eBook

Superior Security and Performance with P-DEM

The Essential Guide

netskope

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Executive Summary

The shift to a more distributed and dynamic digital infrastructure based on hybrid workforces, SaaS applications, and cloud hosting has created a visibility gap, making user experience and performance management more challenging for IT organizations.

As a result, digital experience monitoring (DEM) solutions that track user experience, end-to-end network path, and application performance are the fastest-growing segment in IT observability.

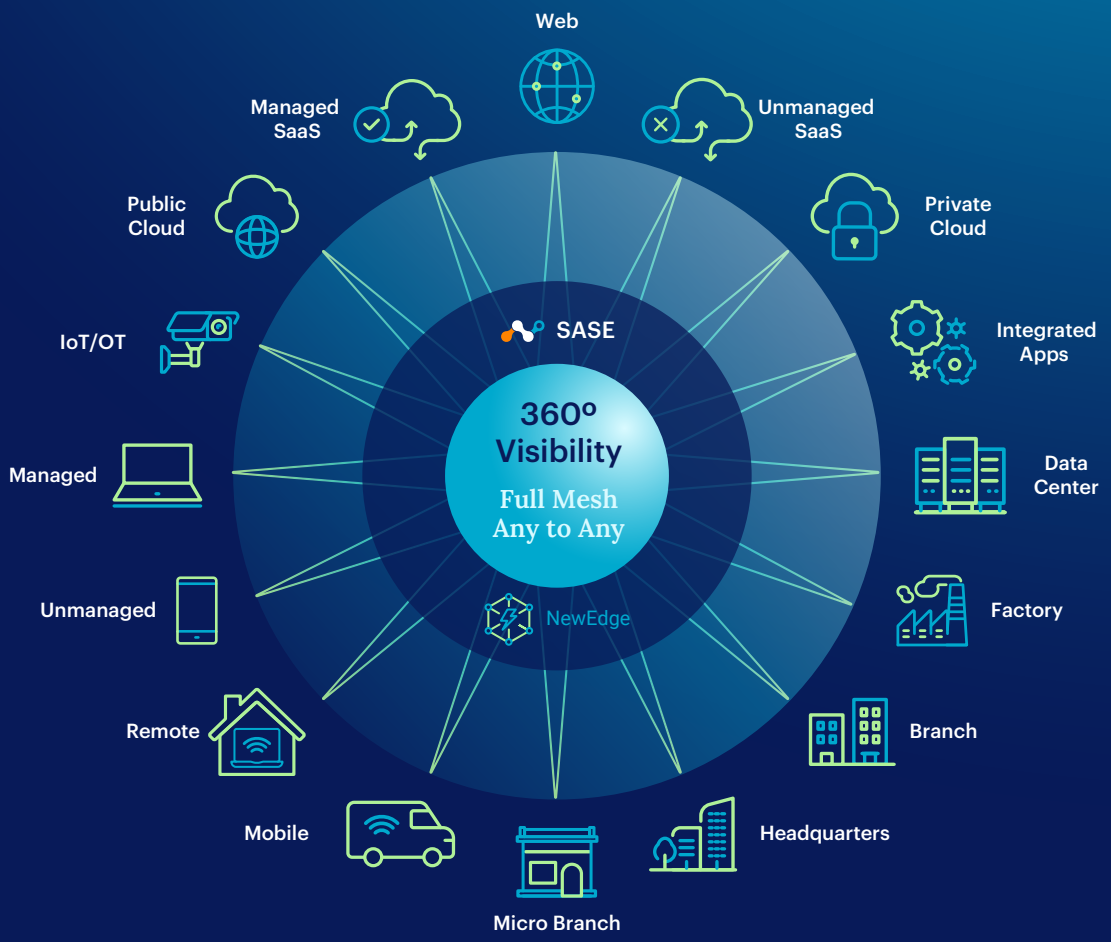
However, the outside-in approach that makes DEM effective at monitoring highly dynamic, distributed users and applications falls short in the face of modern cloud security (SSE, SASE, Zero Trust), where it simply sees a "gray cloud."

SASE-integrated DEM is a natural solution to this problem. It provides a unified view across network, application, endpoint–and security–management domains. It uniquely offers transparency into how security policies and SASE influence user experience and productivity.

This unified view simplifies collaboration among security, IT, and network teams, leading to quicker identification and resolution of issues, while identifying opportunities to optimize user experience and performance.

Beyond detecting and diagnosing issues, proactive digital experience management (P-DEM) strategies automate remediation across device, network, SASE, and applications to continuously optimize both user experience and security.

