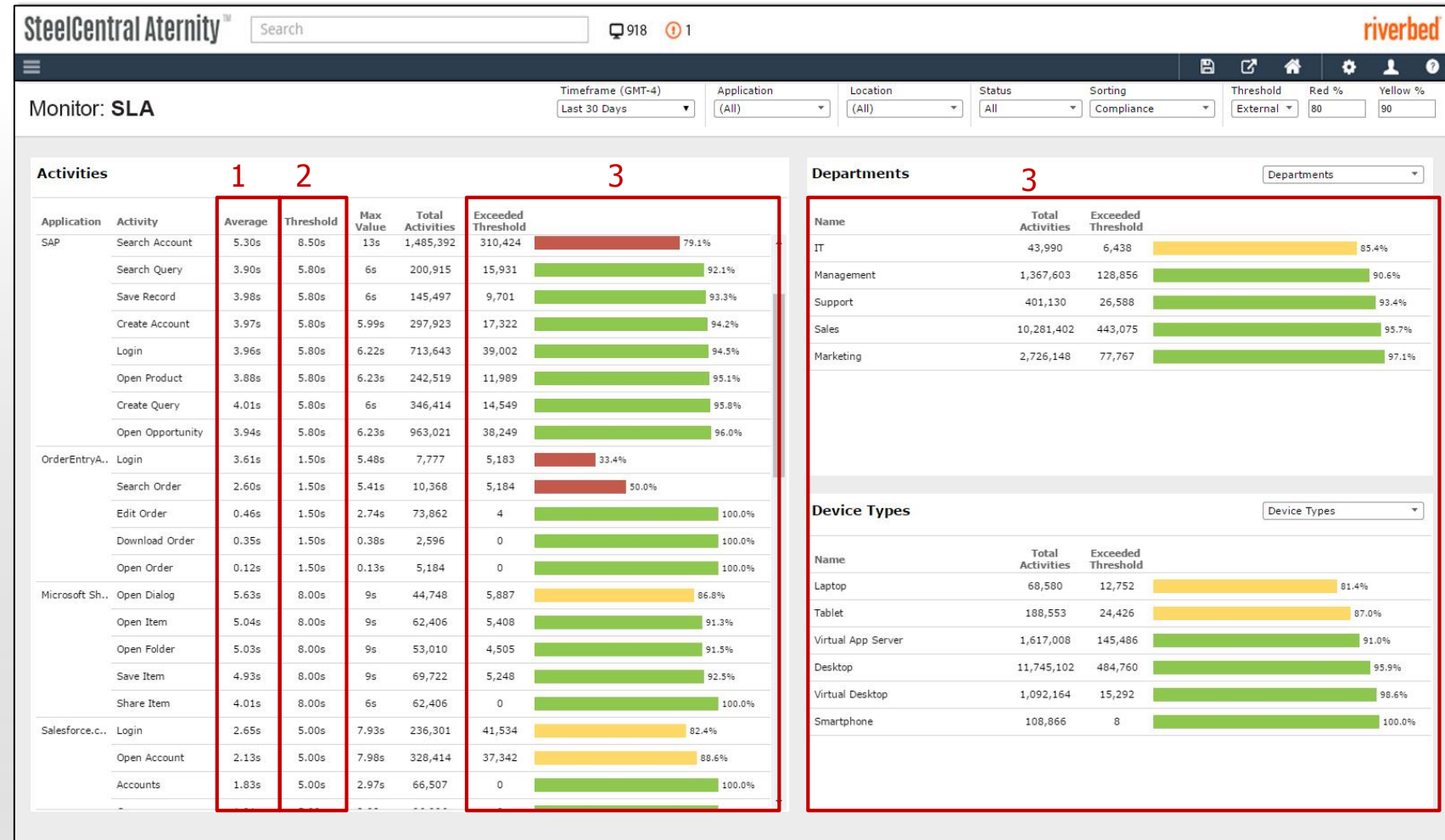  - Right click offers in-context troubleshooting drilldowns
