

Riverbed Digital Experience Management

Deliver superior digital experiences to all end users, across all apps and devices

Most enterprises today realize that in order to attract and retain customers, they must develop and deliver exceptional digital services—and do so faster and more effectively than the competition.

According to a 2016 Gartner CIO survey, two-thirds of enterprises are actively investing in digital business today¹. Digital capabilities will continue to be a top investment for the foreseeable future, as businesses expect digital revenues to increase by 80% by 2020².

But while new technologies and business models are transforming companies, the true driver of this digital era is the end user and their expectations to have richer, more powerful experiences. So 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.

Challenges

Make no mistake: delivering these exceptional digital experiences is easier said than done. The bar is constantly being raised as users expect increasingly

sophisticated, engaging, and reliable digital services. Unfortunately, IT organizations must balance these rising expectations with escalating complexity, fragmented and ineffective management tools, and limited business insights. In order to truly succeed, IT leaders must address the following challenges.

Complex service delivery chains that increase

business-impacting issues: Today's digital services 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 other third-party components means today's application topologies are more distributed and dynamic than ever before.

This complex chain of interactions means digital services are only as strong as their weakest link. Any flaw—be it a server failure, coding issue, network congestion, or a problematic device—can slow an application and disrupt the resulting digital experience. Even the smallest impacts can have a dramatic effect: a one-second slowdown to its e-commerce site costs Amazon an estimated \$1.6 billion in annual revenue³.

Fragmented tools and IT silos that increase downtime and lead to other inefficiencies: A cross-domain understanding of applications and the networks, infrastructure, and devices they run on is essential to managing the digital experience. Yet, 64% of companies still take a fragmented approach to digital experience monitoring and troubleshooting⁴, where each IT domain uses its own tools to manage its respective part of the application delivery chain.

This approach creates IT silos and fosters an unproductive environment where teams shift blame and often take months to find and fix problems. As a result, teams spend too much time firefighting issues, taking them away from more strategic initiatives.

Aggressive development pipelines that strain teams and digital services: Most organizations are embracing DevOps and other agile methodologies 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 find their way into code as feature sets grow. Relying on testing processes within lab environments to spot potential issues isn't sufficient. Such practices can be time-consuming and not representative of real-world conditions where thousands of people use the app simultaneously. As a result, increased rates of change can cause service degradations or outages, frustrating IT teams and end users alike.

Limited insights that hinder planning and future development efforts: 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 availability and response time, which are important indicators of service quality. However, those metrics fail to report on performance from the end user's perspective, nor do they demonstrate how a digital service is contributing to the company bottom-line.

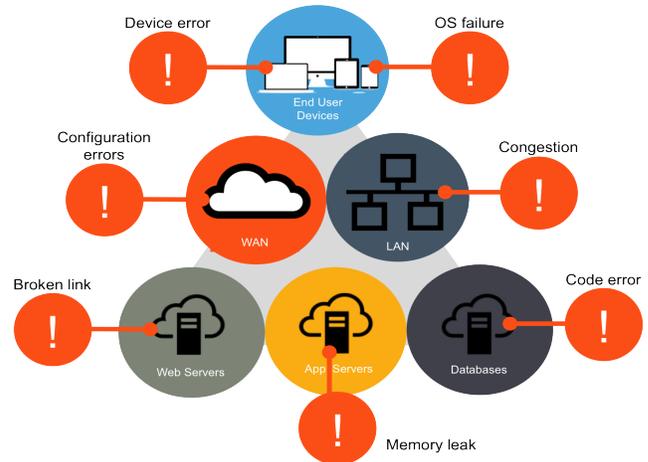


Figure 1: Potential Causes of Poor Digital Experience

A number of factors can impact performance across today's complex application delivery chains, resulting in sub-par digital experiences and negative outcomes for the business.

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.

Solution

To succeed, businesses and IT leaders need a complete, integrated solution that enables them to proactively and holistically manage end-user digital experiences across the software development lifecycle and the infrastructure on which digital apps and services run.

Riverbed's Digital Experience Management (DEM) solution provides end-to-end monitoring with proactive performance insights, allowing companies to measure, assess, and improve the business impact of today's digital experiences. The results: consistently high levels of user satisfaction and faster innovation with fewer issues.

Gain a complete view of the digital experience

You need a holistic understanding of how your apps and digital services are performing—across all locations and devices. This includes getting insights from the perspective that matters most: your users'. Riverbed's solution provides the complete picture by:

- Capturing powerful, detailed performance analytics across all apps, networks, infrastructure and end-user devices, ensuring there are no blind spots across the end-to-end service delivery chain.

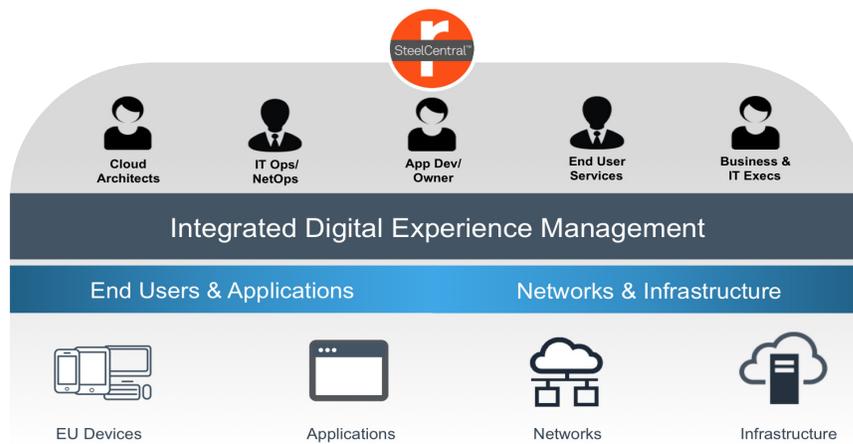


Figure 2: Riverbed DEM Platform
Riverbed delivers the industry's most complete digital experience management solution, providing actionable intelligence to business executives and across all IT domains.

