

Proactive Digital Experience Management (P-DEM)

Data Sheet



Deliver superior user experience and application performance

Proactive digital experience management (P-DEM) provides complete visibility within and beyond SASE, delivering full transparency into the real user experience, backed by actionable insight for rapid troubleshooting, automated remediation, and proactive performance optimization across devices, networks, the Netskope platform, and applications so your users can benefit from world-class security without compromising performance or productivity.

Why is Netskope the best choice?

P-DEM is the first SASE-integrated digital experience management solution, providing complete transparency into and beyond the Netskope platform so your network and security teams can efficiently work together to detect, diagnose, and resolve performance issues, and proactively optimize user experience. Beyond simply reporting issues, P-DEM interfaces with NewEdge to automatically remediate issues to relieve the pressure on helpdesk, security, and network operations teams.

Visibility and control to proactively manage digital experience

- **True Real User Experience Monitoring:** P-DEM's SMART (Synthetic Monitoring Augmentation for Real Traffic) approach monitors all domains from device to app to capture the real user experience instead of estimating it from basic synthetic tests. It offers zero-touch monitoring for the top SaaS applications, reports user experience scores, and generates AI/ML alerts when performance degrades.
- **Transparent Insight into SASE:** Netskope offers the only DEM solution that eliminates the SASE visibility gap—the gray cloud that obscures standalone monitoring tools. By directly accessing the performance of SASE from the platform itself, P-DEM reveals how user activity, risk profile, activated security policies, and protection contribute to the user experience.
- **Proactive Remediation:** Informed by P-DEM, NewEdge exercises insight-driven control over devices, access onramps, client and network steering, SASE infrastructure, and application first mile access to preempt issues, continuously optimize performance, and consistently deliver a first-rate user experience.
- **Collaboration Enablement:** With analytics and insights tailored to security, IT, and network operations teams, P-DEM fosters efficient incident resolution with clear fault origin and root cause diagnostics that empower teams with evidence to take effective action—without relying on guesswork and finger pointing.

Key Solutions and Capabilities

Rapidly Resolve Issues

AI/ML insights and alerts dramatically shorten the time to detect, diagnose, and resolve issues. Guided and automated remediation not only helps maintain user experience but also supports continuous optimization strategies.

Supercharge Productivity

Ensure SaaS, web, and private app experience support a productive hybrid workforce with dynamic optimization and self-serve coaching that prompts users to correct issues before they reach the help desk.

Deploy DEM in Minutes

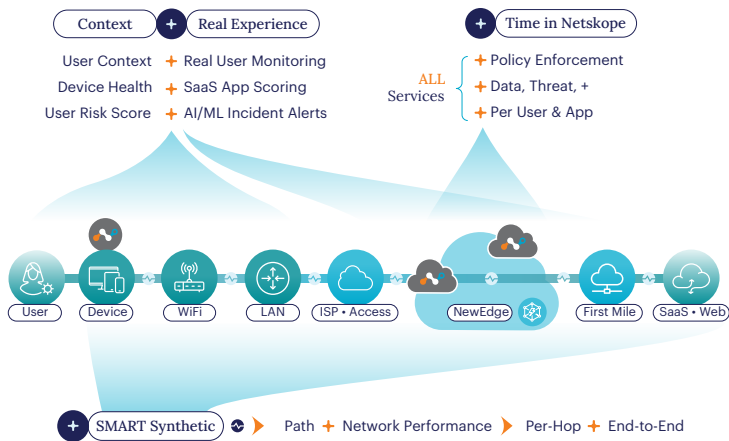
P-DEM is tightly integrated into NewEdge, Borderless SD-WAN, and the Netskope Client, with no separate endpoint agents to deploy and manage.

Simplify SASE Adoption

Mitigate the risk of impacting user experience by proactively monitoring and managing it before, during, and after SASE migration.

“Visibility is critical to making SASE successful and as an early adopter of P-DEM, we found it immediately provided valuable insights into our users, network traffic, and application performance while using Netskope.”

- Matt Bruce, Director, Information Security at Fox Rothschild LLP



Proactive digital experience management (P-DEM) offers insights into user experience from device to app, both within and beyond SASE infrastructure. P-DEM serves as a central nervous system to activate remediation and performance optimization driven by NewEdge.

P-DEM EDITIONS	
Netskope offers two integrated digital experience management packages: P-DEM Standard and P-DEM Professional.	
<p>P-DEM STANDARD P-DEM Standard is a core Netskope component providing a complete platform overview: service status, client metrics, utilization trends and traffic profiling, onramp/tunnel performance, data center steering, private app usage and performance, and service alerts.</p>	<p>P-DEM PROFESSIONAL P-DEM Professional provides a comprehensive view of the user experience from device to app—and all segments in between—both within and outside SASE. It helps I&O teams quickly fix performance problems and supports automated remediation powered by NewEdge.</p>

YOUR NEEDS	THE NETSKOPE SOLUTION • P-DEM PROFESSIONAL EDITION
Enhance Hybrid Working Productivity	Ensure consistent workplace performance, both onsite and remote. Pinpoint issues impacting your users' productivity and all factors impacting it. Efficiently resolve—or proactively prevent—issues with guided troubleshooting, user coaching, and automated remediation across devices, networks, and SASE domains.
Optimize SaaS Application Performance	Deliver peak performance for essential business applications. Detect and diagnose performance bottlenecks with zero-touch SaaS monitoring. Proactively rank optimization opportunities, clearly identify responsibility, and collect clear evidence to hold your vendors accountable.
Deliver Security and Performance	Deliver performance-optimized SASE across your sites, users, and apps. Identify practical actions to streamline SASE adoption, quickly triage issues between security and network teams, and optimize security performance in the context of user experience.
Understand Your SASE Enabled Infrastructure	Leverage role-centric dashboards for your security, infrastructure, and operations teams to gain transparent visibility into all domains at a glance. See health and performance of devices, client and SD-WAN onramps, SSE services, applications, and first mile connectivity.
Automate IT and Helpdesk Processes	Relieve the load on your helpdesk and drive IT efficiency with automated, guided, and proactive self-serve problem resolution. Leverage actionable insight and prescriptive remediation to rapidly restore and continuously optimize peak performance to keep users satisfied and productive.
Consolidate Security and Monitoring Tools	Reduce technical debt, streamline IT processes, and cut cost, while simplifying deployment and management of critical security and monitoring capabilities: The industry's first SASE-integrated DEM solution offers full insight into performance within and beyond SASE from a single platform.



Interested in learning more?

Request a demo

Netskope, a global SASE leader, is redefining cloud, data, and network security to help organizations apply zero trust principles to protect data. Fast and easy to use, the Netskope platform provides optimized access and real-time security for people, devices, and data anywhere they go. Learn how Netskope helps customers be ready for anything on their SASE journey, visit [netskope.com](https://www.netskope.com).

©2023 Netskope, Inc. All rights reserved. Netskope is a registered trademark and Netskope Active, Netskope Cloud XD, Netskope Discovery, Cloud Confidence Index, and SkopeSights are trademarks of Netskope, Inc. All other trademarks are trademarks of their respective owners. 11/23 SB-692-3