



Application Development

# **SPARK Matrix™: End-User Experience Management , 2024**

**November 2024**

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## Executive Overview

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This research service includes a detailed analysis of the global End-User Experience Management (EUEM) Platforms market, focusing on dynamics, major trends, vendor landscape, and competitive positioning analysis. The study provides competition analysis and ranking of the leading EUEM platform vendors mentioned in the SPARK Matrix. This research also provides strategic insights to help technology vendors to refine their growth strategies and enable users to evaluate vendors' capabilities, competitive differentiation, and their market positioning.

## Market Definition and Overview

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QKS Group defines EUEM platforms as ‘comprehensive IT service monitoring solutions that evaluate user engagement with technologies, including networks, applications, and devices, within their work environment. These platforms help organizations enhance performance, troubleshoot issues, enhance overall user satisfaction, and optimize performance across all technological touchpoints.’

As organizations rely on digital platforms and services, understanding system performance and accessibility becomes critical for optimal operational efficiency. EUEM platforms play a pivotal role in enhancing user experience by enabling businesses to proactively identify and address issues, reducing disruptions for users.

Today’s EUEM platforms offer a comprehensive suite of capabilities, including real-time user monitoring, synthetic transaction monitoring, and proactive issue detection. These platforms utilize advanced technologies such as Machine Learning (ML) and Artificial Intelligence (AI) to analyze user behavior, identify performance bottlenecks, and predict potential disruptions. This proactive approach enables organizations to address issues before they affect end users, ensuring a seamless digital experience.

As technology ecosystems grow to include IoT and edge computing, EUEM solutions are increasingly leveraging AI and ML for predictive analytics and proactive issue resolution. The integration of EUEM with DevOps practices fosters a user-centric approach to application development and management. This strategy emphasizes user satisfaction by employing continuous monitoring tools and real-time data, ensuring agility and responsiveness throughout the development lifecycle, including continuous evolving user needs and experiences. User-centric design principles, including actively gathering user feedback and adapting to user preferences, will play a pivotal role in the software development process, boosting user satisfaction and engagement. For organizations, the advantages of implementing EUEM solutions are profound, encompassing cost reductions, enhanced decision-making driven by data insights, and marked improvements in both operational efficiency and overall productivity. Companies can create more effective and responsive digital environments by prioritizing the end-user experience.

**Following are the key capabilities of EUEM platforms:**

- ◆ **Automation and Remediation:** The automation and remediation capabilities of an EUEM solution empower organizations to proactively identify, resolve, and prevent IT issues, significantly enhancing user experiences. Key benefits include proactive issue detection to identify potential problems before they impact users, and predictive analytics that analyze historical data to anticipate and address issues promptly. The rapid resolution through automated processes reduces the time users face disruptions, while improvements in performance address critical factors such as network latency and application availability. Streamlined incident data collection identifies recurring issues, enabling long-term enhancements. This proactive approach fosters a culture of continuous improvement, boosting user satisfaction and organizational productivity. It reduces operational costs by automating processes, minimizing reliance on manual intervention and support resources. Enhanced compliance and security are achieved by maintaining IT systems up-to-date with organizational policies and best practices, minimizing vulnerabilities.
- ◆ **Employee Sentiment Analysis:** The capability provides organizations with crucial insights into employees' emotions, opinions, and attitudes toward the digital tools and services they utilize. This enables organizations to understand employee perceptions, identify areas for improvement, and enhance the overall user experience. By collecting feedback through various methods such as surveys, Net Promoter Scores (NPS), and social media monitoring, organizations gain a comprehensive view of employee sentiment. Natural Language Processing (NLP) techniques help analyze this data, revealing patterns and emotions that enable timely responses to concerns. The sentiment scores generated empower organizations to make data-informed decisions, fostering a positive work environment and improving employee engagement and productivity. An EUEM solution enhances this process by continuously monitoring and evaluating employee interactions with digital tools and technology. Insights derived from the analysis help organizations refine their digital products, aligning them with user expectations by addressing grievances and pain points. This fosters a culture of continuous improvement and responsiveness to employee needs, positively influencing job satisfaction and engagement.
- ◆ **Dashboarding:** Dashboarding within EUEM platforms offers significant benefits by providing a centralized visual representation of Key Performance Indicators (KPIs), metrics, and trends related to the end-user experience. These customizable and interactive dashboards enable IT teams to monitor real-time

data, enhancing visibility into user interactions and enabling quicker identification of trends and patterns. This immediate access to critical information facilitates faster issue resolution, enabling teams to address problems as they arise. The insights gained from dashboarding support data-driven decision-making, empowering organizations to make informed IT and business choices that enhance the overall digital experience for users.

- ◆ **Reporting and Analytics:** Reporting and analytics are vital components of EUEM platforms, offering organizations the ability to collect, analyze, and visualize data related to the end-user experience. These capabilities enhance end-user experience by offering data-driven insights that enable IT teams to optimize the digital workplace and enhance employee productivity. Real-time alerts and customizable dashboards facilitate proactive issue resolution, enabling teams to swiftly address problems that affect users. Comprehensive reporting on user behavior, application performance, and system health enables data-driven decision-making, empowering organizations to make informed IT and business choices that drive a more efficient and effective digital environment. By leveraging ML models, the platform generates predictive forecasts that draw on historical data patterns, enabling organizations to anticipate potential issues in the digital workspace. This capability not only allows businesses to analyze trends effectively but also empowers them to extract valuable insights that inform strategic planning.
- ◆ **Synthetic Monitoring:** Synthetic monitoring in EUEM platforms simulates user interactions with applications and websites to evaluate their availability, performance, and functionality. By generating artificial transactions through automated scripts that mimic real user behavior, organizations can proactively detect potential issues before they affect actual users. This approach offers several benefits, including swift identification of performance bottlenecks, comprehensive testing of various scenarios such as multi-step transactions and third-party interactions, and data-driven insights that inform Service Level Agreements (SLAs). It helps assess the impact of external factors on application performance, enabling organizations to optimize their digital services. Synthetic monitoring enhances user experience, minimizes downtime, and fosters greater user satisfaction and engagement.
- ◆ **Benchmarking Digital Experience:** Benchmarking capabilities within an EUEM platform allow organizations to evaluate digital employee experiences against set organizational objectives and user feedback. This functionality aids in establishing Experience Level Agreements (XLAs) and facilitates comparisons with external peer groups, focusing on key metrics such as website and endpoint availability and response times. By leveraging industry benchmarks,

organizations can conduct a comprehensive assessment of their resource performance on a global scale. These insights enable businesses to pinpoint areas needing enhancement, driving overall performance improvements and optimizing the digital experience for employees.

- ◆ **Anomaly Detection and Alerting:** This involves continuous monitoring of performance metrics to identify deviations from established norms or thresholds. Advanced algorithms and ML techniques detect unusual patterns that may indicate potential issues, such as application slowdowns or network disruptions. The benefits are substantial, including proactive issue resolution through real-time alerts to IT teams in real time, minimizing user disruption and maintaining optimal performance. Organizations can also conduct root cause analyses based on documented anomalies, leading to more informed decision-making and improved overall system reliability. Enhanced visibility and responsiveness ensure a more seamless and satisfying end-user experience.
- ◆ **Real-Time User Monitoring:** Real-time user monitoring in EUEM platforms provides immediate insights into user behavior and system performance as employees interact with digital tools and applications. This capability enables IT teams to track key metrics such as login times, application usage, and error rates in real time, enabling the swift identification and resolution of issues affecting the user experience. It helps organizations enhance operational efficiency, ensuring a smoother user experience, and improve overall employee productivity. This proactive approach facilitates data-driven decision-making, empowering teams to optimize digital resources based on real user interactions and feedback.
- ◆ **Website Monitoring:** This is a vital component of EUEM platforms, evaluates the performance, availability, and responsiveness of digital systems from the end user's perspective. By analyzing user interactions, such as page visits, clicks, and form submissions, these tools provide actionable insights that help organizations identify and address issues impacting user satisfaction and conversion rates. It enables proactive detection of performance bottlenecks, facilitates real-time alerts for quick issue resolution, and tracks crucial metrics such as load times and error rates. This comprehensive approach improves user experience while optimizing digital systems to drive higher engagement and improve business outcomes. By segmenting monitoring into internal and external perspectives, organizations can tailor and refine experiences for both employees and customers.
- ◆ **User Journey Mapping:** The key capability of EUEM platforms, user journey mapping offers organizations with a comprehensive visualization of user interactions across touchpoints. This feature enables businesses to pinpoint pain

points and areas for improvement, enabling the optimization of digital offerings to enhance user satisfaction. By understanding the user journey, organizations can align their strategies with user expectations, driving higher engagement and conversion rates. User journey mapping serves as a vital tool for refining the overall end-user experience, fostering loyalty and boosting business performance.

