

OPTIMIZING DIGITAL EXPERIENCE FOR THE DIGITAL AGE

WHAT IS DIGITAL EXPERIENCE MANAGEMENT?



Digital experience management (DEM) is the analysis and optimization of application service delivery



to end users/consumers in support of business outcomes, service performance, and application design.



Digital experience management enables proactive real-time and historical insights and actions.

$$\text{DEM} = \text{UEM} + \text{CEM}$$

Digital experience management delivers a unified approach to both user experience and customer experience to optimize business outcomes.



User experience management (UEM) targets internal end users.

Customer experience management (CEM) targets external consumers, including partners, suppliers, and direct customers.

WHO'S DRIVING DEM?

For 59% of companies, effective DEM is a shared business and technology concern.

✓ 20% see DEM as primarily a business concern.

✓ 21% see DEM as primarily a technology concern.



DEM Leadership

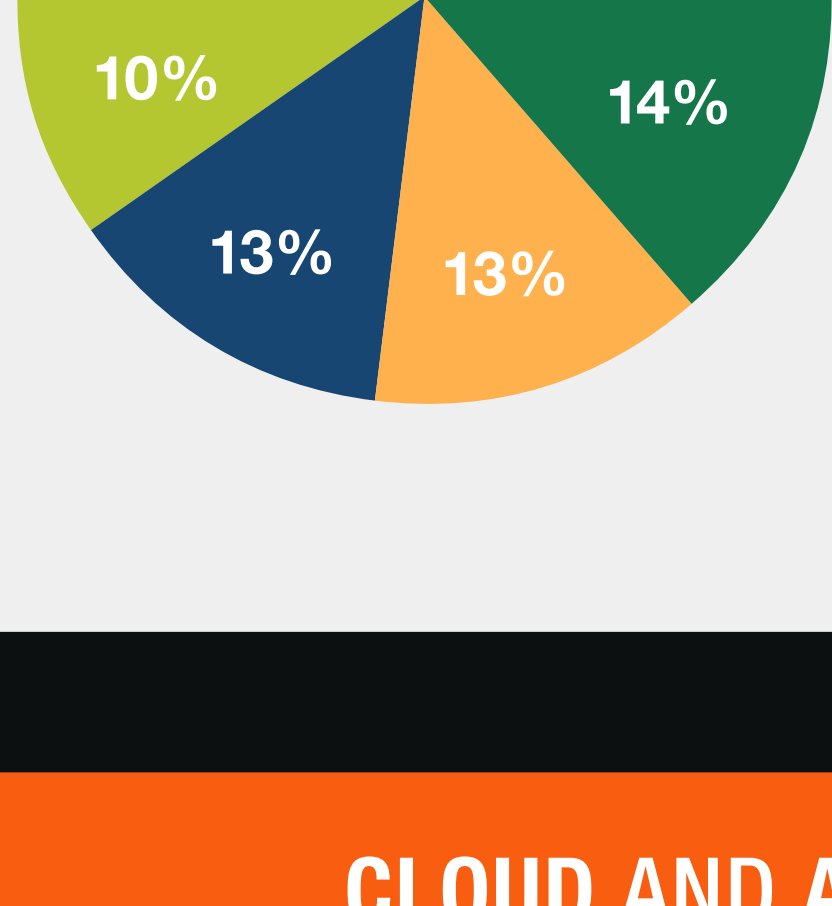


In 32% of companies, executive IT owns the DEM strategy.

✓ More than 3X all other groups

EVERY APPLICATION MATTERS

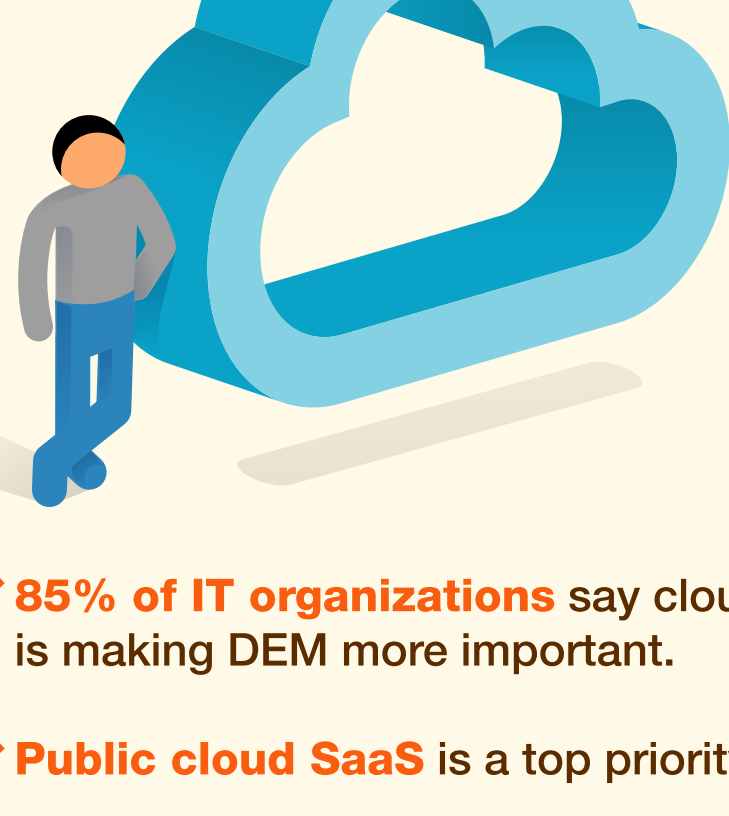
Though cloud is a main focus for DEM, **all application types are critical.**