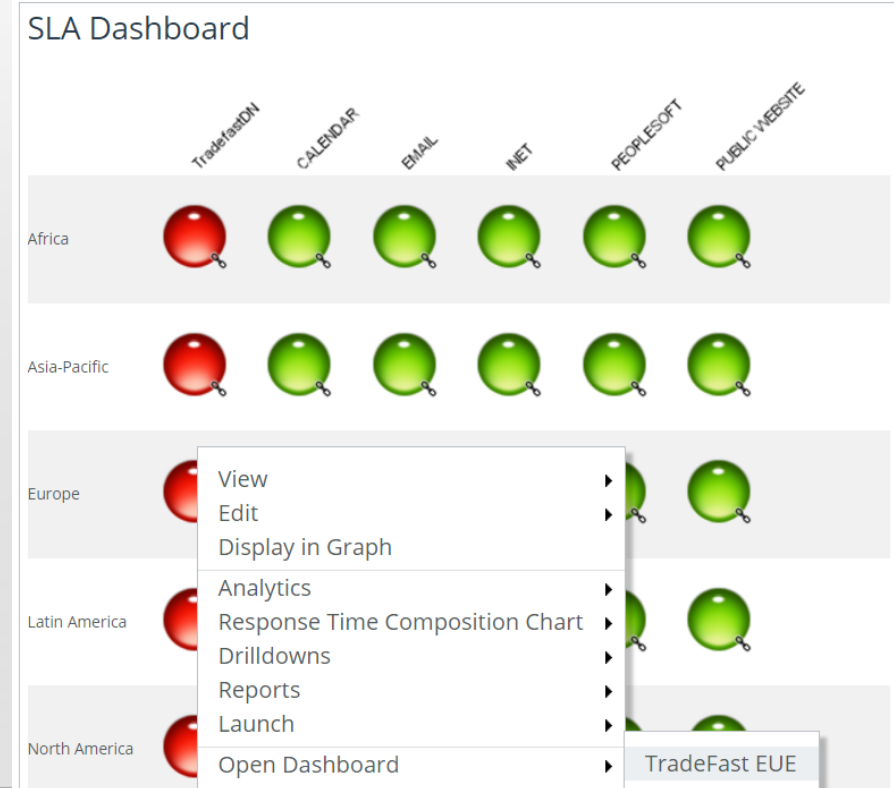
# Application owners
## Hold cloud vendors accountable with application performance SLAs