- ◆ **API Monitoring:** This is a critical feature of EUEM platforms for ensuring the performance and reliability of application programming interfaces that facilitate communication among software components. By continuously tracking API response times, error rates, and overall availability, can proactively identify and resolve issues that may disrupt user experiences. The benefits of API monitoring include enhanced application performance, improved system reliability, and faster troubleshooting, allowing IT teams to maintain seamless integrations and prevent disruptions that could impact end-user satisfaction.
- ◆ **Platform Scalability:** Platform scalability is a vital feature of EUEM platforms, enabling them to effectively accommodate the demand for large-scale deployments involving numerous users. This flexibility enables organizations to seamlessly expand their capacity and resources to accommodate growing user loads, ensuring comprehensive monitoring across devices and applications. By leveraging scalability, organizations can maintain optimal performance and user experience, even as their digital environment evolves. This flexibility supports enhanced operational efficiency and drives business growth.
- ◆ **Vision and Roadmap:** Evaluating a vendor's product strategy and roadmap is essential for understanding their commitment to innovation and enhancement. Analyzing key planned upgrades reveals how they intend to deliver superior technology and improve the overall customer experience, ensuring organizations remain well-supported as their needs evolve.



## Key Competitive Factors and Technology Differentiators

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The following are the key competitive factors and differentiators for EUEM platforms vendors. While most vendors offer core functionalities, the scope and depth of these features can vary across providers. As competition intensifies, vendors are increasingly focusing on enhancing their technological capabilities and strengthening their overall value proposition to maintain competitiveness in the market. Some of the key differentiators include:

- ◆ **Endpoint Security Management:** Endpoint Security Management within EUEM platforms ensures data security and compliance by identifying potential vulnerabilities and suspicious activities in real time. The benefits include improved threat detection, quicker incident response times, and a streamlined approach to compliance, all of which contribute to a more resilient IT environment. This proactive security management fosters user trust and enhances overall organizational efficiency. When evaluating vendors, organizations should prioritize those that offer comprehensive insights into endpoint performance, including analysis of software, web applications, and hardware usage. Assessing vendors' adaptability to changing conditions and their effectiveness in responding to security incidents is crucial for maintaining a robust security framework.
- ◆ **IT Infrastructure Management:** Effective management of IT infrastructure is essential for achieving visibility and control over both physical and virtual environments through a centralized platform. IT infrastructure management is vital for ensuring the efficiency, reliability, and scalability of an organization's technology resources. It minimizes downtime, enhances operational efficiency, and optimizes resource utilization to control costs. Effective management strengthens security by safeguarding systems against cyber threats and maintaining compliance with industry standards. A well-managed infrastructure enhances user experience by ensuring system performance and reliability, fostering collaboration through seamless communication tools. It also supports innovation by freeing resources for strategic initiatives and ensures effective data handling, enabling informed decision-making. While selecting vendors, users should emphasize vendors providing extensive infrastructure monitoring through a variety of methods, including SNMP, WMI, and synthetic monitoring.

- ◆ **Automated Self-Healing Solutions:** Automated self-healing solutions in EUEM platforms are crucial for monitoring critical applications and safeguarding against issues such as tampering, degradation, and failures. This self-healing automation not only facilitates the repair or reinstallation of problematic or missing applications but also addresses endpoint deviations before they can disrupt IT systems. By enhancing IT efficiency and scalability, these solutions lead to reduced operational costs and faster incident resolution, improving user experiences. Organizations should evaluate EUEM vendors based on their self-healing capabilities to ensure the platform can autonomously rectify issues with minimal latency, effectively mitigating disruptions. Assessing the vendor's ML models is vital, as robust predictive capabilities empower organizations to anticipate and address a wide range of potential disruptions proactively.
- ◆ **Logic-Driven Diagnostics:** Logic-driven diagnostics in EUEM platforms enhance the troubleshooting process by utilizing logical reasoning, predefined rules, and intelligent algorithms to identify and resolve issues within IT systems. This approach leverages data analysis and decision trees to streamline the diagnosis of anomalies and operational failures. By integrating AI and ML technologies, these platforms can analyze vast amounts of data to pinpoint root causes of problems, providing real-time visibility into application performance, infrastructure, and user behavior. The benefits of logic-driven diagnostics include quicker issue resolution, reduced downtime, and improved system reliability. Organizations can proactively manage IT challenges by understanding dependencies and interactions among various components, enabling more efficient IT operations and an enhanced end-user experience. This capability not only minimizes disruptions but also supports continuous improvement in digital service delivery.
- ◆ **Automatic Policy Deployment:** This refers to the automated dissemination and application of IT policies and configurations across an organization's infrastructure. The benefits of automatic policy deployment include increased operational efficiency, reduced risk of human error, and faster response times to security threats. By automating this process, organizations can maintain compliance and security standards seamlessly, adapt quickly to changing business needs, and enhance overall IT governance, resulting in a more secure and streamlined digital environment for end users. By automating updates and compliance checks, organizations ensure that all devices and applications adhere to the latest security standards and operational guidelines. This reduces vulnerabilities, enhances system reliability, and ensures regulatory compliance. Additionally, it accelerates response times to emerging threats or policy changes, enabling a proactive approach to IT management. Overall,

automatic policy deployment saves time, ensures uniformity, and strengthens the organization's security posture while supporting scalability and operational efficiency. Users need to evaluate vendors based on their ability to deliver timely or event-driven policy deployments across multiple devices, such as Windows, iOS, macOS, and Android. It is also essential to assess how well vendors can tailor policies to suit the organization's on-premises network configurations.

- ◆ **Experience Level Agreements (XLAs):** It is essential for assessing the disparity among expected, current, and real experiences provided to employees. When selecting vendors, organizations should focus on those capable of setting precise benchmarks to monitor how users engage with applications tied to business workflows. Additionally, vendors that offer proactive alert systems to enhance visibility into the end-user experience are highly valuable. It is important for vendors to effectively pinpoint the causes of delays across software, applications, and networks, facilitating quicker resolutions to any issues.
- ◆ **Inventory Insights:** Inventory Insights enables organizations to effectively track and manage their IT inventory, ensuring compliance with software licenses and understanding the impact of infrastructure changes on end-user experiences. By providing visibility into hardware utilization and software performance, inventory insights empower IT teams to identify underutilized resources and potential vulnerabilities. Organizations should prioritize vendors that deliver actionable insights into technology performance and usage. This includes robust analytical tools that not only monitor application behavior but also identify optimization opportunities to enhance productivity. Vendors should also offer a dynamic and comprehensive view of IT assets, enabling businesses to track hardware performance, align resources with employee needs, and proactively address underutilization or bottlenecks. These capabilities ensure technology investments deliver measurable value while supporting strategic decision-making and operational agility.
- ◆ **Capability of Implementing Self-Service Bots:** The ability to provide self-service bots is a key feature in modern EUEM platforms, allowing organizations to enhance user support and streamline operations. When evaluating vendors, organizations should consider their capacity to implement self-service bots that effectively respond to user inquiries, offer relevant suggestions, and notify teams about urgent tasks using AI and ML. Beyond basic assistance, organizations should evaluate vendors on their ability to deliver advanced self-healing bots that leverage AI and ML to autonomously identify and resolve issues, minimize downtime, and optimize system performance.