This approach simplifies and accelerates IT operations, allowing teams to focus on practice delivering a productive digital workplace that delivers concrete business benefits.



The Digital Imperative

With transformation to the modern workplace, sites, employees, SaaS applications, and cloud hosting are now highly distributed and interconnected by internet-based networks.

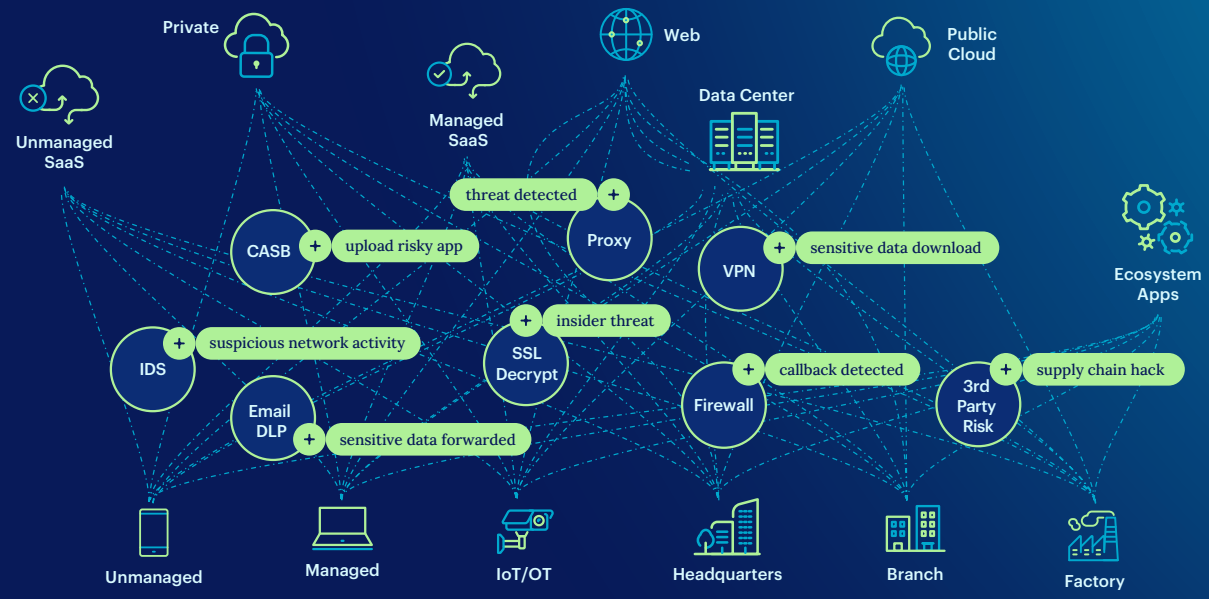
This new, **modern infrastructure is dynamic and often unpredictable**.

The evolving and **increasingly fragmented security perimeter** is accelerating the implementation of Secure Service Edge (SSE), SD-WAN, and Zero Trust strategies (SASE), introducing an additional layer of complexity for IT to manage.

While I&O teams need full visibility across infrastructure, performance, and user experience, **traditional monitoring solutions struggle** in this new reality.

APM tools, packet capture, and flow analysis become impractical in the face of strong encryption, users, and application hosts that frequently change location.

A new kind of **visibility is needed to regain control**.



39% of user experience issues can no longer be detected by traditional monitoring systems.

+

95% of employees experience weekly performance issues with critical apps.

Digital Experience Journal, IDC, 2022

The Visibility Gap

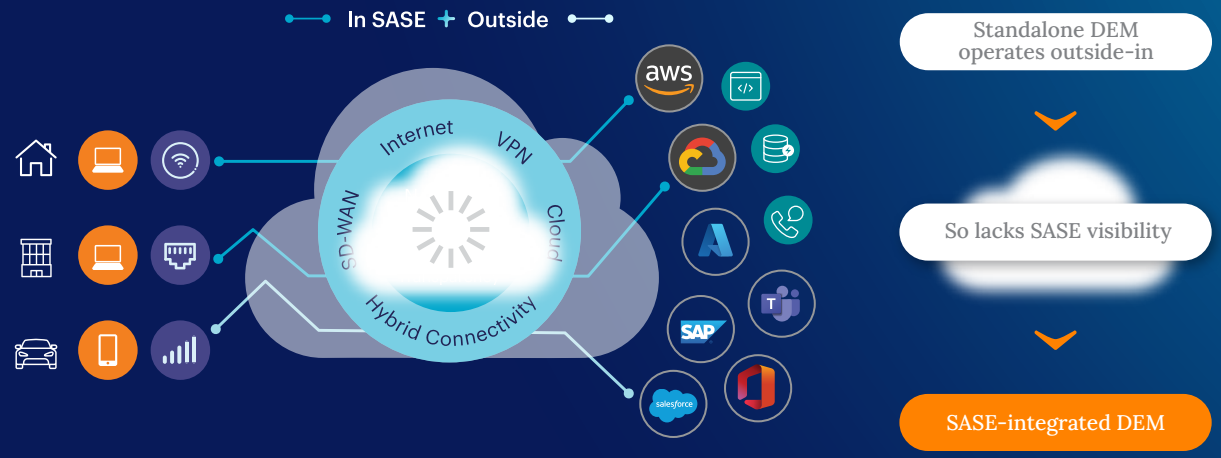
A new approach is required to accurately monitor dynamic networks, SaaS applications, and the resulting user experience.

