

Netskope One Digital Experience Management (DEM)

Netskope One Digital Experience Management (DEM) delivers unified visibility across users, sites, devices, applications, and networks. Native-built as part of the Netskope One SASE platform, it simplifies monitoring, eliminates tool sprawl, and empowers IT teams to proactively optimize performance for seamless digital experiences.

Quick Glance

- Unified monitoring for users, sites, devices, applications, and networks across any environment
- End-to-end visibility from user to app with no blind spots
- AI-driven insights help detect anomalies, anticipate problems, and accelerate root cause analysis
- Real and synthetic monitoring for SaaS, web, private apps, and site-specific performance
- Consolidates multiple tools, dashboards, and agents into a single platform

“DEM and NewEdge have helped significantly optimize performance for our cloud applications. DEM gives us the visibility we need to monitor user activity and demonstrate compliance.”

Vincent Bel, Director, Security Operations,
Bureau Veritas

Source: <https://www.netskope.com/customers/bureau-veritas-case-study>

The Challenge

Navigating today's complex digital landscape

In today's distributed environment, users connect from anywhere and applications span SaaS, cloud, and private data centers. If seamless experience isn't managed properly, organizations face avoidable downtime, frustrated users, and decreased productivity. Traditional tools can't deliver this, due to limited visibility, lack of context, and the complexity caused by tool sprawl.

Key challenges:

- **Siloed visibility:** Lack of alignment requires manual data correlation.
- **Reactive operations:** 84% of network professionals learn about issues from users, impacting productivity before IT can respond.*
- **Operational overload:** Excessive alerts and dashboards obscure the root cause.

The Solution

Netskope One Digital Experience Management (DEM)

Netskope One DEM delivers unified visibility without the complexity by simplifying and consolidating digital experience management across users, sites, devices, applications, and networks. Built natively into the Netskope One SASE platform, it eliminates tool sprawl and deployment complexity by delivering a single, end-to-end view across your entire digital ecosystem.

By combining real-user traffic monitoring and synthetic monitoring with AI-driven insights, Netskope One DEM empowers IT to move from reactive troubleshooting to proactive optimization, ensuring consistent performance, anywhere work happens.

*<https://www.computerweekly.com/news/366615594/Network-complexity-and-visibility-blind-spots-an-issue-for-80-of-firms>

Most flexible monitoring, most comprehensive visibility

Netskope One DEM solves complexity and tool sprawl by supporting a single, unified view in alignment with your deployment strategy or user device profile. To provide comprehensive coverage of your organization's digital experience, DEM offers three complementary monitoring methods that come together to provide unfettered visibility across managed, unmanaged, and third-party environments.

These methods include:

- **Netskope One Client:** Delivers end-to-end visibility from the user's device to applications, capturing device-level insights, real user activity, and network performance across managed endpoints.
- **Enterprise stations:** Lightweight, on-premises agents deployed at branches or sites to deliver centralized visibility into location-specific performance and user impact.
- **DEM Browser Extension (Chromium-based):** Extends observability to unmanaged, BYOD, and third-party devices, capturing web and private app performance even when traffic bypasses traditional security paths.

By converging telemetry from all three sources into a unified platform, Netskope One DEM delivers the most complete, scalable, and flexible digital experience monitoring solution in the market.

Only 14% of organizations have mature observability capabilities, and 99% report their observability data is siloed.

[- The 2024 Observability Landscape](#)

Source: <https://www.elastic.co/resources/observability/report/landscape-observability-report>.

Unified, end-to-end monitoring without blind spots

Netskope One DEM replaces fragmented monitoring tools with a single, unified platform, delivering contextual transactional visibility without full device agents. By combining browser-based monitoring with client and site-level data, DEM consolidates all telemetry into one interface, reducing redundant agents, disjointed dashboards, and deployment complexity.

In addition, DEM combines real user monitoring (RUM) and synthetic monitoring across all traffic, whether it flows through Netskope One SASE platform, or bypasses it, delivering true 360-degree, end-to-end visibility across users, sites, devices, networks, security services, and applications.

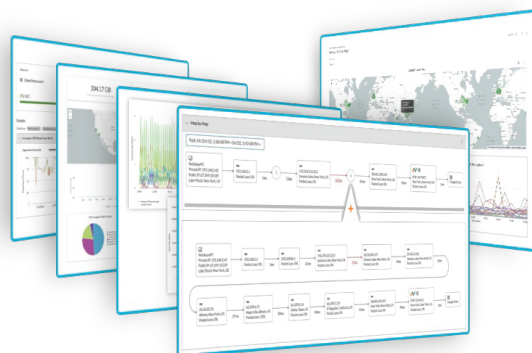
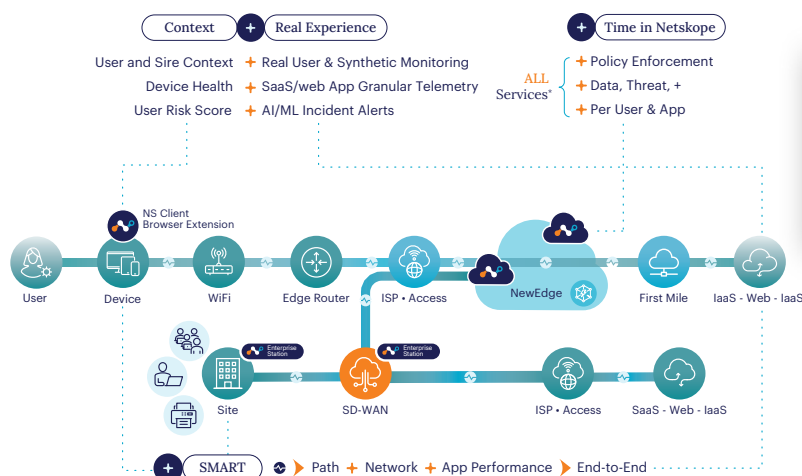
- RUM captures real user traffic performance from every device, across networks and applications.
- Synthetic monitoring proactively tests app availability and network conditions from multiple locations, ensuring IT can detect issues before users are impacted.