- ◆ **Root Cause Analysis in Synthetic Transaction Monitoring:** This is essential for identifying the underlying causes of performance issues within applications and services in EUEM platforms. By simulating user interactions, these platforms continuously monitor application performance, allowing for real-time detection of anomalies. When problems occur, Root Cause Analysis (RCA) tools trace back through the system's layers—such as network, application, or server to pinpoint the exact source of disruptions. This proactive approach not only enhances operational efficiency by enabling swift issue resolution but also improves the overall user experience by ensuring applications run smoothly. By addressing issues at their source, organizations can optimize resource allocation, reduce operational costs, and ultimately increase user satisfaction and productivity.
- ◆ **Implementing SaaS-Based Applications in EUEM Platforms:** Integrating Software-as-a-Service (SaaS) applications within EUEM platforms enhance the ability to monitor and optimize user interactions with cloud-based services. This implementation allows organizations to gain real-time insights into application performance, user behavior, and system health, facilitating a comprehensive view of the digital experience. EUEM platforms can track key performance indicators, such as response times and availability, ensuring that SaaS applications meet established Service Level Agreements (SLAs). The integration enables proactive issue detection, allowing IT teams to address potential disruptions before they impact users. By leveraging data from these SaaS applications, organizations can make informed decisions, improve resource allocation, and foster a more seamless digital experience for employees. Overall, the implementation of SaaS applications within EUEM frameworks drives efficiency, enhances collaboration, and supports a more agile business environment.
- ◆ **Professional Services:** When evaluating vendors, organizations should consider their ability to offer pre-built remediation solutions that empower IT departments to effectively resolve issues. It is also important to assess vendors' consulting capabilities and technological expertise in providing step-by-step guidance for continuous improvement. Organizations should prioritize vendors that can deliver solutions and consultative support aimed at reducing the volume of helpdesk tickets raised.
- ◆ **Integration and Interoperability:** For successful technology adoption and ongoing performance, it is essential for new solutions to blend effortlessly with existing infrastructure. EUEM vendors must prioritize providing flexible, ready-to-use integrations and offer intuitive no-code/low-code API options. These features help organizations streamline connections with a range of systems, including Unified Endpoint Management (UEM), IT Service Management (ITSM), Application

Performance Management (APM), security platforms, third-party Virtual Desktop Infrastructure (VDI), and other critical business tools. Beyond basic integrations, it is essential for vendors to support robust, bi-directional connections with partner systems, enabling businesses to address complex challenges efficiently. A key factor for organizations to consider when selecting a vendor is the ability to smoothly integrate with existing systems and processes, without disrupting the end-user experience, especially in a hybrid or remote work environment. This ensures employees have the flexibility to work seamlessly from any location, maintaining both productivity and security.

## SPARK Matrix™: Strategic Performance Assessment and Ranking

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QKS Group’s SPARK Matrix provides a snapshot of the market positioning of the key market participants. SPARK Matrix provides a visual representation of market participants and provides strategic insights on how each supplier ranks related to their competitors, concerning various performance parameters based on the category of technology excellence and customer impact. QKS Group's Competitive Landscape Analysis is a useful planning guide for strategic decision-making, such as finding M&A prospects, partnership, geographical expansion, and portfolio expansion.

Technology Excellence	Weightage
Real-time User Monitoring	20%
Analytics and Dashboarding	20%
Employee Sentiments Analysis	15%
Benchmarking Digital Experience	15%
Anomaly Detection, Alerting, and Remediation	15%
Integration and Interoperability	5%
Platform Scalability	5%

Customer Impact	Weightage
Product Strategy & Performance	20%
Market Presence	20%
Proven Record	15%
Ease of Deployment & Use	15%
Customer Service Excellence	15%
Unique Value Proposition	15%

Each market participant is analyzed against several parameters of Technology Excellence and Customer Impact. In each of the parameters (see charts), an index is assigned to each supplier from 1 (lowest) to 10 (highest). These ratings are designated to each market participant based on the research findings. Based on the individual participant ratings, X

and Y coordinate values are calculated. These coordinates are finally used to make SPARK Matrix.

## Evaluation Criteria: Technology Excellence

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- ◆ **Real-time User Monitoring:** This capability allows organizations to continuously track user behavior and application performance metrics, providing insights into how users interact with systems. By analyzing this data in real time, businesses can identify performance issues, optimize application usage, and enhance the overall end-user experience, leading to greater satisfaction and productivity.
- ◆ **Analytics and Dashboarding:** This functionality assesses the platform's ability to gather and analyze data, transforming it into visual representations that highlight trends and patterns. By providing actionable insights, these tools empower organizations to make informed decisions and drive strategic initiatives effectively.
- ◆ **Employee Sentiments Analysis:** This feature enables organizations to gauge employee feelings and attitudes by collecting data through surveys and feedback mechanisms. By analyzing this sentiment data, the platform provides valuable insights into employee engagement and satisfaction, helping organizations address concerns and improve the overall workplace experience.
- ◆ **Benchmarking Digital Experience:** This process allows organizations to evaluate their digital employee experience by comparing it against predefined goals, sentiment data, Experience Level Agreements (XLAs), peer group performance, and industry standards. By identifying gaps and areas for improvement, organizations can enhance their digital offerings and align them more closely with employee expectations and best practices.
- ◆ **Anomaly Detection, Alerting, and Remediation:** This capability enables organizations to continuously monitor performance metrics, identifying deviations from established thresholds in real time. By promptly notifying users of these anomalies, the system facilitates swift remediation actions, ensuring operational stability and minimizing potential disruptions.
- ◆ **Integration and Interoperability:** The platform provides Out Of The Box (OOTB) integration processes for use cases and integration with enterprise grade applications of specific vendors.
- ◆ **Platform Scalability:** The ability to demonstrate that the solution supports enterprise-grade scalability along with customer case examples.
- ◆ **Vision & Roadmap:** Key planned enhancements to offer superior products/technology in the near future.



## Evaluation Criteria: Customer Impact

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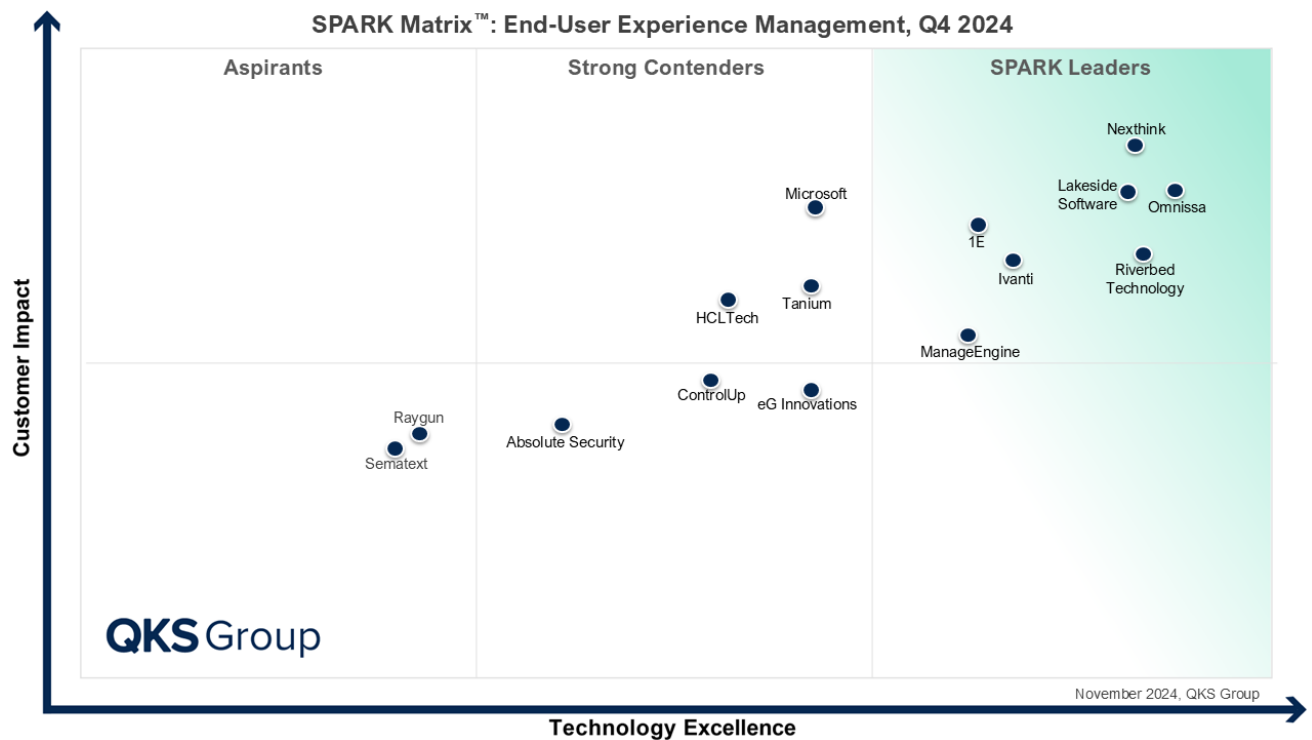
- ◆ **Product Strategy & Performance:** Evaluating multiple aspects of product strategy and performance in terms of product availability, price-to-performance ratio, excellence in GTM strategy, and other product-specific parameters.
- ◆ **Market Presence:** Demonstrating revenue, client base, and market growth, alongside with a presence in various geographical regions and industry verticals.
- ◆ **Proven Record:** Evaluating existing client base from SMB, mid-market and large enterprise segment, growth rate, and analysis of the customer case studies.
- ◆ **Ease of Deployment & Use:** Vendor's capability to provide superior deployment experience to clients supporting flexible deployment or demonstrate superior purchase, implementation and usage experience. Vendors' products are analyzed to offer user-friendly UI and ownership experience.
- ◆ **Customer Service Excellence:** Demonstrating vendors' capability to provide a range of professional services from consulting, training, and support. The company's service partner strategy or system integration capability across geographical regions is also considered.
- ◆ **Unique Value Proposition:** The ability to demonstrate unique differentiators driven by ongoing industry trends, industry convergence, technology innovation, and such others.

