

Five Steps to Managing Digital Experience

Chris Jordan, CISSP Riverbed Technical Channel Manager Fri Sep 8, 2017



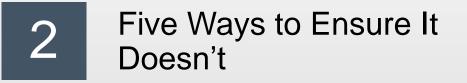




Why Your Experience Sucks



Case Study





Why Channel Partners Care

3 Use Cases





Why My Digital Experience Sucks

Why is monitoring digital experience important?







Two-thirds of enterprises are investing into digital business today¹ Digital Capabilities and IT were the top two CEO investments in 2016¹ Percentage of enterprises creating advanced digital transformation initiatives will more than double by 2020²

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

¹Gartner's 2016 CIO survey

²IDC 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

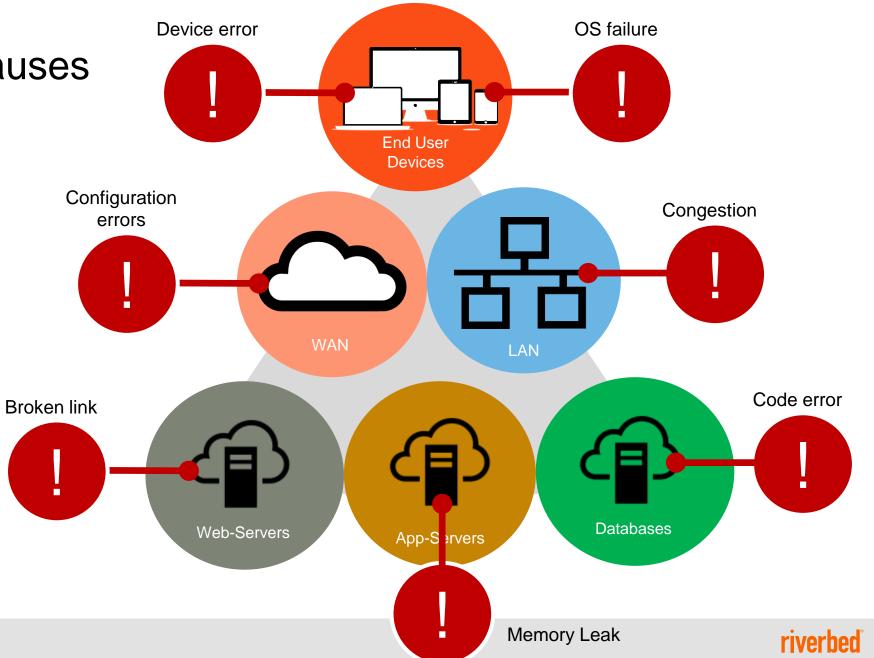
5%

of global enterprises have strategically implemented DEM technologies*

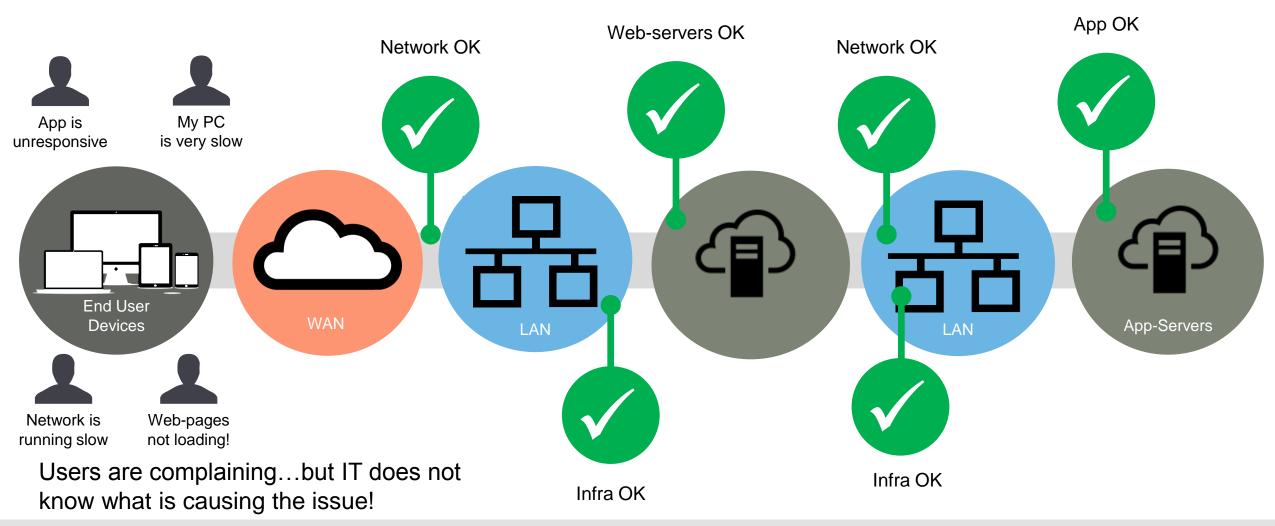




Many potential causes of poor digital experience



Using multiple, disjointed tools is ineffective





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?