While traditional DEM solutions often lose visibility once traffic enters the security cloud or bypasses the endpoint, Netskope One DEM eliminates these blind spots with the following capabilities:

- **Security cloud visibility:** Full transparency into Netskope's SASE infrastructure, with hop-by-hop latency and processing insights, ensures security policies improve, not hinder, performance.
- **BYOD traffic visibility:** The DEM Browser Extension provides deep monitoring for BYOD, unmanaged devices, and third-party users, closing the gap for traffic that bypasses traditional agents.

With this unified approach, IT teams no longer need separate tools for SASE and non-SASE traffic. Netskope One DEM provides a single, end-to-end view across the entire digital ecosystem, simplifying operations, improving troubleshooting, and reducing overhead.

End-to-end visibility without compromise, unifying user, network, and app insights across every device, location, and connection for seamless digital experiences.



Most comprehensive network and application visibility

Netskope One DEM delivers end-to-end visibility into network, application, and user experience performance, providing IT with a unified, contextual understanding of every digital interaction. Whether users connect through SD-WAN, SASE gateways, or private links, DEM ensures consistent insight and control across the entire path from user to cloud.

Key capabilities:

- **User-specific SaaS, web, and private app monitoring:** Track real and synthetic performance across 83,000+ predefined SaaS, web, and private apps, or any custom app, providing early detection of performance degradation before users are impacted.
- **Site-specific network monitoring:** Monitor onramp, network, and app performance from sites connected via SD-WAN, SASE gateways, or private connectivity using lightweight enterprise stations managed on-premises. Gain comprehensive site-level performance data and user experience analytics for any destination.
- **Advanced contextual visibility:** Correlate RUM and synthetic monitoring to link network, application, and security performance with user experience issues, both on-site and remote.
- **360-degree performance view:** Unify site and user telemetry in a single platform to deliver a complete view of digital experiences across both steered and bypassed traffic, covering users, sites, and the Netskope SASE Fabric.
- **Browser-based transactional insights:** Provide flexibility in monitoring methods by adding the Browser Extension to capture browser-initiated traffic from unmanaged devices. Gain granular, transactional-level visibility to help IT and app owners pinpoint performance issues across the network, content delivery network (CDN), or application layer.

Proactive, AI-driven operational model

Netskope One DEM shifts IT from reactive troubleshooting to proactive optimization, using AI and machine learning to help anticipate problems before they affect users. Embedded intelligence continuously analyzes telemetry to deliver real-time insight and automated response.

Key capabilities:

- **Intelligent baseline and anomaly detection:** ML models learn normal performance patterns across networks, users, and apps, proactively flagging deviations that could impact experience.
- **AI-driven root cause analysis:** Instantly isolates whether issues stem from the application, network, or endpoint, cutting mean time to resolution (MTTR) and eliminating guesswork.
- **Business-aware prioritization and automation:** Weighs alerts by business impact, integrates with downstream tools like information technology service management (ITSM), and security information and event management (SIEM) systems, and automates workflows to accelerate resolution.
- **Comprehensive performance dashboards:** Visualizes network paths, user experience scores, site performance assessment, and app health in one unified view for faster, evidence-based decisions.

By integrating AI-driven intelligence, Netskope One DEM empowers IT teams to resolve problems before users notice, ensuring better performance, stronger security, and a seamless digital experience across every environment.

BENEFITS	DESCRIPTION
Unified visibility across users and devices	Consolidates telemetry from clients, enterprise stations, and browser extensions into one platform.
End-to-end monitoring without blind spots	Provides full insight across networks, apps, and SASE infrastructure, including bypassed and unmanaged traffic.
Comprehensive network and application insights	Tracks real and synthetic performance across SaaS, web, private apps, and site-specific network paths.
Proactive, AI-driven issue resolution	Leverages ML for anomaly detection, actionable insights, and automated root cause analysis, reducing MTTR.
Streamlined IT operations and tool consolidation	Eliminates redundant monitoring tools, dashboards, and agents, simplifying management and boosting operational efficiency.



Interested in learning more?

Request a demo

Netskope, a global SASE leader, uses zero trust principles and AI/ML innovations to protect data and defend against cyber threats, optimizing both security and performance without compromise. Thousands of customers trust the Netskope One platform and its powerful NewEdge network to reduce risk and gain unrivaled visibility into any cloud, web, and private application activity. Learn more at [netskope.com](https://www.netskope.com).