Digital experience monitoring (DEM) provides end-to-end visibility that **overcomes the limitations of legacy tools**, mapping out the full path and infrastructure between endpoints and applications to detect and diagnose any bottlenecks along the way.

However, this outside-in approach also has its shortcomings. Importantly, it can't see into modern cloud security; **SASE looks like a "gray cloud"** to standalone DEM solutions.

The inability to understand how inline security affects user experience **frustrates network and security teams' efforts** to pinpoint and fix performance issues.

SASE-integrated DEM overcomes this challenge by providing transparent visibility inside and beyond cloud security, delivering uninterrupted observability from device to app.



of IT organizations say network performance visibility has decreased since 2021.

NTT Research, 2022

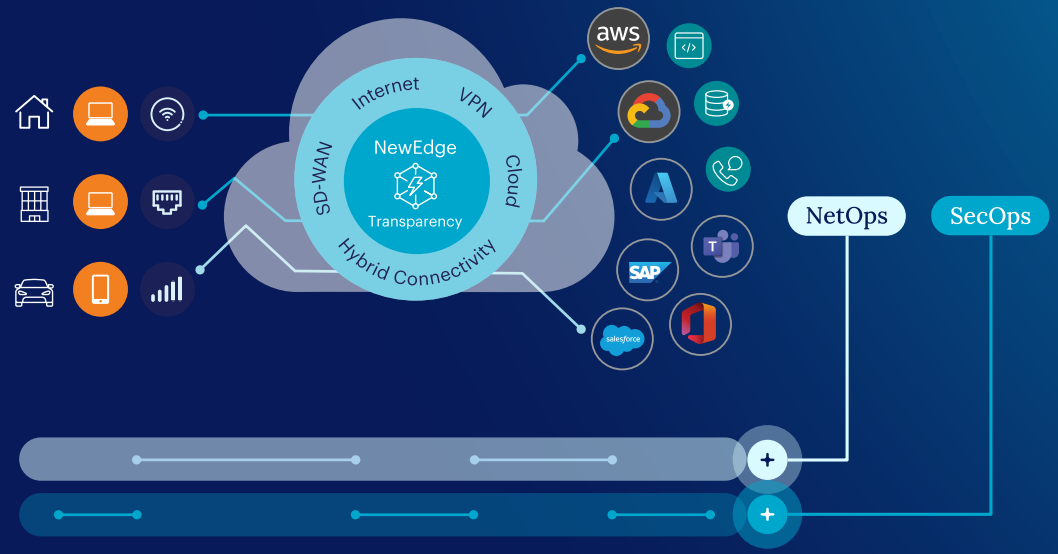
Regaining Control

SASE-integrated DEM is a simple way to gain **consolidated visibility that fosters collaboration** across security, IT, and network operations teams.

By directly accessing the performance of SASE from the platform itself, it reveals how user activity, risk profile, security policies, and protection contribute to the user experience, complementing insight into device, application, and end-to-end network performance.

The result is rapid fault origin and root cause analysis that **empower IT, NetOps, and SecOps to take effective action**—turning finger pointing and guesswork into teamwork and results.

Beyond effective issue resolution, SASE-integrated DEM makes it possible to identify and maintain the **optimal balance between security and performance**.



"Netskope gives security and networking teams the ability to monitor how networks and applications are performing in real time to manage and optimize the users' experience."

Frank Dickson, Group Vice President, Security and Trust at IDC

Full Observability

Effective digital experience management offers complete oversight into the user experience and all underlying factors that impact it.