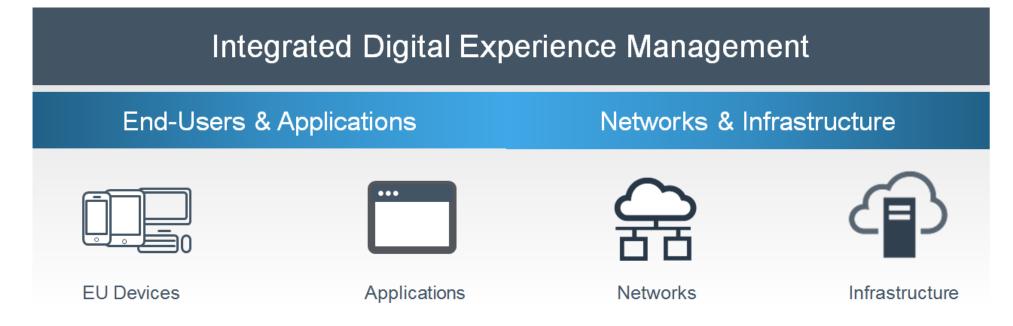


Architects: how do I ensure the infrastructure supports excellent digital experience under changing conditions?



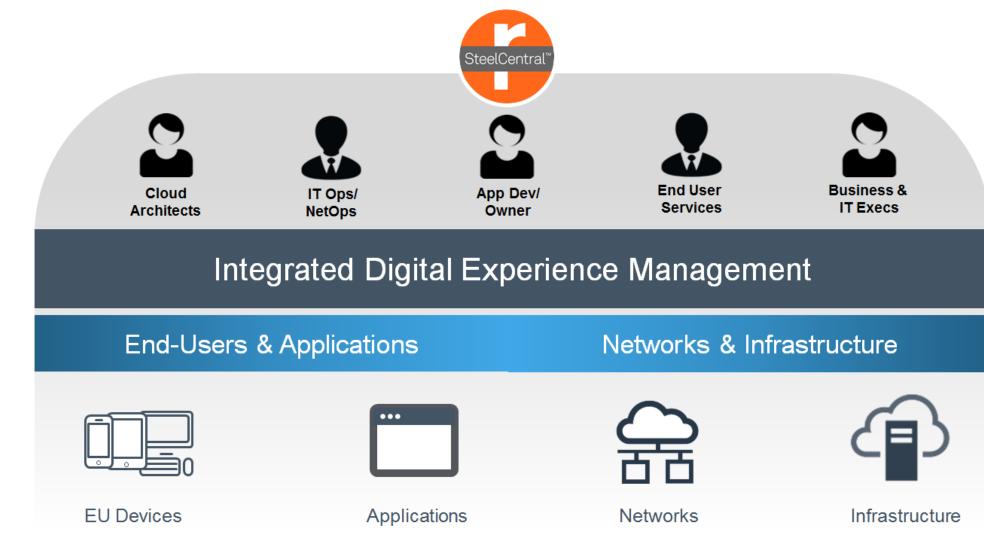
5 Steps To Set My DE on Fire

1: Get end to end visibility into performance



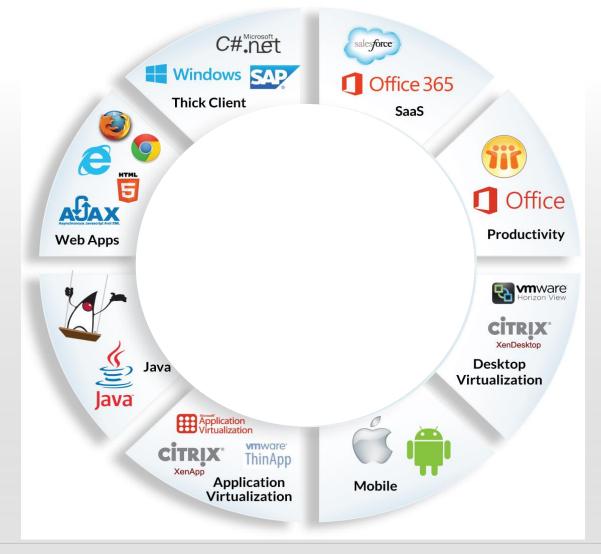


2: Address use cases for IT and the business

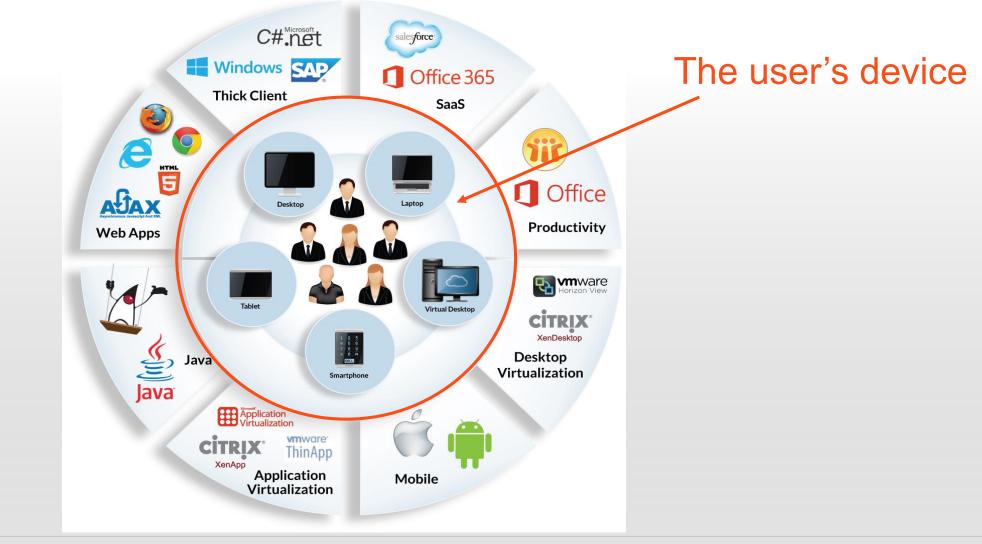




3. Monitor EVERY app in the portfolio



4. Measure from the point of IT consumption







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

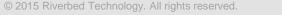
Addressing challenges with four technology initiatives

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?



SteelCentral Digital Experience Management

	IT Ops/ NetOps	App Dev/ Owner		iness & Execs	
	Integ	grated Digital Exp	erience Manager	nent	
	End-Users &	Applications	Networks & I	nfrastructure	
Broad	Device-based Monitoring App-based Monitoring Network-based Monitoring		Network N	Monitoring	Bi Jo L
 depth of analysis 			Network Forensics	Infrastructure Monitoring	 Depth of



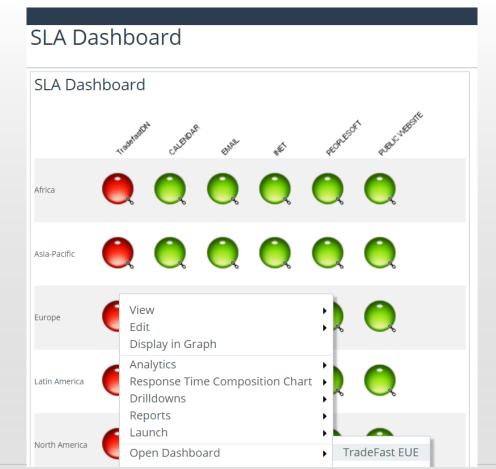


Business & IT executives

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

• SteelCentral Portal



Application owners

Hold cloud vendors accountable with application performance SLAs

