

# Aternity Digital Experience Index (DXI)

Continuous improvement of digital experience for your employees and customers

## Continuous improvement of the continuous experience

Only Riverbed® Aternity DXI enables you to tailor your digital experience goals based on industry benchmarks, instantly associate performance gaps to lost productivity or revenue, and drill into the worst performing areas for root cause analysis and rapid remediation. Aternity DXI is powered by the Digital Experience Management platform, a highly flexible and massively scalable data analytics platform which contextualizes data across every enterprise endpoint, app, and transaction to drive engagement, inform remediation, drive down costs, and improve productivity.

## Actionable insights on business outcomes by benchmarking against the market

Organizations are focused on improving digital experience for their employees and customers, but they lack information on where to invest to produce the biggest business impact. Amidst a period of economic uncertainty and constrained budgets, it is essential for companies to make targeted investments with the biggest payoffs. Monitoring tools flood them with an overwhelming volume of technical telemetry that is disconnected from business outcomes. And companies lack dynamic access to industry

benchmarks to gauge their own digital dexterity at any point in time relative to their industry peers.

Without these insights, IT cannot properly prioritize digital experience improvement projects, communicate their value in business terms, nor foster effective on-going improvement efforts.

Other Digital Experience Management approaches fail to enable companies to address these issues.

- **Fixed and inflexible analytics:** Prevents companies from tailoring their goals to their own priorities.
- **No real-time insight into industry benchmarks:** Precludes companies from comparing against their peers.
- **Disconnected from business outcomes:** Inhibits communication about the impact of IT performance to business partners like Human Resources.
- **Limited coverage of business applications:** Provides an incomplete picture of digital experience.

“Aternity DXI pointed us directly to the machines that were affected by BSODs. It allowed for quick analysis to identify and resolve the problem. DXI will be a feature article in our quarterly accomplishments going forward.”

Manager IT Support End User Experience, Global Insurance

# What makes Aternity DXI unique

## Continuous Improvement of Continuous Experience

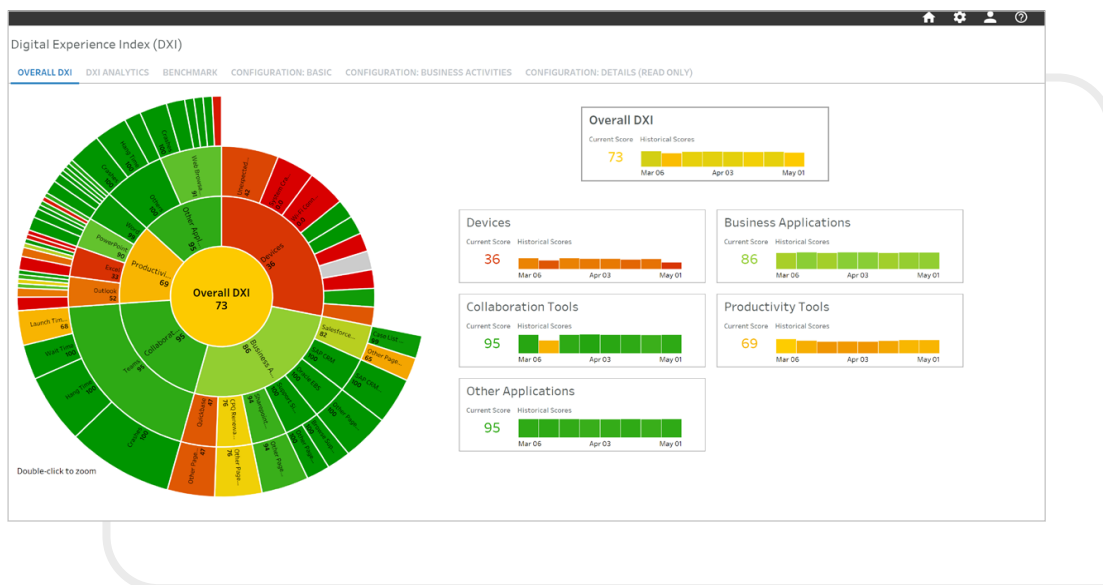
The Aternity Digital Experience Index (DXI) automatically identifies digital experience hot spots across your enterprise impacting employees and customers, then sets you on a path to action and improvement. Only Aternity DXI enables you to tailor your goals based on industry benchmarks, instantly associate performance gaps to lost productivity or revenue, and drill into the worst performing areas for root cause analysis and rapid remediation.



