

Proactive Digital Experience Management (Proactive DEM)

Data Sheet



Deliver superior user experience and application performance

Proactive digital experience management (Proactive DEM) offers complete visibility across and beyond SASE, ensuring full transparency into the real user experience. It provides actionable insights for quick troubleshooting, automated remediation, and proactive performance optimization. This ensures users benefit from world-class security without sacrificing performance or productivity.

Why is Netskope the best choice?

Proactive DEM is the first SASE-integrated digital experience management solution, delivering network and SaaS/web apps performance monitoring for both sites and users, and providing full transparency both within and beyond the Netskope One platform. This enables your network and security teams to efficiently work together to detect, diagnose, and resolve performance issues while proactively optimizing the user experience. Additionally, Proactive DEM interfaces with Netskope NewEdge network, the world's largest private SASE cloud, to automatically remediate issues, reducing the workload on helpdesk, security, and network operations teams.

Visibility and control to proactively manage digital experience

- **Flexible Monitoring with True Real User Experience Insights:** Proactive DEM provides site-specific and user-specific network performance insights, combined with continuous evaluation of SaaS and web app experiences using a SMART (Synthetic Monitoring Augmentation for Real Traffic) approach. It offers zero-touch monitoring for SaaS applications, reports user experience scores, and generates AI/ML alerts when performance degrades.
- **Unified 360° Visibility— From User to App:** Proactive DEM Enterprise combines site and user performance data, delivering a full 360-degree view of digital experiences across the entire path from users to applications. This includes device health, local connectivity (such as Wi-Fi), SD-WAN onramps, SSE services, network links to the application, and the applications themselves.
- **Transparent Insight into SASE:** Netskope offers the only DEM solution that directly accesses the performance of SASE from the platform itself, revealing how user activity, risk profile, activated security policies, and protection contribute to the user experience.
- **Proactive Remediation:** Informed by Proactive DEM, NewEdge exercises insight-driven control over devices, access onramps, client and network steering, SASE infrastructure, and application first-mile access to preempt issues and continuously optimize performance, and user experience.

Key Benefits and Capabilities

Tailor Your Monitoring Strategy

Monitor at user or site level based on organizational needs, providing flexibility to suit any deployment or network architecture to reduce the overall monitoring cost.

Rapidly Resolve Issues

Shorten the time to detect, diagnose, and resolve issues with insightful dashboards powered by AI/ML insights. Guided and automated remediation not only helps maintain optimal user experience but also supports continuous optimization strategies. Reduce Mean Time to Resolution (MTTR) by 80%.

Supercharge Productivity

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

Reduce Cost and Complexity

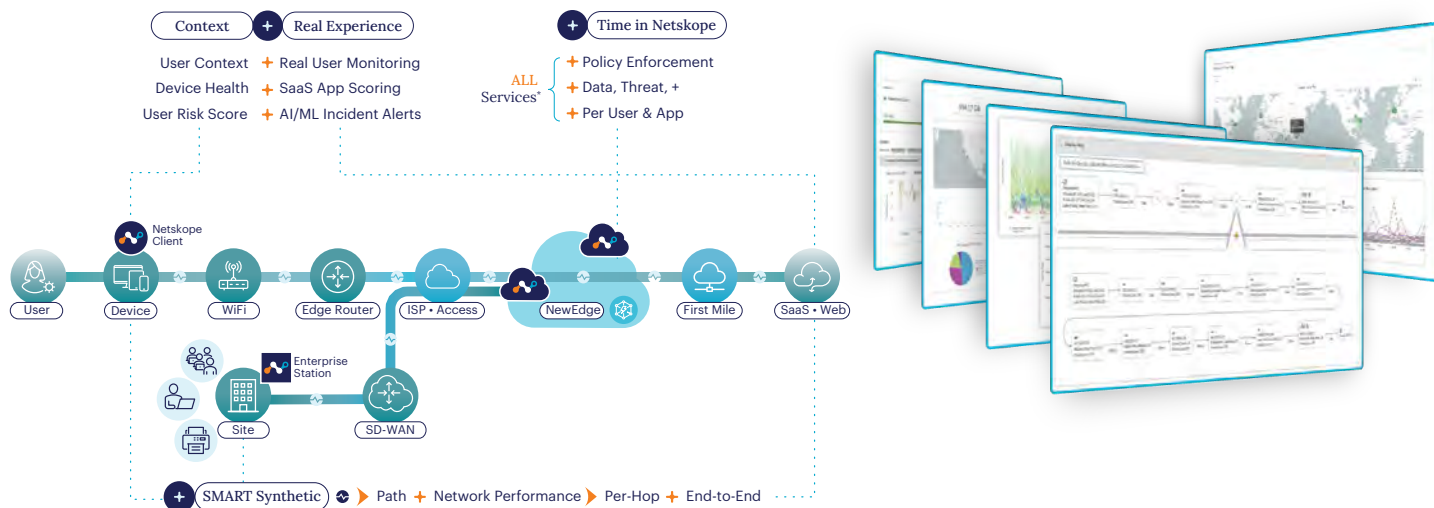
Simplify management and reduce administrative overhead with advanced network diagnostics from a single, unified view.

Simplify SASE Adoption

Mitigate the risk of impacting user experience by proactively monitoring and managing it before, during, and after SASE migration. Automated deployment and configuration of Proactive DEM in just minutes.