Gaining sufficient detail to detect and isolate any issue requires **deep insight from multiple perspectives** and monitoring techniques–**including the SASE platform itself**–to provide real experience visibility in context.

Monitoring from a variety of perspectives is also necessary to capture the granular metrics that AI-based analytics need to **prioritize and prescribe corrective action**.

Adaptive alerts and open API integration allow this valuable insight to be **immediately reported and consumed** by existing systems used by IT helpdesk, network, and security teams, ensuring they work from **a consistent dataset**.

Synthetic monitoring reveals network path and per-hop performance for connectivity fault detection and analysis.

Real user monitoring (RUM) reveals the actual user experience in context.

Complete visibility across the entire workforce and digital estate.

360° Visibility - from Device to App

Best-in-class observability delivers insight into every step from device to app, including security platform performance:

Proactive DEM combines synthetic monitoring and real traffic analysis (SMART) to accurately measure the real user experience and what affects it.

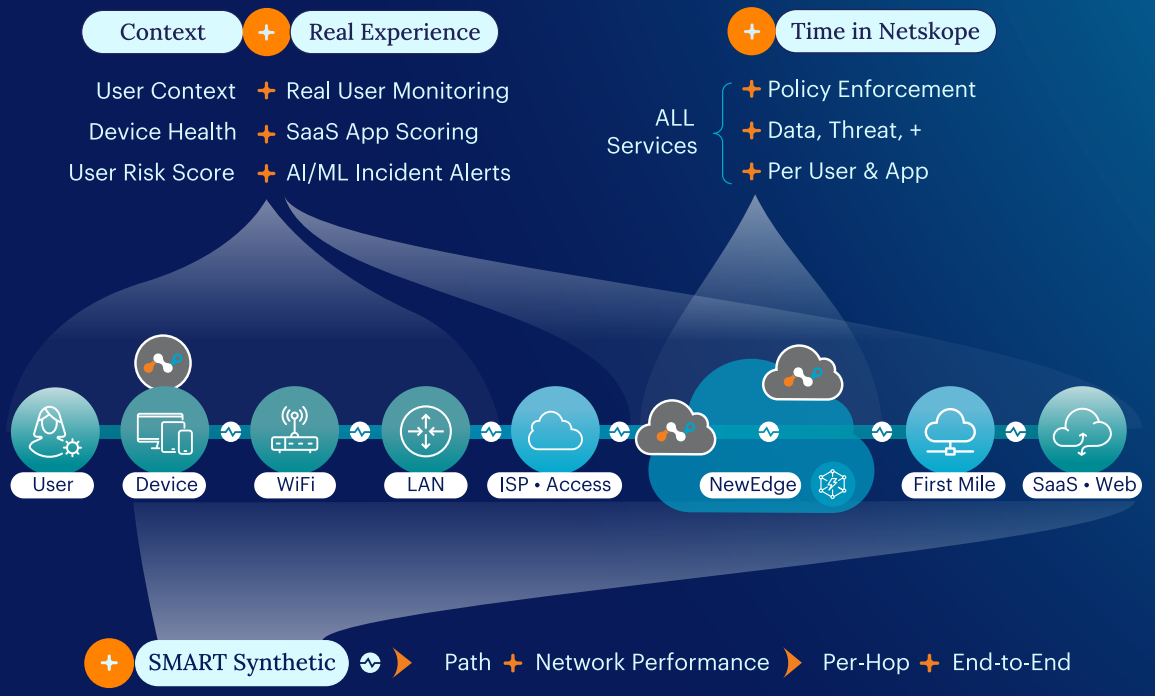
User Activity: Quickly understand the user's context, application use, and risk score.

User Environment: Location, ISP, device health, processes, and Wi-Fi.

Network Path: Segmented performance from LAN to onramps and apps.

Cloud Security Service: Latency introduced by security services applied on a per-user, per-app basis.

Application Performance: User experience, impact, scope, and origin from zero touch SaaS monitoring.



Turning Insight into Action

Downtime and degradations impact productivity and business performance.