- External cloud SaaS
- Mobile-native applications
- Virtual applications (applications running on the virtual infrastructure)
- Virtual Desktop (VDI) environments
- Distributed client/server applications
- Web and Web 2.0 applications
- Other application services

CLOUD AND AGILE ARE KEY TO DIGITAL EXPERIENCE

CLOUD

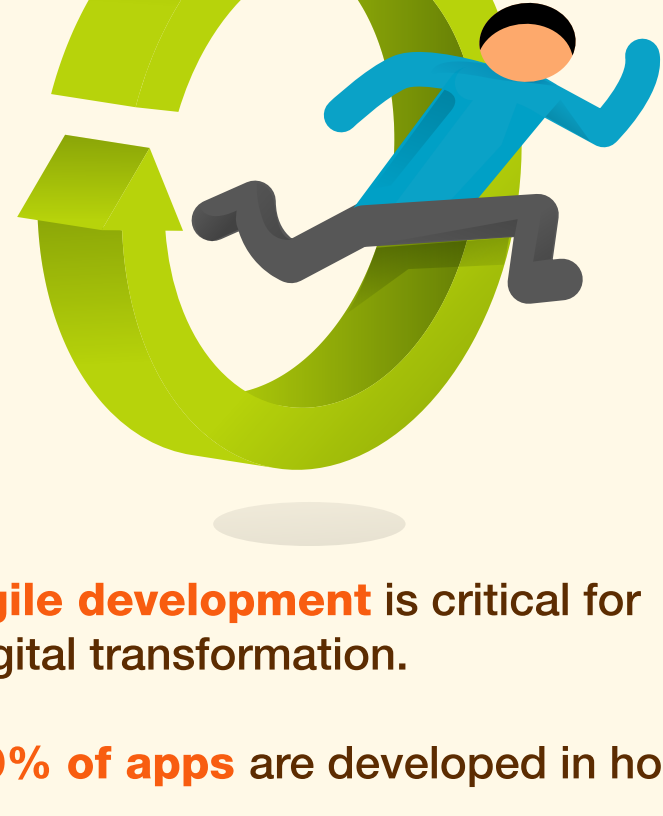


✓ 85% of IT organizations say cloud is making DEM more important.

✓ **Public cloud SaaS** is a top priority.

- But effective DEM requires balanced support across public, private, and legacy environments.

AGILE



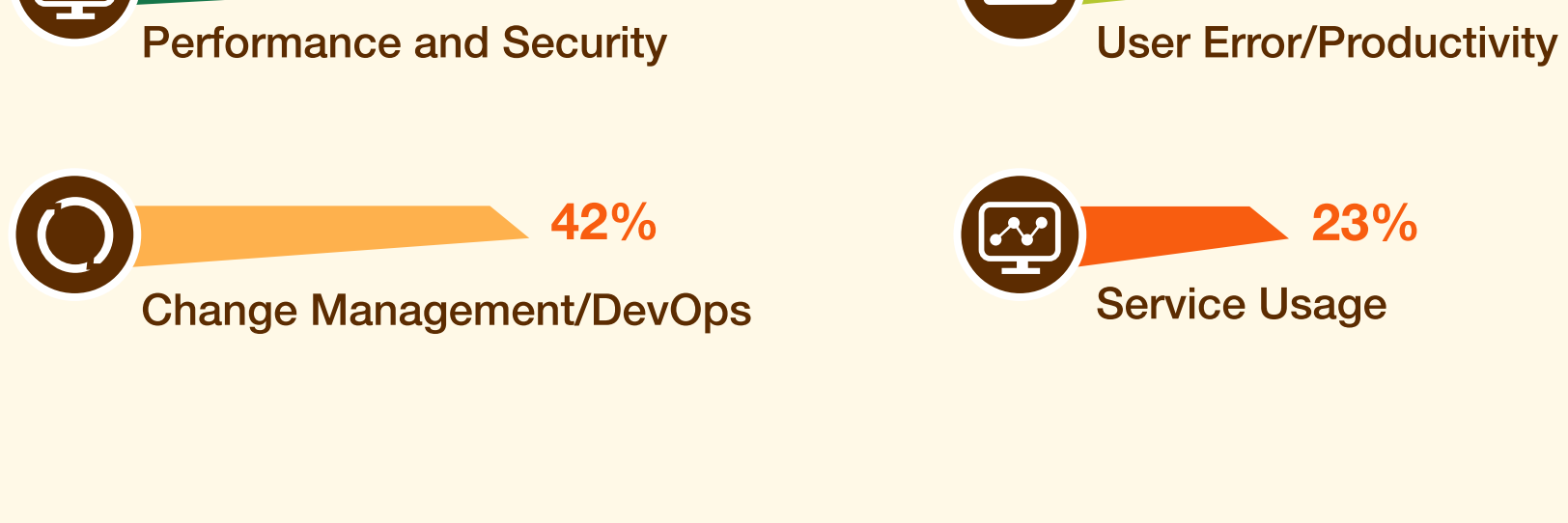
✓ **Agile development** is critical for digital transformation.

