

# Ensure a Great Digital Customer Experience with Real User Monitoring



## Key Benefits

- ✓ **Deliver outstanding quality and performance** across all digital touchpoints
- ✓ **Optimize customer experience** by analyzing user behavior, device and browser usage
- ✓ **Resolve problems quickly** by uncovering web application bottlenecks affecting performance
- ✓ **Eliminate guesswork:** Leverage machine learning and advanced analytics for automatic problem diagnosis
- ✓ **Be-preemptive:** Identify and fix issues before they impact your business and before users notice
- ✓ **Increase your business advantage:** Better performance means better conversions and higher customer retention



*We have no more frustrations because now we know where the problem is, and the root cause of issues is detected in minutes. With the eG Enterprise we deliver a robust and reliable environment that guarantees maximum uptime and user satisfaction.*

**Thomas de Hoog**  
Travel Information GVB



Your users expect consistent and fast response from your web applications. And, it's critical for your business. A recent industry survey reveals that 89% of business leaders view customer experience as the primary basis for competition. Even a slight delay in page load time translates into lost revenue, poor customer satisfaction and negative brand impact. You need a strategic and proactive approach to prepare your business for the digital transformation, and a key component of this strategy is to employ the right processes and tools.

## See the Real Experience That Your Users are Seeing

eG Enterprise is a digital performance management solution that delivers out-of-the-box Real User Monitoring (RUM) capabilities, allowing you to see exactly how every end-user is experiencing your website and web application. Track the performance of every page load, user interaction, download and script call, and thereby:

- Detect problems sooner and decrease MTTR
- Understand the impact of third-party technologies in real time
- Assess the true impact of infrastructure and software changes
- Improve communication with your business units
- Confirm and document compliance with SLAs

## One Performance Dashboard for All Your Web Applications

Whether your business runs on custom or packaged web applications such as Microsoft Dynamics, SharePoint, Office 365, Confluence, or PeopleSoft, eG Enterprise helps you achieve high uptime and seamless delivery of services.

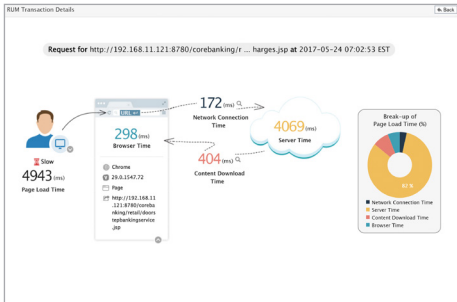
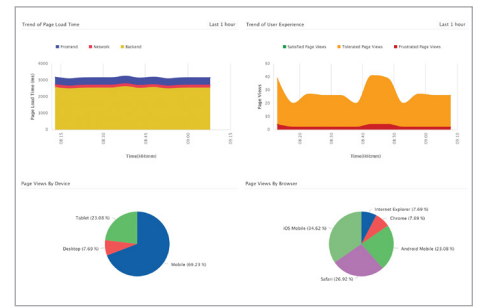
At a glance, view key performance indicators for each of your internal and external web applications, and track visits by device, unique users, and response time. A geographic dashboard enables you to visually monitor real-time end-user experience metrics by location (country, region, city). You can also pinpoint which locations are impacted by poor application performance, and then drill down for further analysis and troubleshooting.



Digital user experience monitoring using eG Enterprise

## Analyze and Optimize Digital User Experience

- Track response times for transactions, AJAX requests and IFrames
- Identify the regions, countries, or cities where users are affected
- Gauge user satisfaction in real time using an industry-standard Apdex score
- Track which requests are responsible for the slowest performance and prioritize which fixes are most critical
- Get alerted to user experience issues in real time with built-in alerting intelligence and automatic root cause diagnosis

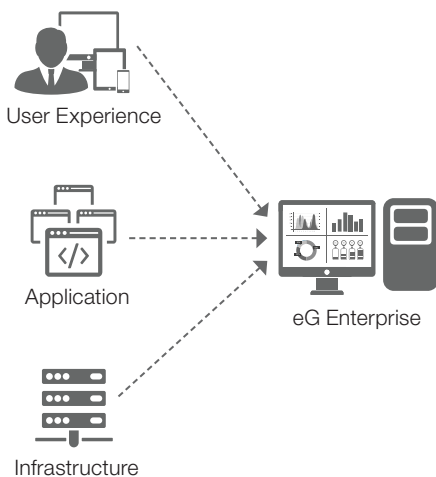
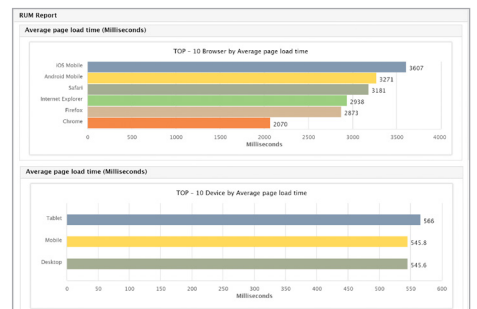


## Proactively Triage User Experience Issues

- Troubleshoot problems faster by knowing whether web page slowdowns are due to network latency, server-side execution, front-end browser, or content download
- Identify slowdowns due to DOM download, DNS lookup time, and TCP connection time
- View the breakdown of all page resources to gauge the impact of JavaScript, CSS, images, as well as third-party content such as ads, social, and analytics

## Get Answers to Key User Experience Questions

- What are the top 5 poorly performing page groups?
- Where is most of the traffic coming from: which city, country, browser, or device?
- Are certain locations slower than others?
- Are users satisfied, tolerating, or frustrated?
- Did a website slowdown coincide with a peak in traffic?



## Go Beyond User Experience Monitoring with eG Enterprise

If Real User Monitoring points to slow server-side processing, IT administrators need a clear line of sight to identify what is causing the slowdown – application code, application framework, underlying virtual or cloud infrastructure, storage, or network. eG Enterprise provides all the answers in a single, unified console.

- **Trace slow business transactions:** Tag and follow each request as it is processed in a multi-tier infrastructure and break down processing time by tier
- **Application deep dive:** In one click, view the line of code that is causing slow performance. Understand if there are poorly written-database queries slow or external web service calls.
- **Infrastructure analytics:** Auto-correlate infrastructure dependencies with web application performance and pinpoint the root cause of slowdowns

## About eG Innovations

eG Innovations is dedicated to helping businesses across the globe transform IT service delivery into a competitive advantage and a center for productivity, growth and profit. Many of the world's largest businesses use eG Enterprise to enhance IT service performance, increase operational efficiency, ensure IT effectiveness and deliver on the ROI promise of transformational IT investments across physical, virtual and cloud environments.