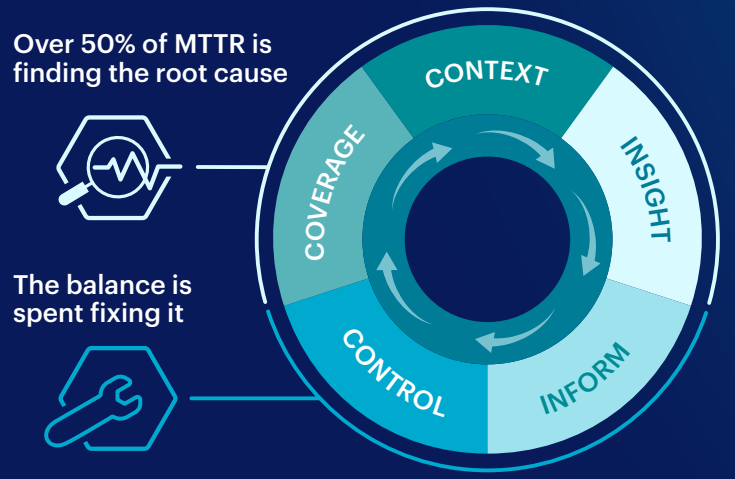
While effective visibility and actionable insight reduce time to root cause, **resolving issues often requires hours of tedious IT effort** from already overloaded teams. They have to pick their battles, and can't win them all.

To escape this vicious cycle, the key is to **automate both insight and action**. The result is closed-loop control to monitor, prescribe, **remediate–or prevent–user experience issues**.

This combination transforms digital experience **monitoring** into proactive digital experience **management**.

It collapses time to detect and resolve issues to the minimum, often before users are impacted.

It allows IT organizations to **go on the offensive**, proactively optimizing user experience to gain a valuable competitive advantage.



Automate Both

+

Transform...

Digital Experience Monitoring

Digital Experience Management

+ **40%** of problems are never resolved,[1] while month after month users continue to lose a full day of precious productivity.[1,2]

[1] Userlane, 2022

[2][3] Salesforce SLO, Microsoft SLA and reported downtime, 2023

Self-Healing User Experience

Cloud security platforms built on **full compute data centers** with extensive peering to major cloud and SaaS providers offer a **centralized point of control** over devices, networks, SSE, and application performance.

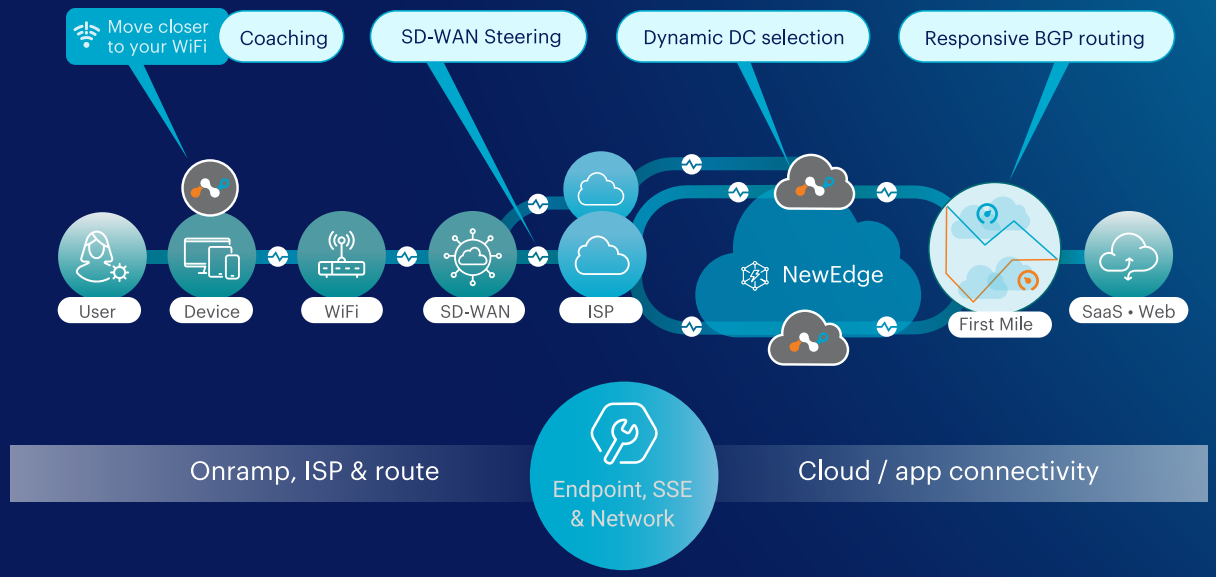
Proactive digital experience management can inform action to preempt issues, continuously optimize performance, and consistently deliver a first-rate user experience.

This approach seeks to **intercept problems while their impact is contained**, well before users and the business are substantially affected.