- 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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A <mark>ctivi</mark> ties		1	2				3	Departments	3			Departments	
Application	Activity	Average	Threshold	Max Value	Total Activities	Exceeded Threshold		Name	Total Activities	Exceeded Threshold			
SAP	Search Account	5.30s	8.50s	13s	1,485,392	310,424	79.1%	π	43,990	6,438			85.4%
	Search Query	3.90s	5.80s	6s	200,915	15,931	92.1%	Management	1,367,603	128,856			90.6%
	Save Record	3.98s	5.80s	6s	145,497	9,701	93.3%	Support	401,130	26,588			93.4%
	Create Account	3.97s	5.80s	5.99s	297,923	17,322	94.2%	Sales	10,281,402	443,075			95.7%
	Login	3.96s	5.80s	6.22s	713,643	39,002	94.5%	Marketing	2,726,148	77,767			97.1%
	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%						
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Microsoft Sh	Edit Order Download Order Open Order Open Dialog Open Item Open Folder Save Item Share Item	0.46s 0.35s 0.12s 5.63s 5.04s 5.03s 4.93s 4.01s	1.50s 1.50s 1.50s 8.00s 8.00s 8.00s 8.00s 8.00s	2.74s 0.38s 0.13s 9s 9s 9s 9s 9s 6s	73,862 2,596 5,184 44,748 62,406 53,010 69,722 62,406	4 0 5,887 5,408 4,505 5,248 0	100.0% 100.0% 100.0% 86.8% 91.3% 91.5% 92.5% 92.5%	Name Laptop Tablet Virtual App Server Desktop Virtual Desktop	Activities 68,580 188,553 1,617,008 11,745,102 1,092,164	Threshold 12,752 24,426 145,486 484,760 15,292	(.4% 87.0% 91.0% 95.9% 98.6%

