A preview of the near future: increase your business value using digital experience monitoring



## Get in control of your end-user experience and IT-services

Sentia Digital Experience Monitoring (DEM) analyses performance and gives you a comprehensive overview of your specific end-user experience. Only by using DEM you will be able to optimize UX across application environments, proactively drive your business outcome and align technology KPI's to business metrics, such as revenue, churn and NPS.

By 2025

# Become future proof »

of digital business initiatives will require IT leaders to report on users' digital experience, up from less than 15% today.

# Accelerate digital satisfaction

A great digital experience directly impacts revenue, productivity and/or satisfaction score.

### Get to know the risks you're facing Digital transformation, cloud migrations

and a changing environment cause risks for digital experience. If you don't know the risks, they can't be managed.

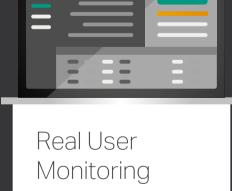
## Reunite scattered islands A complex environment, including outsourced layers, causes

measures and reports only on its isolated component. It's time to create one single point of truth!



# entrepeneurship

Focus on datadriven



Real User Monitoring (RUM)

measures user experience

from the perspective of the

application. It monitors real

users and their actions and provides an in-depth analysis, all the way to code level.



#### Synthetic Transaction Monitoring (STM) is a wellestablished technology in the world of Digital Experience Monitoring.

Monitoring

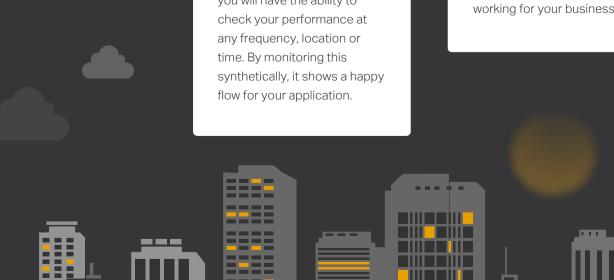
By proactively testing services and applications, you will have the ability to any frequency, location or time. By monitoring this flow for your application.



you the power to analyze,

#### visualize and act in real-time across all end-user workspaces, applications and

devices. It provides a whole new way of improving engagement and empowerment of people working for your business.



DATA » POWER » KNOWLEDGE » IMPROVEMENT

DEM possibilities for your company? Talk to one of our experts!

Would you like to know more about the

- Complete managed DEM solutions
- Analyzing end-user data from a 360° perspective