Auto-Remediation: Possibilities

- Coaching that informs and guides users to fix common Wi-Fi and device issues before they call the helpdesk
- Traffic management capabilities that optimize network and routing performance across ISPs, SD-WAN, and first-mile app connectivity
- Dynamic SSE onramp steering to the lowest latency, best performing regional data center

In addition to closed-loop automation, insights can also guide helpdesk, security, and I&O teams to optimize infrastructure, fix complex issues quickly, and **manage vendors and SLAs with evidence**.



Diagnosing the root cause **41%** of MTTR.

59% is spent applying the fix.

Netskope user community, 2024

DEM in Action

Proactive digital experience management helps busy teams **gain the upper hand over key challenges** common to hybrid work, SaaS, and private apps protected by zero trust security.

Top and bottom line–and IT's ability to innovate–**depend on reducing background noise** and digital friction. Automate visibility and control: free teams to move the needle.

SaaS Application Performance

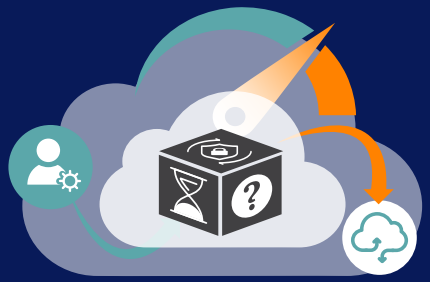
- Dynamic, complex hosting, security, and connectivity
- Pinpoint bottlenecks with evidence
- Manage performance and hold vendors accountable

Hybrid Working Productivity

- Users can be impacted in many ways
- Optimize performance, proactively
- Address issues before they escalate

Performance-Optimized Security

- SSE is a black box to network teams
- See if, how, why it impacts users
- Harness the security cloud to boost performance



Helpdesk Offload

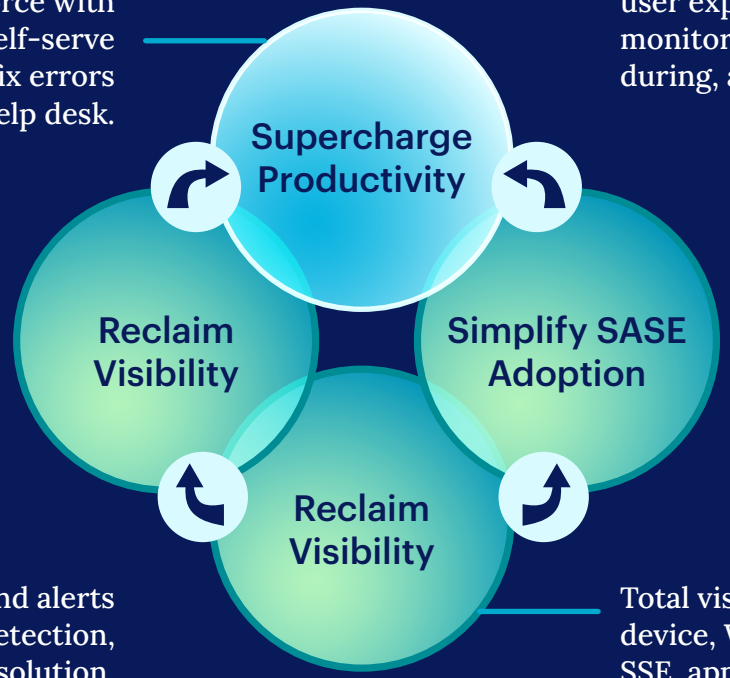
- Issues are often underreported and unresolved
- Alert and guide users to fix common device, Wi-Fi, and app issues
- Drive up resolution rate and refocus on proactivity

Challenge Capability Result

Proactive Business Benefits

Proactive digital experience management delivers important, tangible benefits to IT and the business.

Optimize SaaS, web, and private apps for a productive hybrid workforce with dynamic optimization and self-serve coaching that helps users fix errors before calling the help desk.



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

AI insights and alerts accelerate problem detection, diagnosis, and resolution, while automated remediation helps avoid issues altogether.

Total visibility into users' device, WiFi, internet, onramp, SSE, app, and first mile performance in context of their location and risk profile.