# SPARK Matrix™:

## End-User Experience Management (EUEM)

### Strategic Performance Assessment and Ranking

**Figure: 2024 SPARK Matrix™**  
(Strategic Performance Assessment and Ranking)  
End-User Experience Management Platforms



## Vendors Profile

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Following are the profiles of the leading End User Experience Management vendors with a global impact. The following vendor profiles are written based on the information provided by the vendor's executives as part of the research process. QKS Group research team has also referred to the company's website, whitepapers, blogs, and other sources for writing the profile. A detailed vendor profile and analysis of all the vendors, along with various competitive scenarios, are available as a custom research deliverable to our clients. Users are advised to directly speak to respective vendors for a more comprehensive understanding of their technology capabilities. Users are advised to consult QKS Group before making any purchase decisions, regarding EUEM technology and vendor selection based on research findings included in this research service.

# ManageEngine

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URL: <https://www.manageengine.com/>

Founded in 1996 and headquartered in Pleasanton, California, United States, ManageEngine, is a provider of various IT management software solutions to manage IT operations within organizations across layers, such as applications, networks, servers, and security. ManageEngine through its product ManageEngine Applications Manager and ManageEngine Site 24X7 offers various features and functionalities of end-user experience management (EUEM) such as Real User Monitoring (RUM), website monitoring, internet service monitoring, anomaly detection and alerting, reporting, desktop management, mobile device management, synthetic monitoring, API monitoring, DNS server monitoring, Internet service monitoring, and web security.

ManageEngine's EUEM capabilities ensure comprehensive monitoring and management of websites and web applications. The solution utilizes the in-house StatusIQ tool to keep users informed of website incidents, while also enabling transaction mapping across networks with visual and traceable network routes from various geo-locations to their destinations. Users can monitor the availability and response time of REST API endpoints from 130 global locations, track workflows in RESTful applications, and validate API responses. DNS query monitoring, zone transfer monitoring, and performance analytics are supported to help detect DNS issues early, optimize network performance, and enhance the browsing experience. The solution also provides insightful reports on DNS performance metrics like response time and resolution errors. Additionally, ManageEngine offers support for over 25 internet services, including ping, port, FTP, and mail servers, and includes features for domain expiry, SSL certificate monitoring, website defacement, real-time blocklist checks, and brand reputation monitoring.

## Analyst Perspective

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### Key Differentiators

- ◆ With ManageEngine's advanced synthetic transaction monitoring, users gain unparalleled insight into downtime issues. The service provides a detailed Root Cause Analysis (RCA) report offering comprehensive diagnostics, including resource-level Waterfall charts, console errors, action screenshots, and transaction flow videos for each location. This all-encompassing view empowers users to swiftly pinpoint and resolve the root causes of downtime, setting ManageEngine apart with its robust diagnostic capabilities.
- ◆ ManageEngine stands out with its technology differentiators, offering an extensive network of over 130 global monitoring locations, ensuring comprehensive end-user experience insights.

Their products feature dedicated private locations for precise capture of user experience, enhancing accuracy. Additionally, ManageEngine specializes in crafting custom solutions tailored to the unique needs of enterprises, ensuring optimal performance and seamless integration with existing systems.

- ◆ ManageEngine's strategic differentiators set them apart in the industry. They prioritize research and development, channeling significant resources into advancing their EUEM capabilities through a robust, centralized ecosystem. Their pricing is transparent and affordable, with no hidden fees, offering clear and straightforward value. Additionally, their extensive partner ecosystem, supported by dedicated global channel partners and regional offices with specialized teams in R&D, technical support, sales, and marketing, allows them to strengthen their local presence, understand regional markets, and drive engagement. This approach of transnational localism supports ongoing expansion and enhances market reach and revenue growth.

## **Product Strategy**

- ◆ Strategic Roadmap: ManageEngine's strategic roadmap is centered on expanding our footprint within the enterprise segment. We are committed to delivering an exceptional experience through our Enterprise Support Program (ESP), which includes exclusive onboarding, tailored implementations, personalized training, and a dedicated Single Point of Contact (SPOC) for large enterprises. Additionally, we emphasize top-tier customer service by deploying localized support and implementation teams, ensuring responsive and effective assistance for our enterprise clients. This approach underscores our dedication to providing comprehensive, customized support and enhancing the overall end-user experience

## **Market Strategy**

- ◆ Geo-expansion Strategy: ManageEngine has a strong customer base in North America (especially the US), Europe, and Asia Pacific as well as in Latin America, the Middle East, and Africa.
- ◆ Industry Strategy: ManageEngine is expanding its offering in BFSI, public sector, healthcare, retail, manufacturing, transportation and media, entertainment, and telecommunication.
- ◆ Use Case Support: ManageEngine's product focuses on various use cases such as benchmarking websites against competitors by measuring its availability and performance relative to other sites within THE industry. The product focuses on offering enhanced visibility into business-critical workflow KPIs and website performance by delivering instant notifications in the event of website downtime. The product provides code-level visibility into application performance in real-time, allowing administrators to trace and analyze errors down to the source code level.

## Customer/User Success Strategy

- ◆ ManageEngine offers both public cloud and on-premises deployment options for its IT management software. ManageEngine's product streamlines deployment and use with its one-click discovery option, allowing organizations to effortlessly onboard, deploy, and monitor their systems while saving time and avoiding manual configuration complexities. The solution automatically associates relevant monitors and maps URLs directly from the sitemap for out-of-the-box website monitoring, reducing the need for manual application dependency identification. With an intuitive user interface, ManageEngine provides user-friendly experience, facilitating easy navigation and access to crucial information. Additionally, adaptive thresholds for critical resources are automatically enabled upon device discovery, ensuring accurate alerting and simplified incident management.
- ◆ ManageEngine's product offers three tiers of services: Website Uptime for basic availability monitoring, Website Performance for an in-depth performance analysis and optimization, and Enterprise Plus Web for comprehensive solutions with advanced features and enterprise-grade support. Each tier is designed to address varying levels of monitoring and management needs for web infrastructure.
- ◆ ManageEngine leverages its partnership with Amazon to enhance its services with monitoring capabilities specifically designed for AWS environments. By integrating with Amazon, ManageEngine ensures robust monitoring locations within AWS, enabling precise and efficient tracking of cloud infrastructure. Additionally, ManageEngine collaborates with various data center providers globally to provision location-based probes, further expanding its monitoring reach and accuracy.