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

SteelCentral Aternity [™] search ♀ 918 ⊙ 1	riverbed
Monitor- Mobile Apps	Timeframe (GMT-4) App App Version Last 24 Hours (All) (All)
Apps App Crashes App Errors App Loads HTTP Requests HTTP Errors HTTP Response HTTP Error Rate MobileReports 763 437 2.507 1.129 001 1.475 71% MobileStore 779 361 1.163 2.510 1.613 0.92s 64% OrderEntryApp 965 415 1.902 1.547 652 1.76s 42% WorxMail 1.729 058 758 0.001 2.001 1.00s 25% 3 ✓ Keep Only X Exclude III App Crashes: 965 415 1.902 1.76s 42% HTTP P Crashes: 958 758 0.001 2.001 1.00s 25% 3 ✓ Keep Only X Exclude III App Crashes: 965 415 1.902 1.76s 42% 40 DroterEntryApp App Crashes: 965 415 1.902 1.00s 2.001 1.00s 25% 415 App Crashes: 965 415 1.902 1.775 1.902	App Loads 1 9 0 0 May 14 PM May 10 PM May 2 4 AM May 2 10 AM App Crashes / Errors 0 0 0 0 0 0 0 0 0 0 0 0 0
Geographies HTTP Response: 1.76s HTTP Error Rate: 42% Crashes > Errors > HTTP Performance > Usage > Usage > United States 1.01s States 1.01s OpenStreetMap contributors	Web Services All Requests 1.0s 0.



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



million customers,

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





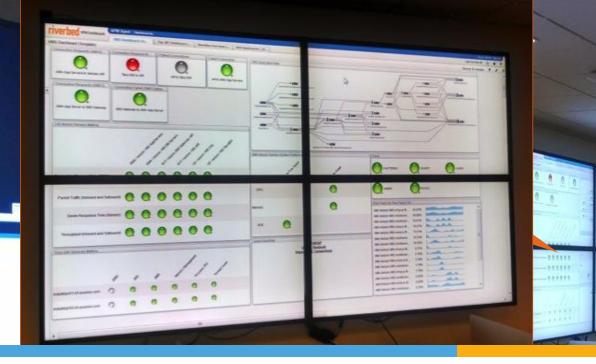
After SteelCentral

- 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"....

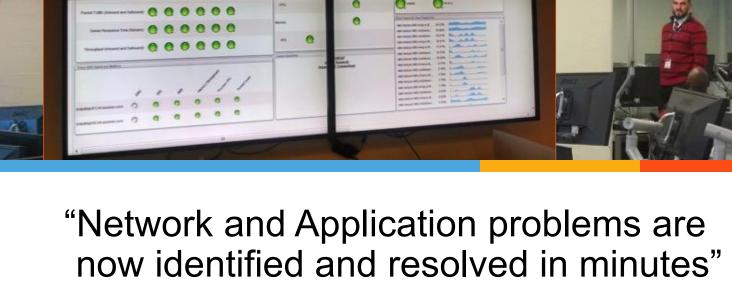




"Drastically reduced the amount of time required to pinpoint issues."

Command Centre Leveraging SteelCentral

asurion



asurion

What this means for your business

Grow your business with Digital Experience Management

Drive Strategic	Differentiate	Extend Remote	Upsell	Expand Your
Change	Your Service	Monitoring	Opportunities	Footprint
Justify and prove the value of enterprise change initiatives such as: Cloud migration Office 365 Windows 10 Mobility Virtualization	 Differentiate your bids with value-added monitoring added monitoring services Beyond the network Application Desktop End User 	Expand remote monitoring services from the network and the infrastructure to business critical applications and end users	Justify the need for additional WAN circuits or optimization by showing the impact on actual end users	Extend from your current buying centers in the network and infrastructure to new teams responsible for applications and end user services



Key Takeaways

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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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SAP Microsoft Outlook Salesforce BranchPortal	37 33 40 37 37 37	Sampling of Use Cases Select the links below to learn mor Troubleshoot User or Device Monitor Enterprise Applicatio Validate Application Change Monitor Mobile Apps	re about each use case:		and the line of business	ent use cases across all levels of IT	Job Title" Email Address" Telephone"			
Order Execution Point of Sale Microsoft SharePoint Project Tracker Time and Expense	15 15 5 10 18 15 15	Remember that you can always bri clicking the link in your email.	ing this list up again by			uthe deep dive insight into at a user is having, every	Country* State/province	~		
Microsoft OneNote	18	★ 4.9	92		BAKER. DONELSON	John Green Chief Information Officer, Baker Donelson	Primary Need*	∨ "Required		

Monitor and Optimize End User Experience

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