"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

Insight to Accelerate

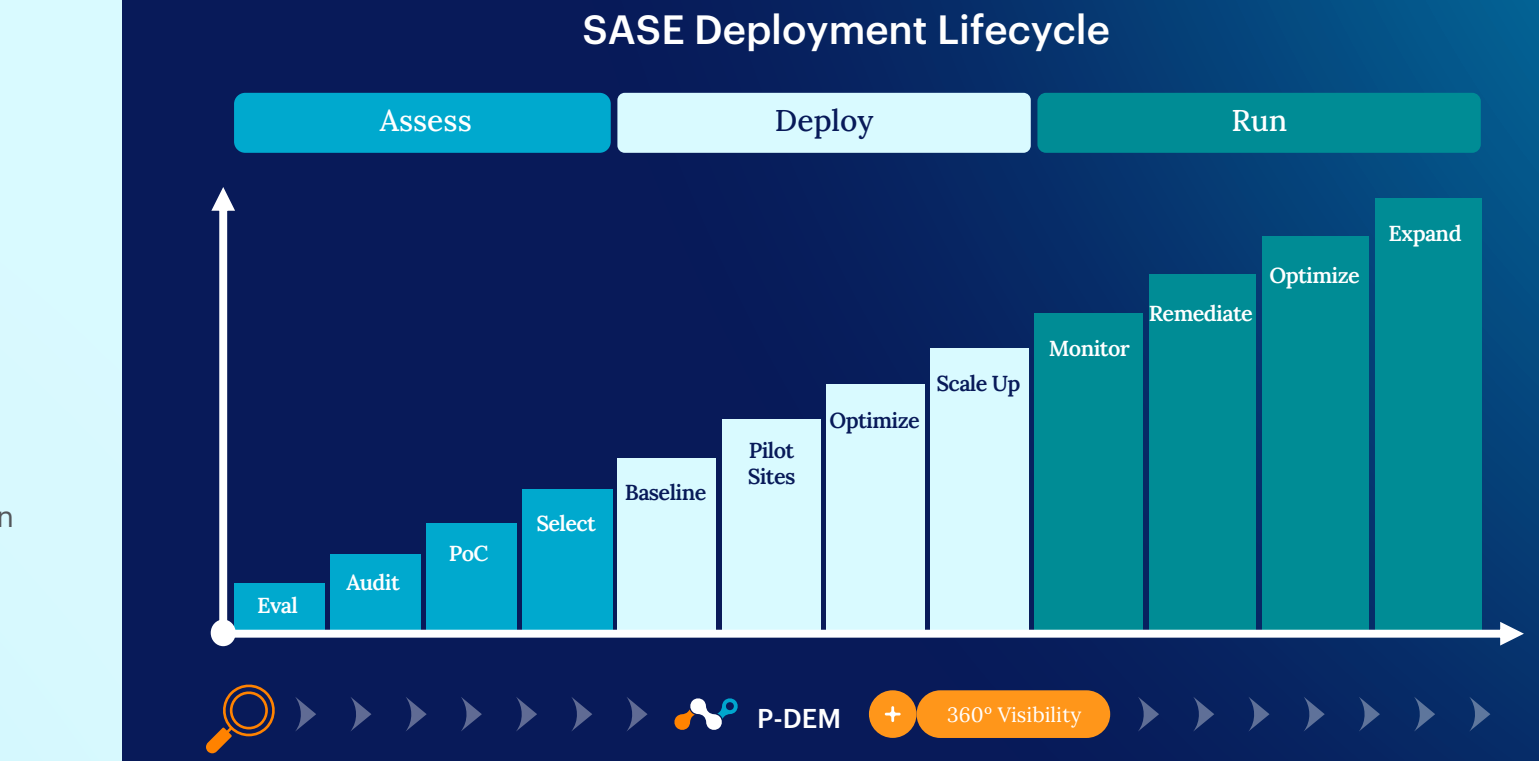
Insight **secures user experience** across modern, SASE-secured digital infrastructure.

It's also fundamental to effectively evaluate, pilot, **deploy, and scale SASE while mitigating risk and overrun**.

Real-time feedback and insight into performance issues to optimize both Netskope and third-party infrastructure.

Use P-DEM to benchmark application and network performance before, during, and after adoption to deliver uninterrupted–and enhanced–user experience and **prove business goals are met**.

Phase in ZTNA, CASB, SWG, DLP, and advanced threat protection in step with renewal cycles while employees simply "get things done."