## Trend Analysis

- ◆ End User Experience Management (EUEM) platforms are increasingly incorporating AI and machine learning to predict and resolve issues proactively, delivering real-time analytics and insights to enhance user satisfaction. The focus is shifting toward employee-centric design with intuitive interfaces, personalized experiences, and proactive monitoring using predictive analytics. Integration with IT Service Management (ITSM) and collaboration tools is on the rise, along with greater adoption of cloud and SaaS solutions for scalability and flexibility.
- ◆ Manage Engine is advancing its capabilities with several key trends in its product offerings. The launch of a dedicated External Attack Surface Management (EASM) solution highlights a commitment to enhancing security by actively monitoring and managing potential vulnerabilities. Additionally, the introduction of user behavior modelling aims to provide valuable insights into how users interact with applications, track key user journeys, and understand the relationship between performance and traffic. Geographic performance analysis is also a focal point, with

plans to correlate global user experiences with application performance, offering a deeper understanding of performance across different locations. To support real-time analysis, ManageEngine has integrated with Application Performance Management (APM) solutions, enabling the analysis of transaction traces for quicker troubleshooting and root cause analysis. Furthermore, the implementation of AI-based end-to-end event correlation will leverage advanced AI-ML models to correlate events, metrics, traces, and logs, ensuring comprehensive visibility and faster issue identification.

## Final Take

- ◆ ManageEngine's product now offers robust solutions for monitoring and optimizing digital infrastructure. The SaaS Synthetics (Browser) feature delivers comprehensive visibility into the performance of SaaS applications, quickly identifying issues like slow performance or connectivity problems, which reduces diagnostic time and minimizes business disruption. Integration with application performance monitoring and real user monitoring provides valuable insights into user experiences across various demographics, enabling detailed troubleshooting through application trace-level data. Additionally, advanced CDN performance reports offer actionable insights to refine content delivery, boost website performance, and improve the overall user experience.
- ◆ ManageEngine's EUEM product is set to incorporate several exciting enhancements to improve its capabilities. They are in the process of integrating Generative AI into their root cause analysis features, enabling users to receive smarter recommendations and insights for faster troubleshooting. Additionally, they aim to extend support for BGP monitoring to proactively identify and address routing issues that could affect end-user experience.
- ◆ Users looking for a EUEM solution which is easy to use and has strong customer base in in North America (especially the US), Europe, and Asia Pacific as well as in Latin America, the Middle East, and Africa region, offering various use cases in industry verticals such as BFSI, public sector, healthcare, retail, manufacturing, transportation and media, entertainment, and telecommunication, can choose ManageEngine's EUEM platform.

## Omnissa

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URL: [www.omnissa.com](http://www.omnissa.com)

Omnissa, LLC is an independent, standalone organization. Formerly part of VMware, following the Broadcom acquisition of VMware the End-User Computing division was acquired by KKR and launched as Omnissa. As the first of its kind, Omnissa seamlessly integrates multiple industry-leading solutions into a unified framework, encompassing Unified Endpoint Management, Virtual Apps and Desktops, Digital Employee Experience, and Security & Compliance. Designed with the vision of autonomous workspaces—self-configuring, self-healing, and self-securing—Omnissa continuously adapts to evolving work patterns. This innovative platform not only delivers personalized and engaging employee experiences but also optimizes security, IT operations, and cost efficiency, making work from anywhere smarter, more secure, and more seamless.

Omnissa's product portfolio includes Horizon 8, Horizon Cloud Service, Workspace ONE UEM, Workspace ONE Mobile Threat Defense, and Workspace ONE Omnissa Intelligence. It offers solutions including Digital Employee Experience, Unified Endpoint Management, Security and Compliance, Virtual Desktops and Apps.

Omnissa Workspace ONE Experience Management, formerly VMware's product, offers robust micro-surveys that admins can deploy through Workspace ONE Intelligent Hub to gather user sentiment and satisfaction. Surveys can be sent in real-time or scheduled and include customizable remediation options based on user feedback. Responses are collected via Intelligent Hub across various devices, and results are analyzed through dashboards, providing insights for better resource deployment and management. The product features a rich set of out-of-the-box dashboards and customizable options, including data overlays for enhanced visualization. The WS1 Omnissa Marketplace integrates with third-party connectors and offers 60 pre-built dashboards for Windows, Mac, and mobile environments.

Additionally, the DEX solution includes the Freestyle Orchestrator, a low-code engine capable of triggering actions based on diverse data inputs, such as device and user data, app usage, and more. Integrations with security services like Lookout and Zoom, along with runbooks for quick remediation and provisioning tasks, further enhance the platform. With over 7,000 automations in production and around 2 billion executions, Workspace ONE ensures comprehensive and efficient management of IT operations.

Since 2023, Workspace ONE has introduced several notable enhancements across its platforms. For Windows and Mac, improvements include better agent performance and real-time data, AI-driven insights into seasonality and slow devices, and guided root cause analysis (RCA) for OS and app crashes. New features also encompass synthetic testing, a new Experience Score dashboard,



Zoom Quality of Service Scores, web app performance telemetry, app license optimization dashboards, and power consumption telemetry. In Horizon, users benefit from an updated DEX dashboard UI for virtual scores and guided RCA for extended Horizon logon times. For mobile, the platform now includes mobile device experience scores and device timelines. Additionally, the Service Desk integration has been enhanced with an ITSM connector for ServiceNow, Hub Quick Actions for self-service, improved navigation, and the ingestion of ServiceNow incidents.

## Analyst Perspective

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### Key Differentiators

- ◆ **Guided Root Cause Analysis (RCA) in Workspace ONE Experience Management** is a standout feature that leverages advanced pattern mining and machine learning to streamline the troubleshooting process. This automated RCA tool efficiently processes extensive telemetry data to uncover feature combinations with high support and lift values. The process begins on the "Investigations" page, where each experience incident is tracked. Admins can initiate RCA from here, carrying over relevant incident data and adjusting advanced parameters as needed before running the tool. The results, accessible to all permitted admins, highlight the most likely root causes through an "anchor" item and associated confidence value. This feature not only speeds up the identification of complex issues but also facilitates collaboration through commenting, ensuring all admins remain aligned and informed.
- ◆ Workspace ONE technologically stands out with its comprehensive Digital Experience (DEX) platform, which enhances user engagement across all device types including mobile, desktop, and virtual, by seamlessly measuring, analyzing, and resolving issues. It offers advanced automated remediation capabilities through UEM actions, scripts, sensors, and orchestration workflows, coupled with self-service and remote support options for both managed and unmanaged devices, integrated ITSM for efficient help desk operations. Additionally, the platform delivers tailored employee experiences via a unified digital workspace application, providing customized enterprise app catalogues with SSO, intranet access, onboarding, notifications, and self-service options, all designed to boost employee engagement and productivity.
- ◆ Workspace ONE offers a significant strategic advantage through its native integration with market-leading Workspace ONE UEM and Horizon, which facilitates seamless upselling opportunities and enhances integration for advanced remediation and automation workflows. Additionally, its robust integration with top third-party security vendors—such as Lookout, Netskope, Carbon Black, Better Mobile, Checkpoint, Pradeo, Wandera, and Zimperium—ensures comprehensive convergence of security and compliance. This unified approach provides

customers with cohesive visibility and remediation, acknowledging the interrelated impact of security and user experience.

## Product Strategy

- ◆ **Technology Roadmap:** The upcoming advancements for Workspace ONE include a range of enhancements across different platforms. For Windows and Mac, future updates will feature ROI and XLA dashboards, advanced workflows with conditional logic, a network subway map, and device refresh scores. In the Service Desk domain, new capabilities will encompass remediation playbooks with step-by-step guidance, analysis and recommendations across platforms, support for unmanaged devices, and expanded ITSM connectors, including for Horizon and other ITSMs. For mobile, the roadmap includes loss prevention measures, device utilization and planning dashboards, synthetic URL testing to assess reachability, and trend forecasting. Horizon will see improvements in end-to-end monitoring, network path visualization, and remediation actions.
- ◆ **Strategic Roadmap:** The advancements will focus on creating self-healing workspaces by harnessing AI and machine learning to automate root cause analysis, recommend remediations, and facilitate human approval through Generative AI-driven IT, Service Desk, and self-service interfaces. By developing a system that ensures productive experiences across all devices, detecting, diagnosing, and resolving issues while automating responses—the company aims to enhance employee productivity, improve IT help desk effectiveness, and drive innovation within IT teams.

