

The quick guide to

Digital Experience Monitoring (DEM)



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What is the ROI of DEM?

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WHY YOU NEED IT:

- Visibility into performance of device and applications is shrinking
- Employee's expectations are rising
- Traditional monitoring is not enough

IF YOU DON'T HAVE IT:

- IT transformation projects could fail
- You could be experiencing the Pyramid of Pain
- You could be paying for software and hardware that's not being used

WHAT IS IT?

According to Gartner,

“ Digital experience monitoring (DEM) is a performance analysis discipline that supports the optimization of the operational experience and behavior of a digital agent, human or machine, with the application and service portfolio of enterprises. These users, human or digital, can be a mix of external users outside the firewall and inside it. This discipline also seeks to observe and model the behavior of users as a flow of interactions in the form of a customer journey ”

1 Gartner, Market Guide for Digital Experience Monitoring, Federico De Silva, Sanjit Ganguli, Charley Rich, 5 September 2019

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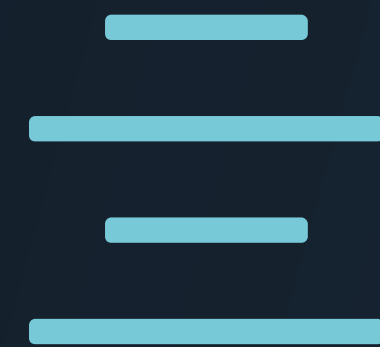
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BENEFITS OF DEM FOR INTERNAL USERS:



Expanded Visibility

Understand the usage and performance of IT resources in real-time and track historical trends



Business Value Alignment

Quantify and measure end-user experience to optimize productivity and evaluate the business impact of IT actions



Lower IT Costs

Address issues proactively at lower support levels and reduce MTTR through early detection

HOW DOES IT WORK?

- Lightweight agents installed on each end point (Physical or Virtual)
- Collect 10,000 metrics on every device, every 15 seconds
- Review real time and historical data
- Calculate end user experience score



- Plan for migrations
- Optimize resources
- Ensure right size IT spend
- Improve the user experience