Consistently deliver high-performing digital services

Performance problems can pop up at a moment's notice. Riverbed gives you the ability to resolve issues quickly—before business is impacted—by:

- Detecting issues as they occur through continuous, full-stack monitoring with behavior analytics that alert teams to SLA violations or deviations from normal performance levels.
- Delivering a centralized view of performance with common insights that enhance collaboration between teams, guide root cause analysis, and dramatically improve mean time to resolution.
- Providing up-to-date views of application architectures through automated dependency mapping that can expose issues or validate changes as they occur.

- Blending and correlating these metrics into role-specific dashboards, which provide digital stakeholders with the actionable intelligence they need to make faster, more informed decisions.
- Measuring user adoption and behavior over time—down to individual transactions—by translating usage and performance metrics into impacts on productivity, revenue, and user satisfaction.

- Improving operational efficiency with REST APIs that allow teams to act swiftly on alerts from popular collaboration tools, as well as automatically open tickets within incident management tools.

“Riverbed gives us a circle of development that helps us to be responsive, pushes us to be proactive, positions us to be predictive, which then allows us to be pre-emptive. This technology will also be a strong backbone for the digital initiatives of other brands in Maersk Group whom we in MGIS support.”

Andy Laurence
Head of Production Services, Maersk Group

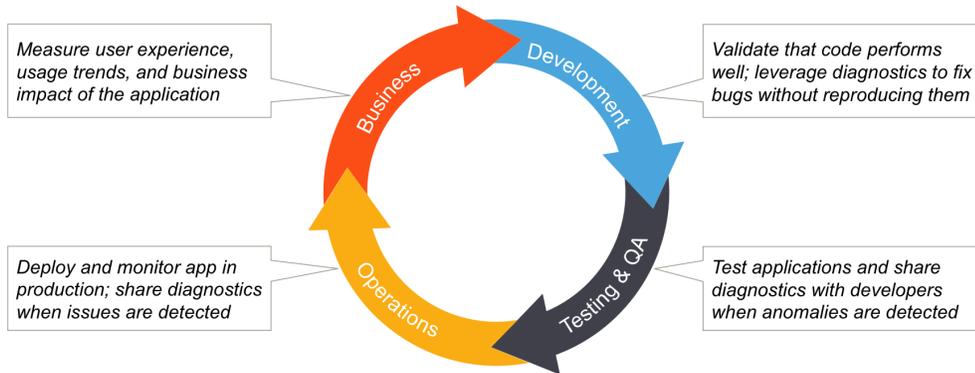


Figure 3: Lifecycle Insights for Higher-Quality Releases

Riverbed helps you keep pace with aggressive release schedules while maintaining quality and optimizing performance. We also help you measure the end-user experience, identify changing usage trends, and quantify the business impact of your digital offerings.

Deliver frequent, high-impact releases

Pinpointing opportunities for developing new or improved features is critical for customer satisfaction and retention. Riverbed’s solution provides business-relevant insights to help you prioritize development efforts, build new features faster, and ensure all updates continue to meet both user and business requirements by:

- Determining what capabilities need to be fine-tuned with rich performance graphs that pinpoint underperforming or underutilized features.
- Quickly identifying and eliminating bugs during development with detailed diagnostics that illuminate code-level issues.

- Integrating with DevOps tools via REST APIs to accelerate the collection, sharing, and analysis of data during builds and pre-deployment testing.
- Predicting application behavior in various environments to identify and address issues and ensure releases are optimized for production.

Learn More

For business and IT professionals who drive or support digital initiatives, Riverbed provides the most complete solution for digital experience management to accelerate digital initiatives, deliver high-quality user experiences, and optimize business outcomes.

To learn more, visit

riverbed.com/digital-experience-management

Footnotes:

1. Gartner, "Innovation Insight for Digital Experience Monitoring," Oct. 14, 2016
2. Forrester, "The State of Digital Business, 2015-2020," Nov. 2, 2015
3. Fast Company, "How One Second Could Cost Amazon \$1.6 Billion in Sales," March 2012
4. Forrester, "Application Performance Management Is Critical To Business Success," Feb. 2014

About Riverbed

Riverbed, at more than \$1 billion in annual revenue, is the leader in application performance infrastructure, delivering the most complete platform for the hybrid enterprise to ensure applications perform as expected, data is always available when needed, and performance issues can be proactively detected and resolved before impacting business performance. Riverbed enables hybrid enterprises to transform application performance into a competitive advantage by maximizing employee productivity and leveraging IT to create new forms of operational agility. Riverbed’s 27,000+ customers include 97% of the *Fortune* 100 and 98% of the *Forbes* Global 100. Learn more at riverbed.com

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