“Visibility is critical to making SASE successful and as an early adopter of Proactive 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

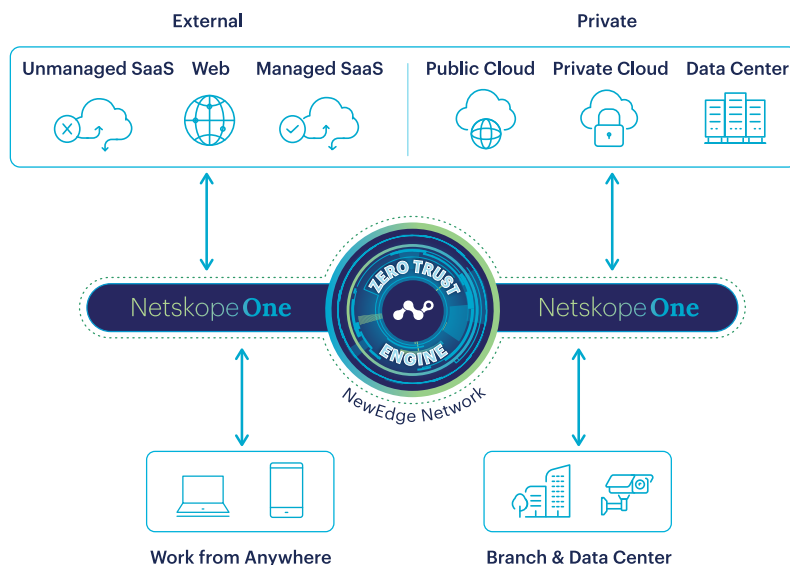


Proactive DEM offers insights into user experience from device to app, both within and beyond SASE infrastructure. Proactive DEM serves as a central nervous system to activate remediation and performance optimization driven by NewEdge.

PROACTIVE DEM EDITIONS		
Netskope offers three integrated digital experience management packages: Proactive DEM Standard, Professional, and Enterprise.		
<p>PROACTIVE DEM STANDARD (S) Proactive 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>PROACTIVE DEM PROFESSIONAL (P) Proactive DEM Professional extends visibility to the digital experience of every user, from any location, to the business-critical apps they use. It integrates real user and synthetic monitoring to gain granular visibility into every step from device to app, helping I&O teams to quickly fix performance problems.</p>	<p>PROACTIVE DEM ENTERPRISE (E) Proactive DEM Enterprise offers expert-level insight and analytics for security, network, and IT operations teams. Monitor onramp, app performance and user experience from sites connecting to Netskope via SD-WAN, SASE gateways, or private connectivity.</p>

The Netskope Difference

Netskope One is a converged security and network as a service platform. Through its patented Zero Trust Engine, AI innovation, and the largest private security cloud we make it easy for our customers to defend their businesses and data while delivering a phenomenal end user experience and simplified operations. The platform delivers AI-powered data and threat protection that automatically adapts to the ever growing data landscape, including the widespread adoption of generative AI and new AI-driven attacks.



CAPABILITIES		DESCRIPTION	EDITION
Monitoring Context	Tenant	Tenant-focused performance telemetry	Standard (S), Professional (P), Enterprise (E)
	Users	User-focused digital experience monitoring	P, E
	Sites	Corporate sites-focused digital experience monitoring	E
Monitoring Technology	Real User Monitoring (RUM)	RUM enabling precise end-user experience assessment	S, P, E
	Synthetic Monitoring	Automatic monitoring and app availability and performance	E
	SMART Monitoring	Augmenting RUM with synthetic monitoring for a complete assessment	P, E
Infrastructure Monitoring	Tenant Overview	Monitor Netskope POPs health and traffic	S, P, E
	Netskope Processing Time	Netskope SSE response times using RUM	P, E
		Netskope SSE response times (App probes) from end-users	E
		Netskope SSE response times (App probes) from corporate sites	E
	App and Traffic Profiling	Traffic volumes for top applications	S, P, E
Network Steering	Secured tunnels traffic and health	S, P, E	
Device Monitoring	Client Steering	Clients posture (traffic, OS, version)	S, P, E
	Local Connectivity	Local connectivity performance	P, E
	Device Performance	End-user device health including CPU, IOPS, BW, etc	P, E
Network Monitoring	Onramp Connectivity	Connectivity performance from end-users	P, E
		Connectivity performance from corporate sites	E
	Onramp Network Performance	Network path hop-by-hop analysis from end-users	P, E
		NewEdge network path hop-by-hop analysis from corporate sites	E
Applications Monitoring	SaaS and Internet-based Custom Applications	Proactive monitoring SaaS applications performance through RUM	P (7 app), E (50 app)
		SaaS applications performance through App probes from end-users	E (50 app)
		SaaS applications performance through App probes from corporate sites	E (50 app)
	Private Applications	Monitor traffic and infrastructure	S, P, E
		Monitor end-to-end network performance	P, E
Troubleshooting	Advanced Diagnostics	End-to-end performance metrics and network telemetry	E
Alerting	Platform Services and Advanced Alerts	Platform services health and advanced alerts (tunnels, publisher, end-to-end)	S (only plat), P, E
Integrations	Webhook Integrations and API	Real-time webhook integrations and data export through APIs	S, P, E (Alert types vary)



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).

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