The Digital Experience Management Challenge

netskope

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Executive Summary

In a Netskope survey, IT infrastructure and operations leaders shared significant struggles faced by teams attempting to resolve digital experience issues for employees: only 15% of issues originate in domains where IT has full control, and 1 in 5 issues can't be diagnosed or resolved.

Nearly half of issues (47%) impacting user experience originate in fault domains where IT has limited control and visibility, involving third-party services and apps. Without full visibility into these domains, it is hard or impossible to pinpoint root causes.

About three-quarters of employees now work in hybrid or fully remote settings and require excellent digital workplace performance regardless of their location. But, 95% of workers report critical app performance issues at least once a week, resulting in up to 12 days of lost productivity per employee per year.

Almost half (49%) of user experience issues require collaboration between multiple IT/network teams–an inefficient and frustrating way to troubleshoot.

The better way: rapid root cause analysis enabled by multi-domain visibility. When the fault domain is immediately clear, IT can diagnose problems four times faster, resolve issues three times faster, and reduce repair time by nearly 70%.

Proactive digital experience management (P-DEM) is fully integrated within the Netskope SASE platform. It provides performance transparency across all domains–including the security platform itself. This insight gives IT teams what they need to quickly identify the scope of impact, pinpoint the fault origin, and take effective action.

> With the visibility enabled by P–DEM, IT leaders report that employees experience a nearly 60% reduction in time lost to digital performance issues, and IT efficiency more than doubles. For a typical large enterprise this translates to **$30 million saved through boosted employee productivity** and **$3.9 million saved through increased IT efficiency**.
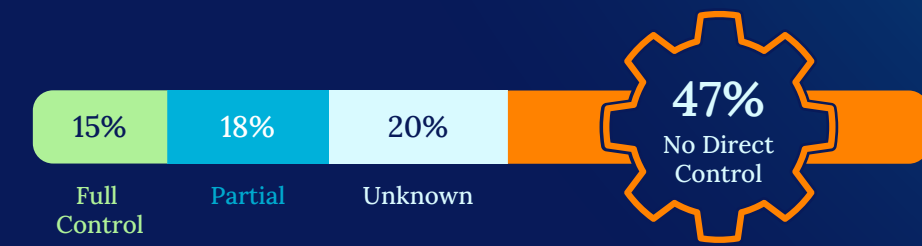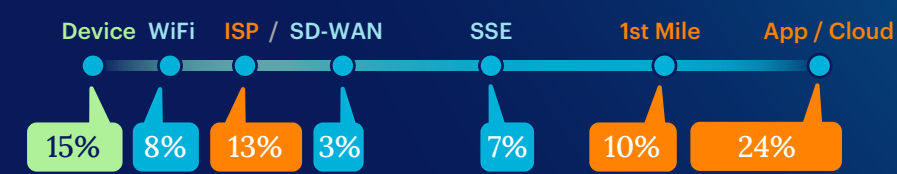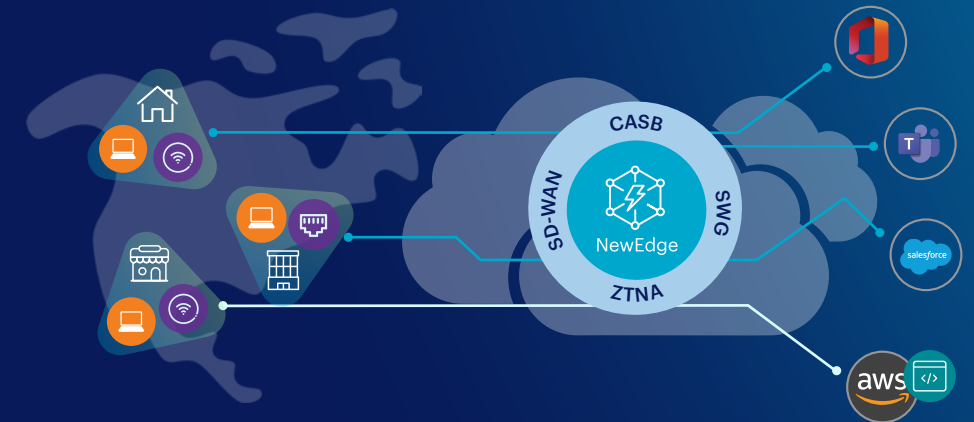
Digital Experience Management
– A Complicated Challenge

Managing user experience today is a complex challenge for enterprise IT:

- A **distributed workforce** creates a unique set of possible issues for each user.

