

Digital Experience Assurance

End users, both employees and end customers, are the heart and soul of business enterprises. Successful business outcomes come from satisfied end customers and/or productive employees utilizing enterprise applications to fulfill their needs.



CHALLENGES

In the cloud-virtualized, API-centric, application-delivery infrastructure, user experience can suffer from problems occurring in a multitude of locations – end-user devices, network nodes, application servers, third-party APIs, network functions, and so on. User experience suffers when an application hangs (or loads slowly) on user devices; and it consequently impacts productivity/revenue losses to enterprises. Typical response to poor application performance more often is that “network connectivity is slow,” or application hosting/SaaS gets the blame, even though such inferior performance may be due to end-user device issues such as low hardware resources, older/unpatched browser, incompatible device drivers, etc.

In the measurement space, Digital Experience Monitoring (DEM) tools have three categories of solutions:

- ✔ Real User Monitoring (RUM) – measures performance of web applications using embedded scripts from the application’s perspective,
- ✔ Synthetic Transaction Monitoring (STM) – is a decade-old technology to measure web-transfer performance, and
- ✔ Endpoint Monitoring (EP) – presents visibility of end-user-device level data.

Digital Experience Assurance (DEA) solutions, however, should bring on advanced “Analytics” to intelligently correlate sets of DEM measurements from multiple vantage points to ensure business productivity of end users.

SOLUTION

DEA is becoming the critical piece of an organization’s overarching digital-operations strategy as applications/workloads are moving to the cloud and are being deployed on virtualized and heterogeneous infrastructures with third-party services and APIs.



DEA can provide comprehensive visibility, analytics, and insights into user experience of an organization’s web and digital platforms, and it can help to continuously improve the performance of application-delivery infrastructures and end users to assure the enterprise’s business outcomes.

The magic to provide comprehensive DEA is to be able to measure and analyze performance, security, and quality of all application-delivery components – from end-user devices to network/infrastructure nodes, to servers/services. Ennetix xVisor AIOps platform provides such unique end-to-end (holistic) observability of an enterprise’s applications and users – from client devices to the cloud, applicable to RUM and EP paradigms.

xVisor measures and analyzes data from end-user agents (device logs and probes), correlates them with network data (paths, flows, packet captures, and logs), service data (device and API logs), and application data (APM events/logs); and presents an integrated approach of root-cause analysis of issues impacting end-user performance.

Traditional DEM and RUM tools/agents are network/infrastructure-agnostic and create more alerts/event noise while providing only an isolated source in digital experience assurance. Ennetix xVisor provides holistic (360°) observability of digital experience through integrated vantage points of “client-to-cloud” application-delivery infrastructures. xVisor also incorporates security insights via contextual user-behavior analytics and provides early detection of data loss/exfiltration.

CONCLUSION

Complete end-to-end observability of an end-user’s application delivery, provided by xVisor, is critical to ensure premium user experience in the post-pandemic-world’s realigned work environments – from home office to remote work to on-prem desks.

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