✓ 40% of apps are developed in house.

- Higher use of internally developed apps leads to excellence in DEM.

DEM CREATES VALUE FOR BOTH IT AND THE BUSINESS

TOP DEM USE CASES



DEM DELIVERS INSIGHTS INTO USER PRODUCTIVITY

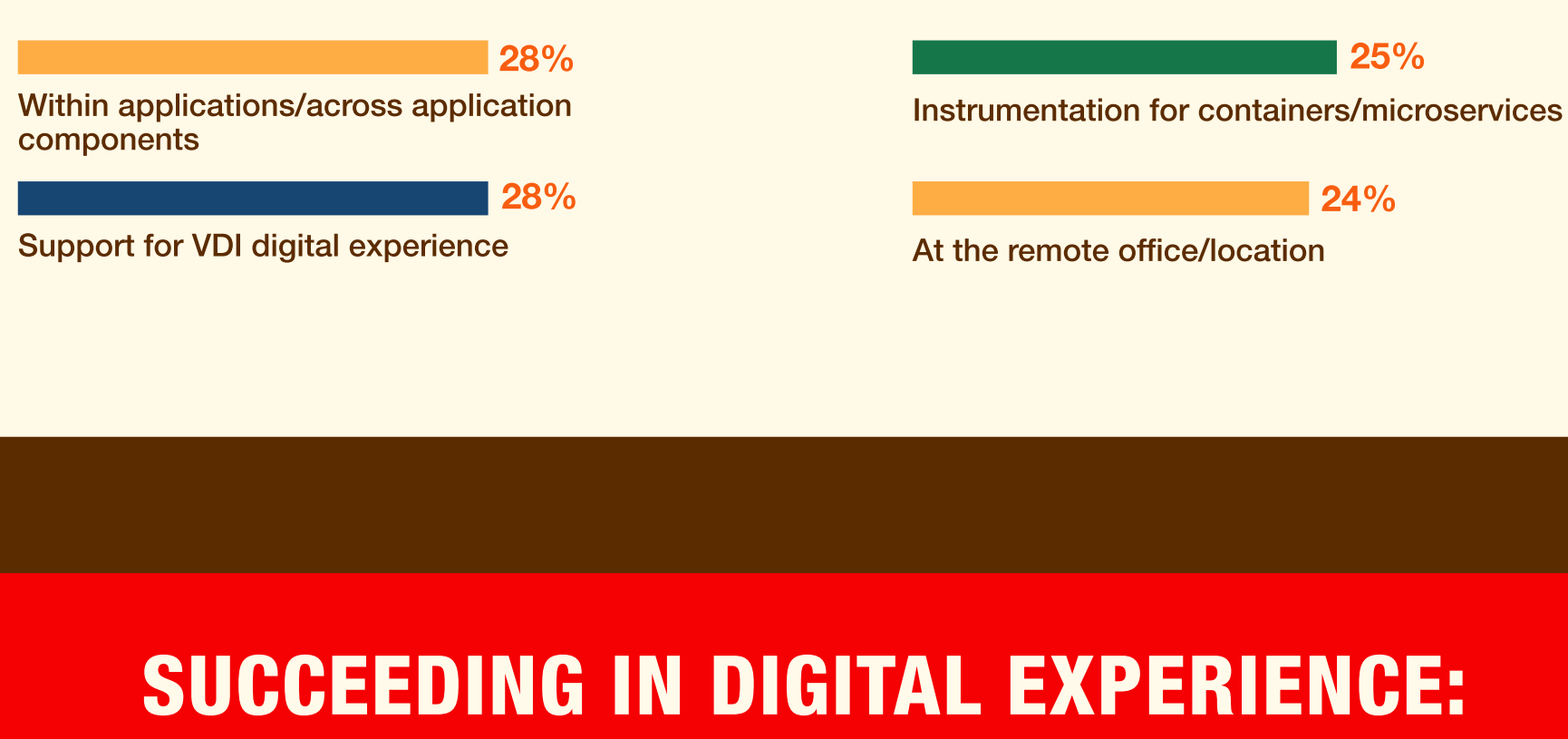


Top Business Performance Metrics

- ✓ Correlated SLAs across the enterprise and service providers
- ✓ Business activity metrics
- ✓ Business process impacts
- ✓ Metrics to show end-user effectiveness
- ✓ Improved operational efficiencies

SUCCESSFUL ENTERPRISES USE DIVERSE INSTRUMENTATION

Where are your organization's digital experience metrics instrumented?



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