## Immediately identify digital experience improvement areas

Aternity DXI automatically calculates your overall digital experience score and identifies the specific areas needing improvement, so you can act fast to make improvements.

- Get an immediate view of overall digital experience score and the factors that contribute to it, to prioritize improvement efforts.
- Use color-coded scoring to identify digital experience hot spots to speed up problem investigation.
- Drill-down into problem areas to identify the root cause and execute immediate remediation actions.
- Apply AI-powered analytics to surface anomalies and resolve issues before the business is impacted.



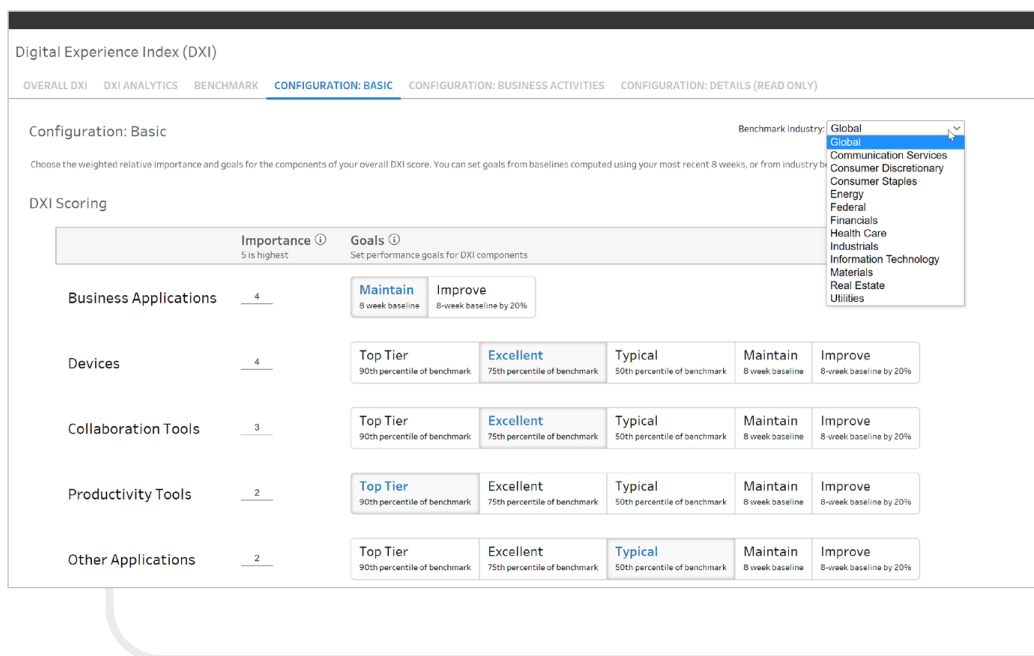
**Figure 1:** Immediate insight into overall digital experience. Aternity DXI provides an immediate view of overall digital experience score and color-codes the areas that affect it.

## Tailor your digital experience improvement efforts to your business

With Aternity DXI, you can customize the digital experience management algorithm to your particular areas of focus and your digital experience goals, so you can make more informed digital experience improvement investments based on your specific goals.

- Align your digital experience measures to the performance of business-critical applications, devices, collaboration apps, productivity tools, or other applications for a comprehensive view.

- Tailor the weightings of the DXI categories so that they best apply to the digital experience priorities of your organization.
- Customize your digital experience goals by baselining against your historical performance or by benchmarking against other companies in your industry.
- Conduct frequent reviews throughout periods of technology and business changes to assess your position versus the market.