## Market Strategy

- ◆ **Geo-expansion Strategy:** Omnisca has a strong customer base and GTM teams in all regions - NA, EMEA, and APJ.
- ◆ **Industry Strategy:** Omnisca is expanding its offering in manufacturing, healthcare, banking & investment services, education, retail and others.
- ◆ **Use Case Support:** Workspace ONE focuses on various use cases of end-user experience management such as Proactive Desktop Support / Unreported Issue Discovery, Frontline Mobile Device Loss / Stolen Prevention, Deflect Inbound Tickets with Self-Service, Decrease MTTR of Support Tickets with ServiceDesk Integration, Critical Application Monitoring.

## Customer/ User Success Strategy

- ◆ Omnisca offers versatile deployment options to accommodate various organizational needs. It supports **cloud-based deployment**, allowing for scalable and flexible access to its AI-driven digital work platform through the cloud, which is ideal for organizations seeking to leverage the latest innovations without extensive on-premises infrastructure. For enterprises requiring greater

control and security, Omnissa also provides **on-premises deployment**, enabling organizations to host the platform within their own data centers while maintaining full control over their environment.

- ◆ Omnissa has established various partnerships with companies to provide a range of solutions and services. These partnerships include technology integrations, digital workspaces, and end-user computing solutions. Some of their notable partners include F5, R-Com Consulting, SH I International, and others. Omnissa's partnership with F5 aims to provide customers with more scalable and secure virtual desktop infrastructure (VDI) and digital workspace solutions. This partnership leverages F5's industry-leading application delivery services to enhance Omnissa's VDI and digital workspace offerings with superior network traffic optimization and security.

## Trend Analysis

- ◆ End User Experience Management (EUEM) platforms are increasingly incorporating AI and machine learning to predict and resolve issues proactively, delivering real-time analytics and insights to enhance user satisfaction. The focus is shifting toward employee-centric design with intuitive interfaces, personalized experiences, and proactive monitoring using predictive analytics. Integration with IT Service Management (ITSM) and collaboration tools is on the rise, along with greater adoption of cloud and SaaS solutions for scalability and flexibility.
- ◆ Generative AI is poised to transform IT workflows by enhancing IT management, Unified Endpoint Management (UEM), and Digital Employee Experience (DEX) through a unified co-pilot experience that boosts user efficiency and effectiveness. Workspace ONE is integrating AI-driven insights with UEM and Security and Compliance data to provide unified visibility, orchestration, and remediation. It empowers HelpDesk teams with DEX data, workflows, and experience scoring within ITSM platforms, enabling a shift-left approach to resolve issues more efficiently and reduce Mean Time to Resolution (MTTR), supported by integrations with ServiceNow, TopDesk, and other systems.

## Final Take

- ◆ Omnissa's Workspace ONE platform delivers a comprehensive suite of tools designed to enhance both IT management and employee experience. By enabling administrators to capture and analyze employee sentiment through customizable surveys, Workspace ONE provides actionable insights via visual dashboards. The platform's Employee Experience Score feature, combined with real-time monitoring and synthetic tracking, ensures that potential issues are identified and addressed proactively, improving overall operational effectiveness. Freestyle Orchestrator's low-code automation capabilities, integrated with Workspace ONE Unified Endpoint Management (UEM), streamline IT tasks and enhance issue resolution, while self-service options empower users to manage their devices and applications independently. The

seamless integration with ServiceNow further augments IT service management, offering advanced remediation capabilities directly within the ServiceNow portal. Guided Root Cause Analysis, powered by machine learning, accelerates troubleshooting and reduces Mean Time to Resolution (MTTR). Collectively, these features position Workspace ONE as a robust solution for optimizing IT workflows and enhancing employee productivity, ensuring a more efficient, responsive, and satisfying digital workplace.

- ◆ Users looking for an EUEM solution which is easy to use and has strong customer base in North America region offering various use cases in industry verticals such as manufacturing, healthcare, banking & investment services, education, retail and others, can choose Omnisia's platform.

# Nextthink

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URL: <https://www.nextthink.com/>

Nextthink, founded in 2004 and headquartered in Prilly, Canton of Vaud, Switzerland, Nextthink is a provider of end-user experience management (EUEM) platform focusing majorly on large enterprises. The company provides transformation solutions via real-time analytics, instant remediation, automation, and end-user feedback across all devices in the digital workplace. The company offers both SaaS-based (deployed through AWS) and on-premises deployment of its EUEM platform. The key features and functionalities of Nextthink are workplace analytics, search & investigations, dashboard & scoring, alerting, diagnostics & visualization, content library, application experience, and employee engagement. By proactively identifying and resolving issues, collecting user feedback, and integrating with existing IT tools, Nextthink helps improve system performance and productivity, ensuring a smoother and more efficient work environment.

Nextthink offers a Workplace Analytics solution designed to help organizations systematically monitor, assess, and improve employee experiences across various devices, networks, and applications. Additionally, Nextthink provides robust Integration capabilities with a range of connectors and APIs, enabling smooth connections with external data sources, including cloud applications and infrastructure components.

## Analyst Perspective

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### Key Differentiators

- ◆ Some of the key differentiators of Nextthink's end-user experience management platform are its core capabilities in telemetry, real-time alerting, diagnostics and analytics, employee journeys, orchestration of experience workflows, and utilizing AI/ML technologies to improve these capabilities. The company provides a unified platform to collect, process, and aggregate data required by the IT teams. The company monitors, aggregates, and correlates metrics for all employee events from endpoint to application and down to specific application transactions as required by clients. The company also helps enterprises manage desktop, web, and hybrid apps in a single solution. The company, through Nextthink Engage, delivers non-intrusive, real-time engagement campaigns to user segments or specific employees experiencing IT issues. To address the tactical problems faced by organizations, the company offers a content library, an online knowledge database that provides access to content packs with a large set of ready-

to-use predefined investigations, templates, dashboards, remote actions, and campaigns that can be directly installed and used on the platform setup.

- ◆ Nexthink's end-user experience management platform stands out with its extensive range of customizable dashboards, offering businesses the ability to create unique metrics through a simple drag-and-drop widget interface. This flexibility enables real-time monitoring and deep insights into end-user behavior, facilitating data-driven decision-making and significantly enhancing user experiences in business environments.

## Product Strategy

- ◆ Strategic Roadmap: Nexthink's roadmap focuses on advancing its digital employee experience management platform through continuous innovation and enhancement. Key areas include integrating more advanced AI and machine learning capabilities to predict and resolve issues proactively, improving real-time analytics and insights for better decision-making, and expanding integrations with ITSM and collaboration tools. The company is also committed to enhancing cloud and SaaS solutions for greater scalability, strengthening security and privacy features, and offering more personalized and cross-platform experiences. Additionally, Nexthink aims to support global growth with expanded language options and regional services while incorporating features that promote employee well-being and engagement.

## Market Strategy

- ◆ Geo-expansion Strategy: Nexthink has a strong presence in Europe, followed by North America.
- ◆ Industry Strategy: Nexthink is expanding its offering in banking & financial services, manufacturing, professional services, healthcare & life sciences, government & public sectors, IT & telecom, energy & utilities, travel & hospitality, retail & e-commerce, transport, and construction.
- ◆ Use Case Support: Nexthink's EUEM platform caters to a variety use cases which includes detection and automated remediation of employee issues, large-scale technology rollouts, enhanced employee engagement with high response rate, personalized workplace delivery, obtaining visibility throughout employee workplace lifecycle, regular measurement of devices and employees, repairing asset management health and compliance, helping organizations in identifying the root cause of problems, seamless integration of Nexthink's platform with ITSM tools, and powerful consolidation of end-user data to help organizations respond faster to end-user requests.

## Customer/ User Success Strategy

- ◆ Nexthink operates as a Software-as-a-Service (SaaS) solution, leveraging cloud-based infrastructure like AWS to offer a scalable and reliable digital employee experience management platform. This deployment model enables clients to access Nexthink's tools from anywhere, benefiting from a subscription-based service that ensures continuous updates and support. By centralizing management and updates, Nexthink provides a responsive, efficient solution that supports global accessibility and enhances the overall user experience.
- ◆ Nexthink has leveraged Amazon Web Services (AWS) to enhance its IT operations while maintaining a lean team, enabling them to offer a robust Software-as-a-Service (SaaS) solution. Completing their full migration to AWS, Nexthink benefits from increased agility, allowing their IT team to concentrate on product development. This transition supports a reliable network capable of managing substantial customer data and effectively serves their global clientele, ultimately boosting employee productivity, satisfaction, and delivering cost efficiencies.