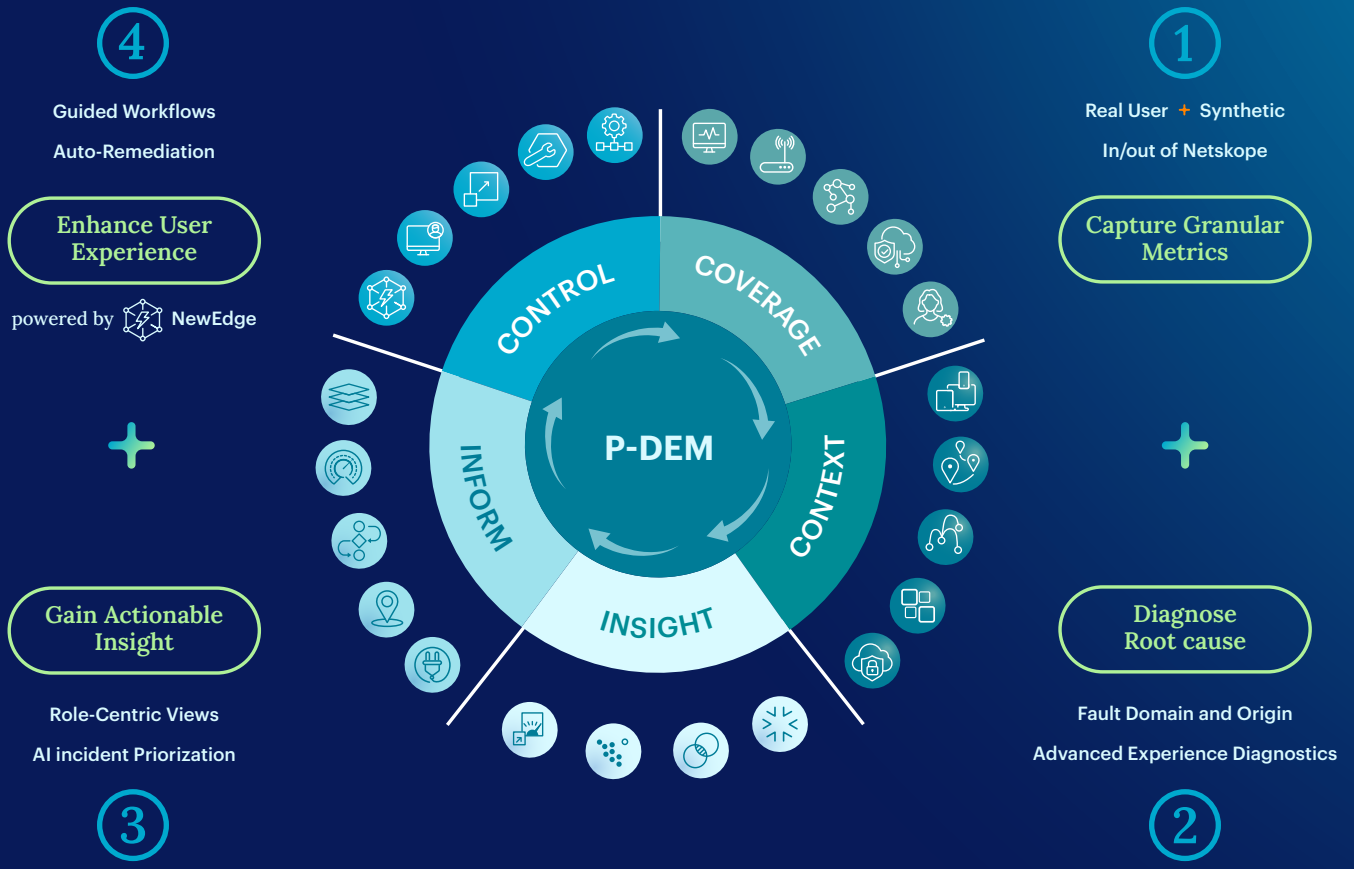


SASE + DEM = Security + Performance

Proactive digital experience management is a practical strategy, an automated, ongoing process for responsive remediation and **continuous improvement**.

1. It begins with **high-resolution monitoring metrics** that can be analyzed in the context of each user's device, location, connectivity, applications, and behavior.
2. This reveals the scope, impact, and origin of issues to **accelerate root cause analysis** and troubleshooting efforts.
3. AI analysis generates actionable insight to prescribe action, to **remediate issues**, and proactively optimize performance.
4. Closing the loop, real-time visibility guides and **confirms the outcome**, ensuring that problems are conclusively resolved.

By prompting user actions and extending 360° control over devices, SSE, and connectivity, Netskope provides proactive digital experience management, today.



Learn More & Try It

Effective **security should be transparent** to IT and employees, while delivering advantages users sense and benefit from.

Proactive digital experience management is an effective guide, illuminating the best path forward. Easy to deploy and teams to use, its consolidated viewpoint makes it a natural go-to starting point to solve issues and optimize your users' experience.

With P-DEM, Netskope is not just monitoring but actively managing and optimizing the digital experience so you can **optimize security and performance**.

Try it. You'll see things differently.

Learn more

Security and performance without compromise. Your business will notice.