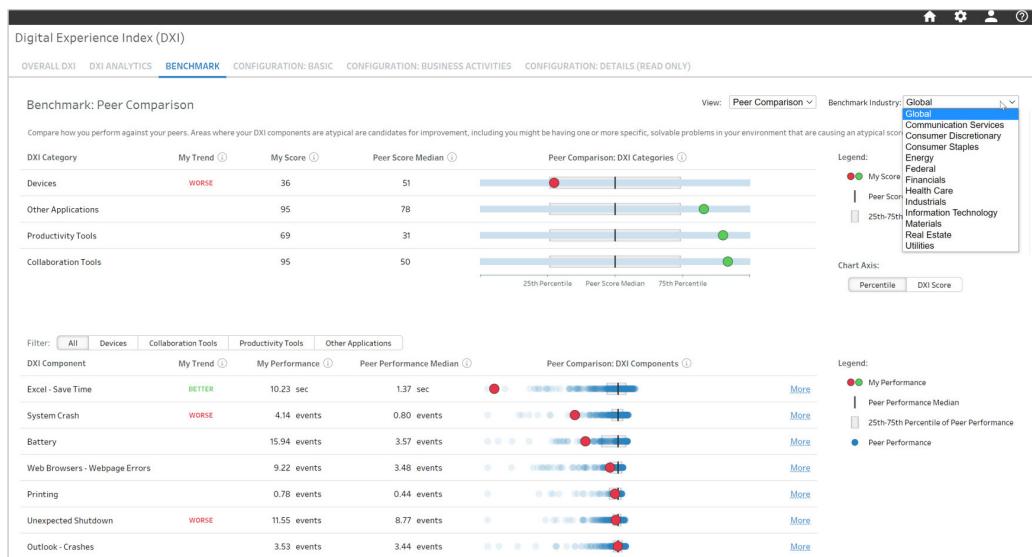
**Figure 2:** Aternity provides customer-tailored analytics so you can measure what matters most to your organization's digital experience management goals.

## Benchmark your digital experience against industry peers

Identify specific areas of improvement by comparing your digital experience scores against industry standards based on the hundreds of companies and millions of endpoints managed by Aternity SaaS.

- Analyze your DXI scores by category relative to industry peers so you know where you stand relative to others.

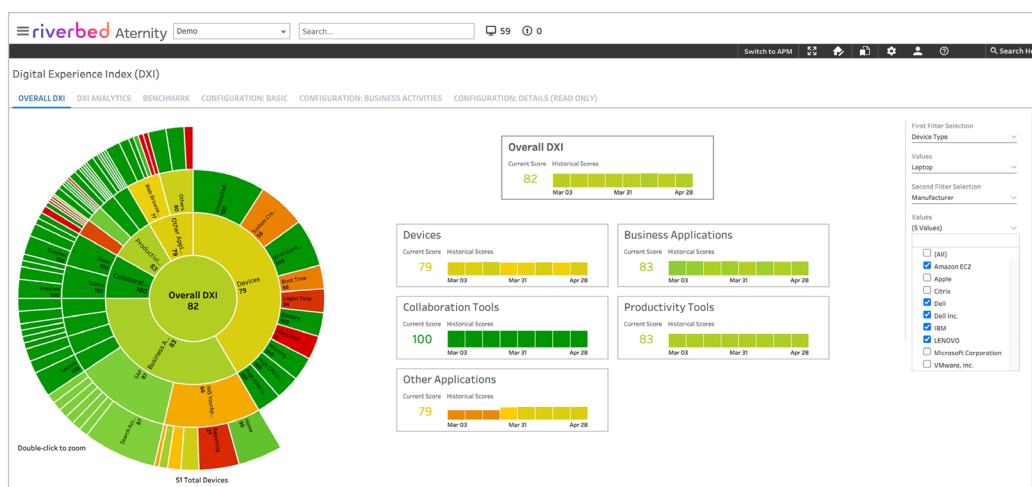
- Track changes in performance for specific metrics so you can identify trends affecting user experience.
- Drill down into poorly performing areas to investigate and resolve the likely cause.