## Trend Analysis

- ◆ End User Experience Management (EUEM) platforms are increasingly incorporating AI and machine learning to predict and resolve issues proactively, delivering real-time analytics and insights to enhance user satisfaction. The focus is shifting toward employee-centric design with intuitive interfaces, personalized experiences, and proactive monitoring using predictive analytics. Integration with IT Service Management (ITSM) and collaboration tools is on the rise, along with greater adoption of cloud and SaaS solutions for scalability and flexibility.
- ◆ Nexthink Assist serves as the central hub for managing digital employee experience within the Infinity platform, seamlessly integrated into the search navigation. Utilizing advanced large language models from OpenAI and Anthropic, Nexthink Assist empowers IT teams to quickly identify, diagnose, and resolve digital experience challenges through generative AI. It offers contextual search capabilities across various resources, including product documentation, Library packs, and DEX hub articles, ensuring that users have rapid access to the information and context they need to address issues efficiently.

## Final Take

- ◆ Nexthink offers a comprehensive Workplace Analytics solution that enables organizations to systematically observe, evaluate, and enhance employee experiences across various devices, networks, and applications. With its Application Experience feature, Nexthink provides a unified view of user interactions across binaries, hybrid, and SaaS applications. The platform's Integration capability includes a range of connectors and APIs for seamless connection with external data sources, including cloud applications and infrastructure. It supports technical issue

resolution with real-time alerts, detailed diagnostics, advanced visualization, and user feedback. Additionally, Nextthink's end-user experience management platform delivers Support Telemetry and Cloud Intelligence for improved support services and comparative analysis of user experiences. Its customizable dashboards and metrics allow businesses to monitor end-user behavior in real-time, fostering data-driven decision-making and enhancing overall user experience.

- ◆ Users looking for a EUEM solution which is easy to use and has strong customer base in Europe and North America offering various use cases in industry verticals such as banking & financial services, manufacturing, professional services, healthcare & life sciences, government & public sectors, IT & telecom, energy & utilities, travel & hospitality, retail & e-commerce, transport, and construction, can choose Nextthink's EUEM platform.



## Lakeside Software

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URL: <https://www.lakesidesoftware.com/>

Founded in 1997 and headquartered in Boston, Massachusetts, USA, Lakeside Software is a provider of the cloud-based digital experience management platform. The company offers Lakeside Assist, that helps the organization's level 1 workforce in diagnosing and resolving issues by automatically identifying critical issues affecting the employee technology experience. The company's Executive Insights help the organization's top management in their strategic planning by offering insights in historical and real-time data analysis of the tech stack. Lakeside Prevent improves user productivity and satisfaction by automatically detecting incidents and helps IT teams in prioritizing and resolving issues. It also predicts the probable behavior by observing the trends in the performance of the sensors to provide automated resolution before an incident occurs.

The Lakeside SysTrack Platform enables organizations to monitor factors that impact end-user experience directly from the digital workplace. The platform analyses the data and provides a complete view of the current state of the organization's end-user computing environment. The company's end-user experience management (EUEM) platform comprises of several comprehensive features and functionalities, such as user experience score, real-time analysis of IT performance, and remote support experience.

## Analyst Perspective

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### Key Differentiators

- ◆ Lakeside's SysTrack platform stands out with its unparalleled data collection capabilities, gathering multiple data points every 15 seconds and utilizing various sensors to assess each endpoint. This comprehensive telemetry and endpoint performance data collection surpasses the competitors, allowing Lakeside to effectively eliminate blind spots. SysTrack captures data both online and offline across enterprise and external networks, ensuring no aspect of the IT environment goes unnoticed. By combining historical and real-time data, SysTrack accelerates troubleshooting of complex technical challenges with automated diagnostics and detailed drilldowns for help desk technicians managing physical and virtual desktops. Generative AI-powered guidance further enhances support by offering step-by-step resolution instructions tailored to specific environmental needs, making SysTrack a vital extension of your system engineering team.

- ◆ In addition to its extensive data collection, Lakeside offers the broadest operating system support with real-time visibility, analytics, and insights into Windows, Mac, and Linux systems. The platform supports a wide range of devices and continues to collect data even when devices are offline, providing flexibility for diverse IT environments. SysTrack delivers customizable applications and dashboards without the need for add-ins or extra expenses. This comprehensive support and flexibility make Lakeside an ideal solution for augmenting all aspects of IT operations.
- ◆ Lakeside's platform delivers unparalleled real-time analysis of IT performance, evaluating the complete end-user digital experience by assessing factors such as network connection, latency, CPU usage, and memory within their workspace. This comprehensive approach allows organizations to pinpoint and eliminate the root causes of IT issues by leveraging both real-time and historical endpoint data. By providing these insights, Lakeside enables IT administrators to address emerging issues more proactively, significantly reducing the impact on employee productivity and minimizing lost working hours.
- ◆ The remote support experience enables end users to resolve incidents through automated fixes and next-gen IT self-service. This feature increases the remote automation to resolve common problems such as low disk space, high CPU, app faults, and access communications from the IT department to improve end-user experience.

## **Product Strategy**

- ◆ Strategic Roadmap: The company's future roadmap involves incorporating improved application analysis to get visibility and management of application performance across the enterprise. The company is also adding more capabilities in terms of DEX packs to drive enterprise IT agility, green IT, and employee well-being. The company is also focusing on expanding its horizons by providing SaaS scalability to get better visibility into end-user experience, improved incident response, and asset optimization.

## **Market Strategy**

- ◆ Geo-expansion Strategy: Lakeside Software has a strong customer base in the USA, the European Union, and Asia Pacific.

- ◆ Industry Strategy: Lakeside Software is expanding its offering in banking & financial industries, insurance, manufacturing, government & public sectors, hospitality, aerospace, IT services, healthcare & biotech industry, and education sector.
- ◆ Use Case Support: Lakeside Software focuses on various use cases such as use of SysTrack for understanding software usage, root cause analysis of issues, remote work performance monitoring, Active Directory audits, benchmarking end-user experience data, seamless VDI migration, delivery of flexible workspace, robust performance monitoring, implementation of SysTrack tools to reduce application downtime & unauthorized changes, and supporting a remote workforce by managing devices both inside & outside corporate networks. SysTrack is further used to expedite problem resolution to minimize lost productivity of employees, SysTrack and its persona structure separate company users based on their observed workstyles and continually decide the proper endpoint, application, and delivery mechanisms for their unique requirements.

## **Customer/ User Success Strategy**

- ◆ Lakeside Software offerings include on-premises, private-cloud, and public-cloud solutions based on a subscription basis. Lakeside Software supports Enterprise Deployment through MDM software and helps in deploying the SysTrack Agent automatically through MDM software to the endpoint devices.
- ◆ Lakeside Software provides robust multi-platform support, allowing you to monitor a diverse range of devices and operating systems seamlessly. Whether managing physical or virtual environments, you can confidently maintain your modern IT infrastructure. The company supports key virtualization platforms such as Microsoft Azure Virtual Desktop, Citrix Virtual Apps and Desktops, and VMware Horizon, ensuring comprehensive coverage across various architectures and devices.
- ◆ Lakeside Software offers seamless integrations with a wide range of platforms, including Citrix, Nutanix, Qualtrics, VMware, Microsoft, OpenAI, ServiceNow, Moveworks, Power BI, and Splunk.

## **Trend Analysis**

- ◆ End User Experience Management (EUEM) platforms are increasingly incorporating AI and machine learning to predict and resolve issues proactively, delivering real-time analytics and insights to enhance user satisfaction. The focus is shifting toward employee-centric design with intuitive interfaces, personalized experiences, and proactive monitoring using predictive

analytics. Integration with IT Service Management (ITSM) and collaboration tools is on the rise, along with greater adoption of cloud and SaaS solutions for scalability and flexibility.