1. Identify normal app performance for groups of users

2. Set **SLAs that meet customer expectations for key business activities**

3. Compare **each instance of every user's execution** of these activities to the SLA, to hold cloud vendors accountable

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**Monitor: SLA**

| | Timeframe (GMT-4) | Application | Location | Status | Sorting | Threshold | Red % | Yellow % |
|---|---|---|---|---|---|---|---|---|
| | Last 30 Days | (All) | (All) | All | Compliance | External | 80 | 90 |

**Activities**  1  2  3

| Application | Activity | Average | Threshold | Max Value | Total Activities | Exceeded Threshold | | |
|---|---|---|---|---|---|---|---|---|
| SAP | Search Account | 5.30s | 8.50s | 13s | 1,485,392 | 310,424 | | 79.1% |
| | Search Query | 3.90s | 5.80s | 6s | 200,915 | 15,931 | | 92.1% |
| | Save Record | 3.98s | 5.80s | 6s | 145,497 | 9,701 | | 93.3% |
| | Create Account | 3.97s | 5.80s | 5.99s | 297,923 | 17,322 | | 94.2% |
| | Login | 3.96s | 5.80s | 6.22s | 713,643 | 39,002 | | 94.5% |
| | Open Product | 3.88s | 5.80s | 6.23s | 242,519 | 11,989 | | 95.1% |
| | Create Query | 4.01s | 5.80s | 6s | 346,414 | 14,549 | | 95.8% |
| | Open Opportunity | 3.94s | 5.80s | 6.23s | 963,021 | 38,249 | | 96.0% |
| OrderEntryA.. | Login | 3.61s | 1.50s | 5.48s | 7,777 | 5,183 | | 33.4% |
| | Search Order | 2.60s | 1.50s | 5.41s | 10,368 | 5,184 | | 50.0% |
| | Edit Order | 0.46s | 1.50s | 2.74s | 73,862 | 4 | | 100.0% |
| | Download Order | 0.35s | 1.50s | 0.38s | 2,596 | 0 | | 100.0% |
| | Open Order | 0.12s | 1.50s | 0.13s | 5,184 | 0 | | 100.0% |
| Microsoft Sh.. | Open Dialog | 5.63s | 8.00s | 9s | 44,748 | 5,887 | | 86.8% |
| | Open Item | 5.04s | 8.00s | 9s | 62,406 | 5,408 | | 91.3% |
| | Open Folder | 5.03s | 8.00s | 9s | 53,010 | 4,505 | | 91.5% |
| | Save Item | 4.93s | 8.00s | 9s | 69,722 | 5,248 | | 92.5% |
| | Share Item | 4.01s | 8.00s | 6s | 62,406 | 0 | | 100.0% |
| Salesforce.c.. | Login | 2.65s | 5.00s | 7.93s | 236,301 | 41,534 | | 82.4% |
| | Open Account | 2.13s | 5.00s | 7.98s | 328,414 | 37,342 | | 88.6% |
| | Accounts | 1.83s | 5.00s | 2.97s | 66,507 | 0 | | 100.0% |