**Figure 3:** Aternity DXI enables you to instantly view how your DXI scores measure up to industry standards, based on the hundreds of companies and millions of endpoints managed by Aternity SaaS.

## Efficiently identify hot spots with contextualized performance insights

DXI Dynamic Exploration lets IT filter the Digital Experience Index of the company's entire monitored landscape down to a subset of an organization's devices. Views can be filtered by device manufacturer, location, business unit and more to set IT on the right path to diagnose the root cause and solve issues with the greatest business impact.



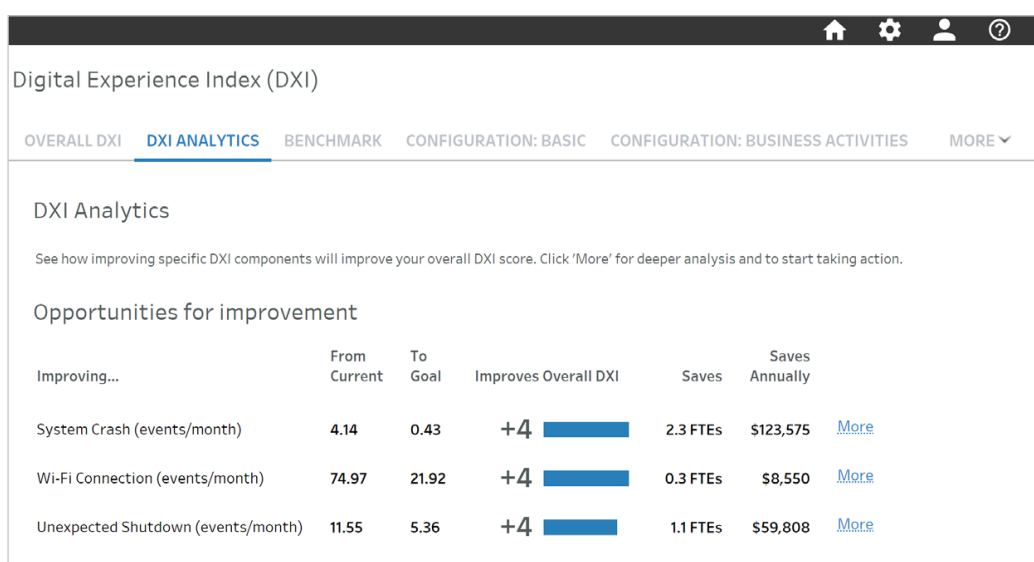
**Figure 4:** Filters include Business Location, Country, Department, Device Type, Manufacturer Model, Office, OS Family and OS Name.

## Focus continuous improvement efforts on business outcomes

Aternity DXI enables you to cost-justify and communicate the importance of digital experience improvement efforts to teams like Human Resource by providing the potential business impact in terms of productivity savings or financial impact.

- Analyze the impact of digital experience improvement efforts on the overall DXI score and on the impact to employee productivity or financial savings.

- Leverage system-generated recommendations to communicate the impact of IT performance on business outcomes.
- Drill down into more detail to understand the impact of performance on individual employees, departments or business locations.



**Figure 5:** Cost-justify and communicate the importance of digital experience improvement efforts by providing the potential business impact in terms of productivity savings or financial impact.



### Riverbed – Empower the Experience

Riverbed is the only company with the collective richness of telemetry from network to app to end user that illuminates and then accelerates every interaction so that users get the flawless digital experience they expect across the entire digital ecosystem. Riverbed provides two industry-leading solutions: the Riverbed Unified Observability portfolio, which integrates data, insights, and actions across IT to enable customers to deliver seamless digital experiences; and Riverbed Acceleration, which offers fast, agile, and secure acceleration of any application over any network to users, whether they are mobile, remote, or on-premises. Together with our thousands of partners, and market-leading customers across the world, we empower every click, every digital experience. Learn more at [riverbed.com](https://riverbed.com).