- SaaS, cloud and web apps create a **distributed and dynamic IT infrastructure**.

- **Many possible fault domains** exist: devices, WiFi, internet, SD-WAN, security service edge (SSE), first mile connectivity, SaaS and web apps.

- **Nearly half (47%) of user experience issues originate in domains where IT has no direct control.**

- **Lack of visibility into domains** involved means IT lacks details needed to pinpoint fault origin.

- **1 in 5 issues can't be diagnosed or resolved:** the root cause can't be determined.

- Lengthy repair time and unresolved issues **impact employee productivity** and keeps IT tied up in reactive activities.

User experience issues are hard to diagnose and slow to resolve.

Device	WiFi	ISP	SD-WAN	SSE	1st Mile	App / Cloud
15%	8%	13%	3%	7%	10%	24%

Full Control	Partial	Unknown	No Direct Control
15%	18%	20%	47%

Netskope conducted a survey of IT infrastructure and operations leaders across North America and Western Europe[1] that captured the struggles faced by IT, NetOps and help desk teams as they strive to detect, troubleshoot, and resolve digital experience issues.

[1] 153 Respondents • σmax < 23% • January 2024

Troubleshooting Employee
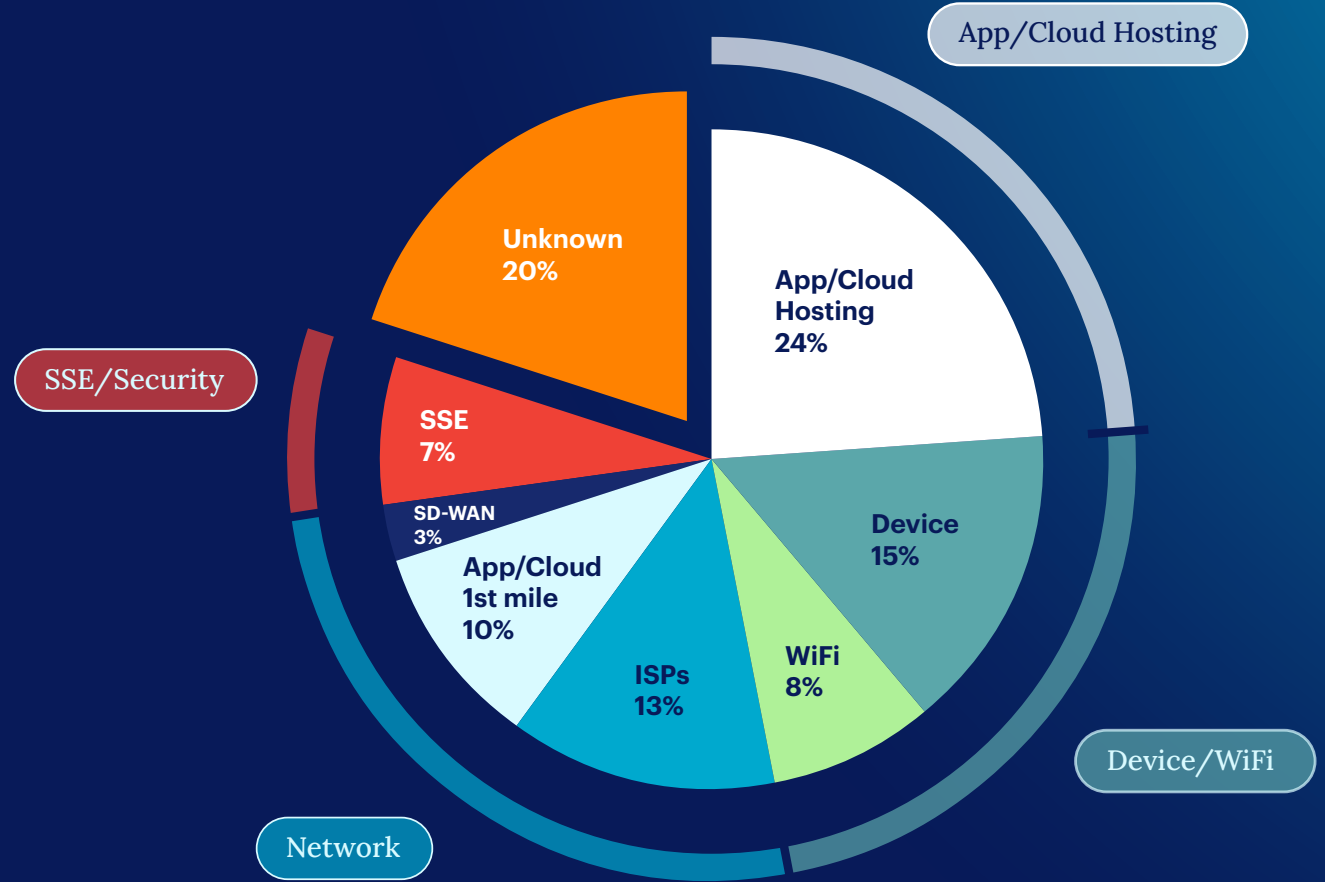# User Experience
– Difficult and Inefficient