**Departments**  3    Departments

| Name | Total Activities | Exceeded Threshold | |
|---|---|---|---|
| IT | 43,990 | 6,438 | 85.4% |
| Management | 1,367,603 | 128,856 | 90.6% |
| Support | 401,130 | 26,588 | 93.4% |
| Sales | 10,281,402 | 443,075 | 95.7% |
| Marketing | 2,726,148 | 77,767 | 97.1% |

**Device Types**    Device Types

| Name | Total Activities | Exceeded Threshold | |
|---|---|---|---|
| Laptop | 68,580 | 12,752 | 81.4% |
| Tablet | 188,553 | 24,426 | 87.0% |
| Virtual App Server | 1,617,008 | 145,486 | 91.0% |
| Desktop | 11,745,102 | 484,760 | 95.9% |
| Virtual Desktop | 1,092,164 | 15,292 | 98.6% |
| Smartphone | 108,866 | 8 | 100.0% |

# Mobile app developers
## Troubleshoot app problems impacting user experience

1. Analyze the overall performance of any app in the portfolio

2. Assess performance by geographic location to evaluate the impact

3. Drill down for more **detailed analysis of key metrics to speed up problem resolution**
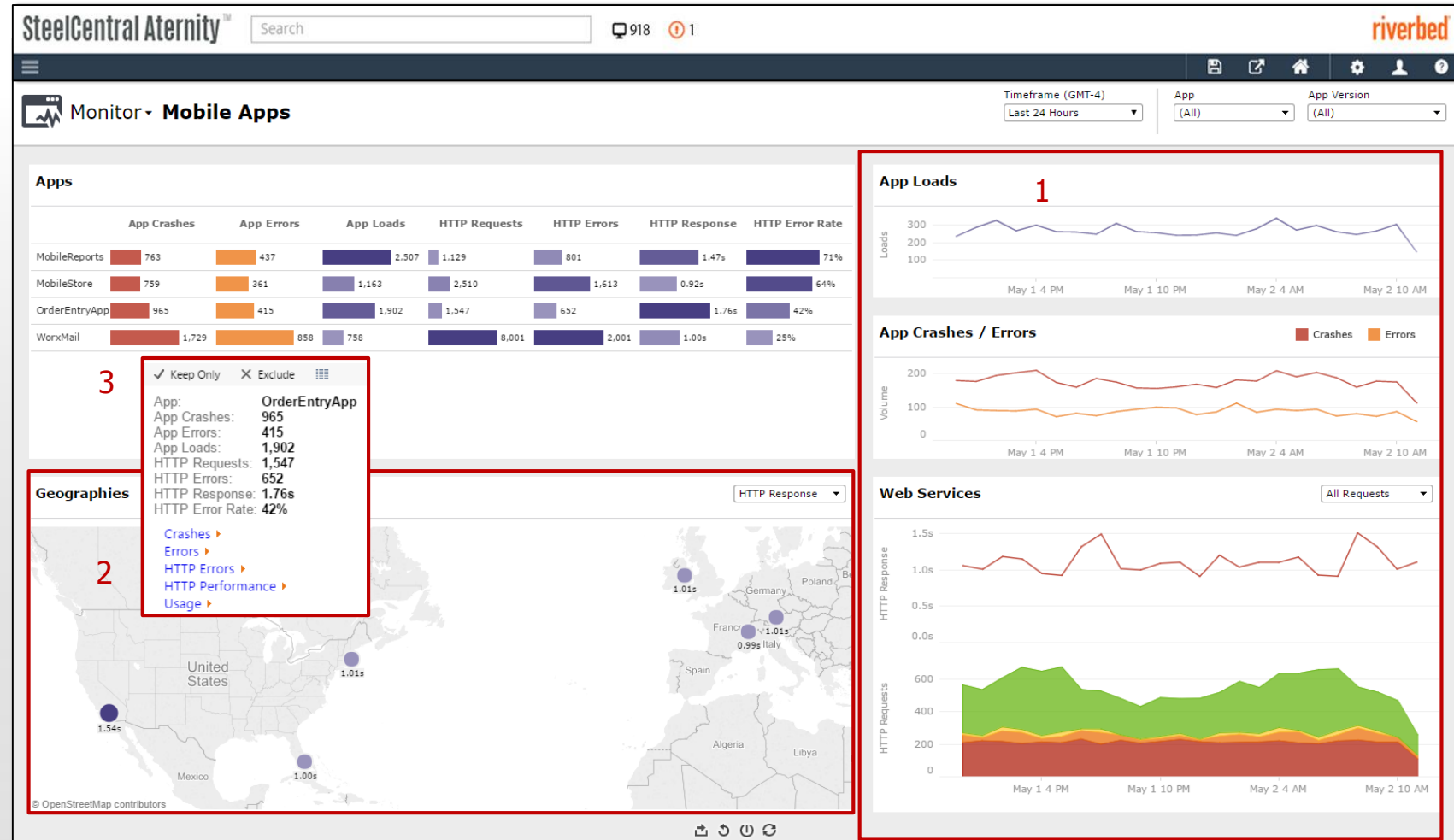
Case study

# Mobile Insurance Provider
## Challenges

- Significant growth over the past five years putting immense pressure on visibility & security
- Concerns about securing user data
- Engaged Riverbed to map and monitor its entire application and network environment
- Need to identify vulnerabilities and develop a framework of sustained user security moving forward

# 280
## million customers,

And you still get the **personalized service** you deserve

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# After SteelCentral

- Gained full application & network monitoring capabilities across its entire global infrastructure
- Validated that data is secured throughout the network
- Reduced network configuration errors while identifying and eliminating security vulnerabilities
- Received a best practice framework to sustain application, network, and data security moving forward

…"we now have confidence that our global infrastructure is more secure, even as our architecture continues to increase in size and complexity"….

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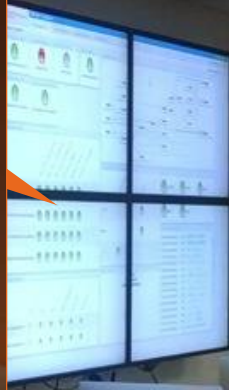
"Drastically reduced the amount of time required to pinpoint issues."

