

# 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.

### Become future proof »

By 2025

# 70%

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 responsibilities to be scattered. Each supplier or department measures and reports only on its isolated component. It's time to create one single point of truth!



## Focus on datadriven entrepreneurship



### Real User Monitoring

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

Synthetic Transaction Monitoring (STM) is a well-established technology in the world of Digital Experience Monitoring. By proactively testing services and applications, you will have the ability to check your performance at any frequency, location or time. By monitoring this synthetically, it shows a happy flow for your application.

### Endpoint Analysis

Endpoint Analytics (EP) gives 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

Would you like to know more about the DEM possibilities for your company?

**Talk to one of our experts!**

- Complete managed DEM solutions
- Analyzing end-user data from a 360° perspective
- 24/7 operations and support to guarantee performance