When the cause of a user experience issue is known, it has about a **1 in 3 chance of falling within the network, app/cloud hosting, or device/WiFi domains**. Security tends to get blamed, especially for latency, but is actually the origin in less than 10% of cases.

Fault domains are very fragmented in modern IT infrastructure. Each of the three main domains contains several sub-domains. IT control over, and visibility into, many of these is nonexistent or partial.

Nearly half of issues (47%) impacting user experience originate in fault domains where IT has limited control and visibility. That's because these involve services/apps provided by third-party vendors (e.g. SaaS, cloud, ISP) rather than private apps, data centers, or connectivity. Example: the app/cloud domain, which is the fault origin for a quarter of user issues.

Without full visibility into these domains, it is hard or impossible to pinpoint the root cause. Even with collaboration among IT teams, **the fault domain remains unknown–and problems are never resolved–about 20% of the time**.

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Business Impact of Poor User Experience

– Slow MTTR and Unresolved Issues Take a Toll

About three-quarters of knowledge workers now do their jobs in hybrid or fully remote settings, so providing **a problem-free digital workplace environment is imperative**. Employees rightfully expect the same level of performance whether in the office or remote. Unfortunately, **reality often falls far short:**

- 95% of workers report business critical app performance issues at least once a week[1]

- 20% of user experience issues go unresolved, despite the best efforts of multiple IT and network-related teams[2]

This all adds up to **12 days of lost productivity per employee per year.** Most of these disruptions (91%) are caused by degradations rather than full outages[2], and therefore harder to detect and diagnose.

Full end-to-end visibility, from device to app—including domains over which IT/network teams have partial or no control—is the missing piece to overcome these business costs.

[1] IDC, 2022
[2] Salesforce SLO, Microsoft SLA and reported downtime, 2023.

20%
of user experience issues go unresolved

DAY 1 DAY 2 DAY 3 DAY 4 DAY 5 DAY 6
DAY 7 DAY 8 DAY 9 DAY 10 DAY 11 DAY 12

12 days of lost productivity per employee per year

Make Troubleshooting More Efficient

– Reduce IT Teams Collaboration, Speed Up MTTR

Employees today are heavily reliant on a problem-free digital workspace. Unfortunately, when issues occur, resolution is often slow and painful–a reality that takes a significant toll on productivity for both employees and IT teams.

Ideally, troubleshooting user experience issues would involve:

- Clear ownership and accountability from the start
- Evidence to pinpoint origin, scope of impact, and context

Instead, too often trouble tickets ping-pong between network, security, business apps, and endpoint teams because full visibility into all possible fault domains is lacking. **Almost half (49%) of user experience issues that require collaboration between multiple IT/ network teams**.