Command Centre Leveraging SteelCentral

asurion
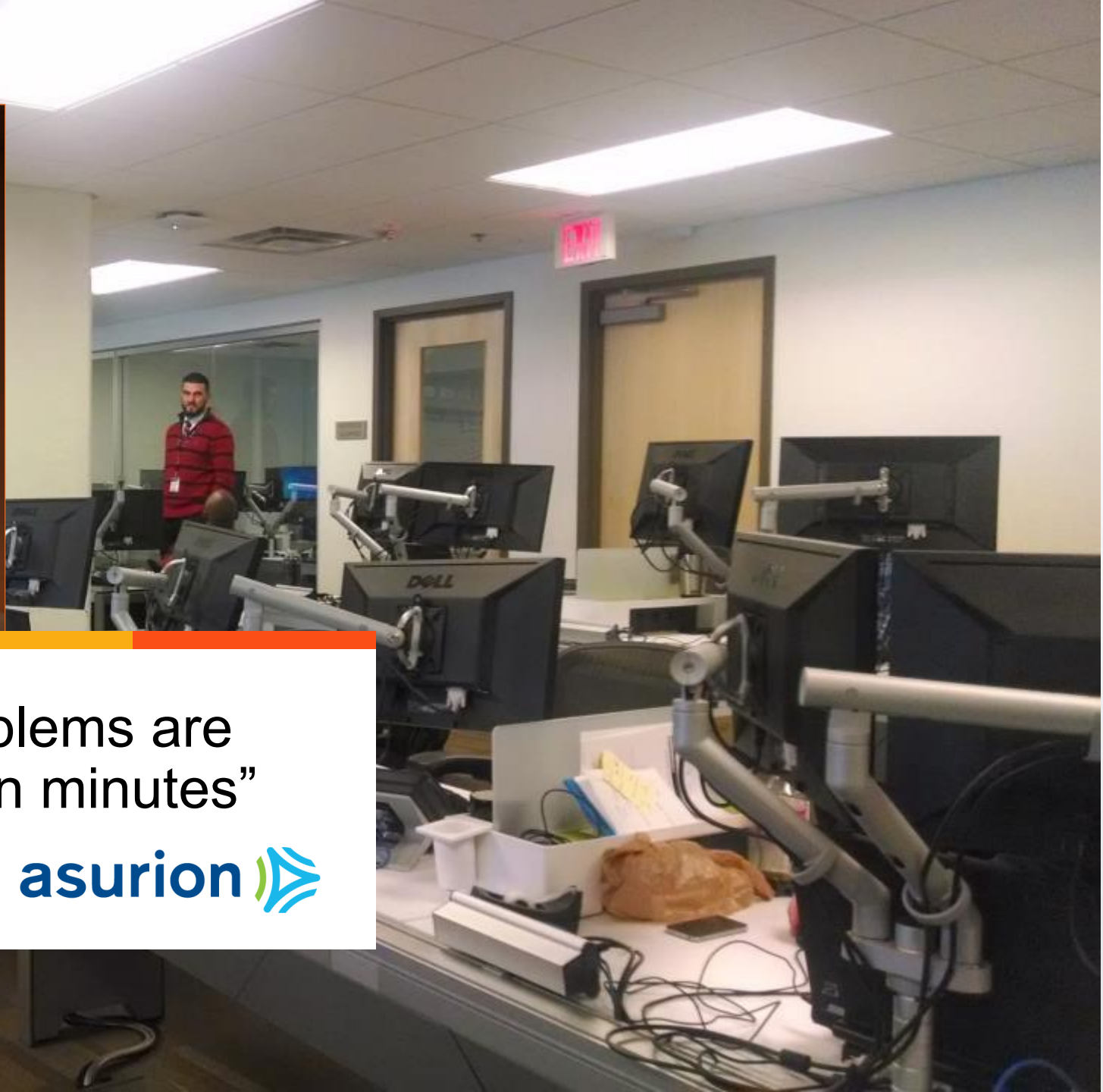
"Network and Application problems are now identified and resolved in minutes"

asurion

→

What this means for your business

# Grow your business with Digital Experience Management

## Drive Strategic Change

Justify and prove the value of enterprise change initiatives such as:

- Cloud migration
- Office 365
- Windows 10
- Mobility
- Virtualization

## Differentiate Your Service

Differentiate your bids with value-added monitoring services

- Beyond the network
- Application
- Desktop
- End User

## Extend Remote Monitoring

Expand remote monitoring services from the network and the infrastructure to business critical applications and end users

## Upsell Opportunities

Justify the need for additional WAN circuits or optimization by showing the impact on actual end users

## Expand Your Footprint

Extend from your current buying centers in the network and infrastructure to new teams responsible for applications and end user services

Summary

# Key Takeaways

→ Digital Experience Monitoring for any app and any device

→ Address use cases across IT teams and the business

→ Validate the impact of IT change on digital experience

→ Hold cloud and SaaS vendors accountable to SLAs based on business processes

→ Ensure excellent app performance throughout the lifecycle

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## www.riverbed.com/try-aternity

# Thank You

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