Rapid root cause analysis enabled by multi-domain visibility is essential to cut through inefficient troubleshooting. When the fault domain is immediately clear, IT can:

- **Diagnose problems four times faster**
- **Resolve issues three times faster**
- **Reduce repair time by nearly 70%**

Network

Security

Business Apps

Endpoint

4x
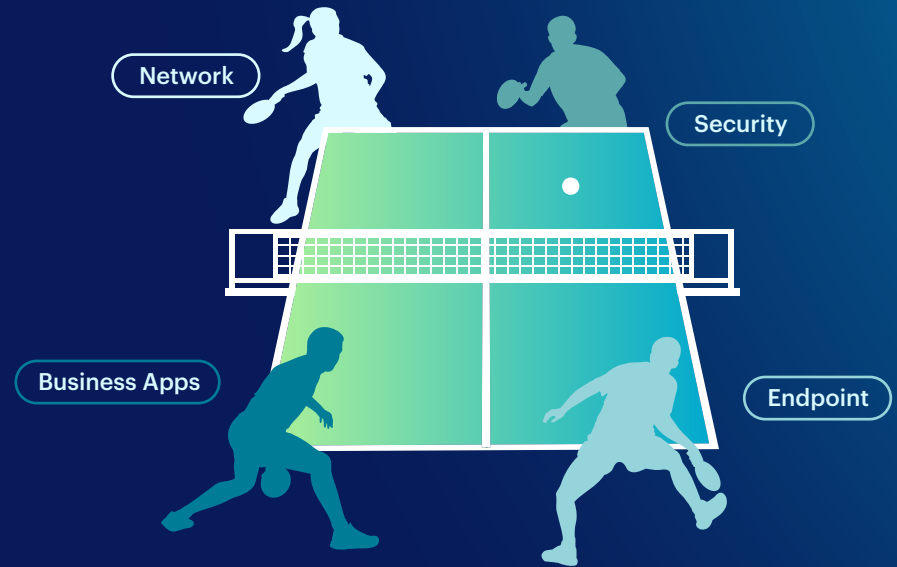
Diagnose problems
4x faster (83%)

3x
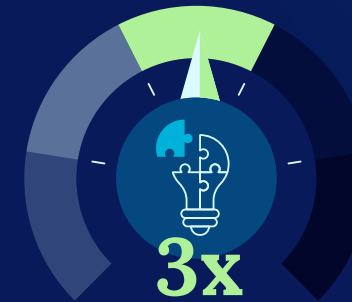
Resolve issues
3x faster (69%)

Reduce repair
time by **70%**

Visibility to Resolve User Experience Issues

– Why Insight Into All Domains is Essential

Four out of five IT professionals say multi-domain visibility is essential to effectively manage user experience. But, they lack a unified view of performance across domains to efficiently pinpoint root causes and resolve issues.

Lacking this visibility, IT teams waste time collaborating in an attempt to find the root cause. Resolving issues is slow, or impossible.

Effort increases where there are visibility gaps. The hardest problems to solve are outside of IT's control. Example: resolving an issue that originates in the app/cloud hosting domain takes three hours on average, disproportionately consuming nearly 40% of IT's effort.

Resolving these issues with third-party vendors and service providers is inefficient when **IT teams often lack clear evidence** to pinpoint the root cause, prove vendor accountability, resolve the issue, and enforce SLAs.

Unified visibility into all possible fault domains is the missing piece needed to efficiently troubleshoot and fix user experience issues.

Time to Fix by Fault Domain
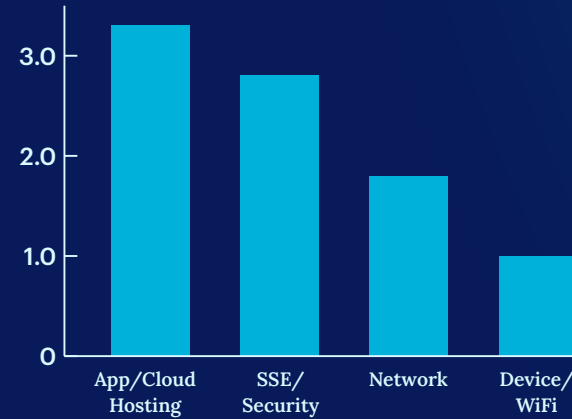
Issues vs. Effort to Resolve
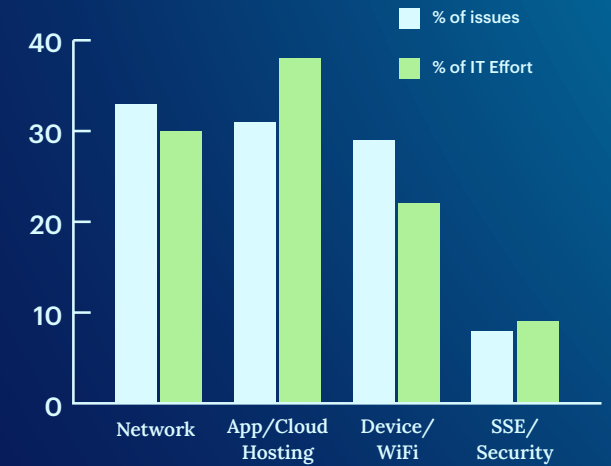
9/10

say a unified view of device, network, app & security performance is **essential**

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End-to-End Digital Experience Management

– From Device to App

Digital experience management provides insight across the end-to-end IT infrastructure, from device to app. It provides visibility to quickly identify **the scope of impact** and the **fault origin**–crucial details to **take effective action**.

Impact

A segmented, integrated view of performance makes it possible to:

- Quickly **outline the scope** of any issue
- **Identify the impact**–apps, users, and locations

With this information, IT can:

- **Identify responsibility**
- Quickly **prioritize issues**
- **Identify common causes** for multiple related issues

Full, integrated performance visibility

NewEdge

Origin

- **Reveal the root cause in minutes**
- **Get full insight into each user's context and experience**
- **Gain clear evidence into third-party vendor issues**

Action

Shift to proactive digital experience management and optimize productivity.

- Resolve issues faster
- Improve IT efficiency
- Reduce help desk load

Proactive digital experience management (P-DEM) provides these capabilities. Fully integrated within the Netskope SASE platform, it provides performance transparency across all domains–including the security platform itself.

Possible root cause origins

NS Client

| User | Device | WiFi | SD-WAN / Router | ISP | DC | NewEdge | First Mile | SaaS • Web |

Effective action

Effective Action

Productive Collaboration

Proactive Optimization

Pre-emptive Mitigation

Faster Resolution

Proactive Digital Experience Management

– Proven Benefits

User experience issues that are slow to be resolved, or remain unfixed, have a significantly negative business impact, adding up to **12 days of productivity lost per employee per year**.[1]

Proactive digital experience management (P-DEM) proves its benefits for enterprises seeking to regain that lost productivity and reduce IT/network team workloads.

These gains have significant benefits for enterprises in cost and time: **employees experience a nearly 60% reduction in time lost** to digital performance issues, and **IT efficiency more than doubles**.

For a typical large enterprise[2] this translates to **$30 million saved through boosted employee productivity** and **$3.9 million saved through increased IT efficiency**.

With full visibility into all fault domains, IT/network teams troubleshooting user experience issues report that they:

- Engage in **80% less multi-team troubleshooting**
- Spend **87% less time finding root causes**
- **Reduce "cause unknown" cases by 70%**
- Achieve **61% faster mean time to repair (MTTR)**

[1] Salesforce SLO, Microsoft SLA and reported downtime, 2023
[2] A representative enterprise with 10,000 employees, based on data from Netskope customers and industry survey results. Contact Netskope to calculate benefits in your context.

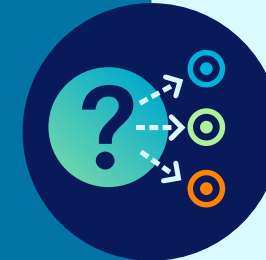| Without P-DEM	With P-DEM
12 days of lost productivity per year	**4.5** days of lost productivity per year
49% of cases require multi-team collaboration	**10%** of cases require multi-team collaboration
2.7 hours required to find root cause	**<1** hour required to find root cause
20% of cases are 'cause unknown'	**6%** of cases are 'cause unknown'

Netskope Proactive Digital Experience Management

– Superior Security and Performance

Take user experience from monitoring to management! With **full visibility across all IT domains** from device to app (including security), Netskope P-DEM enables you to:

- Facilitate **fast, effective troubleshooting** and problem resolution

- Deliver **a phenomenal user experience** to your employees

- Eliminate problems before their impact escalates

- Elevate **business efficiency and productivity**

Learn more