- ◆ Lakeside Software uniquely offers the data necessary to power AI models that enable IT teams to proactively resolve complex issues. With SysTrack, Lakeside accelerates troubleshooting by combining historical and real-time data across the IT estate to run automated diagnostics and provide detailed insights for help desk technicians managing both physical and virtual desktops. Generative AI-powered guidance further enhances this process by offering step-by-step instructions tailored to the specific needs of the environment, helping you move from root cause to resolution more quickly. In today's AI-driven world, Lakeside's extensive and deep data sets accelerate issue resolution and proactive IT management, allowing SysTrack to act as a powerful extension of the system engineering team.

## Final Take

- ◆ Lakeside's SysTrack Platform provides a comprehensive solution for enhancing IT and employee digital health by delivering complete visibility, automating issue discovery and resolution, and proactively managing digital problems before they impact users. Its employee experience score capability offers a clear numerical representation of overall user satisfaction by analyzing behavior, system performance, and application usage, helping IT administrators gauge the impact of technology on productivity. Additionally, real-time IT performance analysis allows for swift identification and resolution of issues affecting end-user experiences by leveraging both current and historical data. The platform's remote support features further enhance user experience through automated fixes and advanced self-service options, addressing common problems such as low disk space and high CPU usage. Together, these features ensure a more efficient, proactive IT management approach, significantly reducing downtime and improving overall productivity.
- ◆ Users looking for a EUEM solution which is easy to use and has strong customer base in USA, the European Union, and Asia Pacific, offering various use cases in industry verticals such as banking & financial industries, insurance, manufacturing, government & public sectors, hospitality, aerospace, IT services, healthcare & biotech industry, and education sector can choose Lakeside Software's platform.

# Riverbed

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URL: <https://www.riverbed.com/>

Riverbed, founded in 2002 and headquartered in San Francisco, California, US, Riverbed is a provider of telemetry monitoring and security solutions. The company provides a range of digital experience solutions through platforms such as Aternity EUEM, Aternity Mobile, and Aternity UJI, which deliver unified observability, digital experience management, network performance management, and IT infrastructure management. Recent innovations include the launch of NPM+, Aternity Mobile, Riverbed IQ 2.0, and Unified Agent, all designed to enhance observability and improve overall performance monitoring.

Riverbed Aternity provides a comprehensive end-user experience monitoring platform that delivers insights into the performance of any application or device. It enables precise isolation of delays, whether due to the network, device, or app backend, allowing for rapid diagnosis and resolution of user-impacting issues. By automatically discovering every application in the enterprise and tracking actual usage, Aternity offers performance and health scores based on metrics such as crashes, hangs, errors, page load times, and wait times. Additionally, Aternity utilizes AI-driven troubleshooting to conduct advanced investigations and logic-driven remediation autonomously, optimizing productivity and boosting customer satisfaction.

## Analyst Perspective

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### Key Differentiators

- ◆ Riverbed Aternity differentiates itself by offering comprehensive end-user experience monitoring across any application or device, enabling precise isolation of delays to the network, device, or app backend for swift issue resolution. It automatically discovers every app in the enterprise, tracks actual usage, and provides performance scores based on key metrics such as crashes, hangs, errors, page load time, and wait time. Aternity also delivers in-depth response time analysis between client devices, networks, and application backends, and correlates user feedback with performance data to identify gaps in expectations. Additionally, it leverages AI-driven troubleshooting to autonomously perform advanced investigations and logic-driven remediation, enhancing productivity and customer satisfaction while minimizing manual intervention.
- ◆ Key differentiators of Riverbed's DEM are user journey intelligence that measures the digital experience of each user while using applications and correlates it with performance data, tracking user engagement across websites, and analyzing its impact on business outcomes. The

platform offers click-to-render capabilities to track user visuals when interacting with other applications in business workflows. The platform also provides dashboarding capabilities that enable the creation of experience-level agreements and built-in recommendations. Aternity differentiates itself from other vendors by offering logic-driven diagnostics and remediation for high-volume, recurring desktop issues before they escalate.

## **Product Strategy**

- ◆ Strategic Roadmap: Riverbed's future roadmap focuses on extending its capabilities to provide deeper, actionable insights, such as comparisons with industry benchmarks and estimates of carbon and cost savings by device types (migrating to VDI). Riverbed also plans to build remediation actions to complement existing ESG-related fixes (changing sleep timeouts). The company is also working on deeper AI/ML-based problem identification and resolution to cover a broader set of problems and use cases with Aternity Experience Insights. The company aims to expand its sentiment capabilities by triggering sentiment surveys based on any device/user attribute or performance metric thresholds. It also aims to develop streaming sentiment capability for continuous sentiment sampling to support both automated feedback collection and self-service feedback.

## **Market Strategy**

- ◆ Geo-expansion Strategy: Riverbed has a strong customer base in the Americas and a good presence in Asia Pacific and Europe, Middle East, and Africa.
- ◆ Industry Strategy: Riverbed is expanding its offering in financial services, government and public sectors, healthcare, energy and utilities, high-technology, logistics, mining operations, oil and gas, and retail.
- ◆ Use Case Support: Riverbed's solutions cater to a diverse range of use cases, including optimizing application performance with SteelHead and SteelHead SaaS, enhancing WAN efficiency, and facilitating seamless cloud migrations with SteelConnect. They provide comprehensive network visibility and monitoring through SteelCentral, support data center consolidation with SteelFusion, and enable effective hybrid cloud strategies. Additionally, Riverbed solutions improve remote and branch office connectivity, manage end-user experiences, and help meet compliance and security requirements, offering a flexible approach to addressing various business challenges and enhancing overall performance.

## **Customer/ User Success Strategy**

- ◆ Riverbed offers its solutions in on-premises, public cloud, and hybrid deployment models to suit various customer needs. On-premises deployments are typically used for products like

SteelHead, SteelFusion, and SteelCentral, providing organizations with full control over their hardware, software, and data, and are ideal for those with strict security or compliance requirements. Public cloud deployments, for products such as SteelHead SaaS and SteelConnect, leverage the scalability, flexibility, and cost benefits of diverse platforms. Additionally, it offers hybrid deployments combining both on-premises and cloud-based solutions. This flexibility allows organizations to tailor their deployment strategy to their specific use cases and business requirements.

- ◆ Riverbed Professional Services provides expert lifecycle solutions to minimize risk, speed up adoption, and enhance business performance with the Riverbed Platform. Through Riverbed Global Customer Success (GCS) Credits, customers can purchase prepaid services and training credits in advance, allowing them to allocate a budget before pinpointing specific engagements. This approach ensures a more flexible and proactive strategy for optimizing your Riverbed experience.

## Trend Analysis

- ◆ End User Experience Management (EUEM) platforms are increasingly incorporating AI and machine learning to predict and resolve issues proactively, delivering real-time analytics and insights to enhance user satisfaction. The focus is shifting toward employee-centric design with intuitive interfaces, personalized experiences, and proactive monitoring using predictive analytics. Integration with IT Service Management (ITSM) and collaboration tools is on the rise, along with greater adoption of cloud and SaaS solutions for scalability and flexibility.
- ◆ Riverbed's Platform revolutionizes IT management with its AI-driven capabilities, offering a unified approach to observability and optimization. By aggregating full-stack telemetry data and utilizing advanced AI techniques, it provides comprehensive insights and automated issue detection. Riverbed IQ, with its SaaS-delivered AIOps, uses AI to prioritize and resolve problems swiftly through automated remediation and root cause analysis. This integrated approach ensures actionable insights, proactive management, and a seamless digital experience by transforming complex data into clear, actionable intelligence for superior IT performance.

## Final Take

- ◆ In conclusion, Riverbed Aternity represents a pivotal advancement in the realm of digital experience management, offering unparalleled visibility into application performance and end-user experience. By seamlessly integrating real-time monitoring with actionable insights, it empowers organizations to proactively address performance issues, optimize user satisfaction, and drive operational efficiency. As businesses continue to navigate the complexities of a digital-first world, Riverbed Aternity stands out as a vital tool for ensuring that every aspect of the user journey is smooth, efficient, and aligned with strategic goals. Its robust capabilities not only

enhance operational resilience but also support sustained innovation and growth in an ever-evolving technological landscape.

- ◆ Users looking for an EUEM solution which is easy to use and has strong customer base in the Americas, Asia Pacific and Europe, Middle East, and Africa, offering various use cases in industry verticals such as financial services, government and public sectors, healthcare, energy and utilities, high-technology, logistics, mining operations, oil and gas, and retail, can choose Riverbed's platform.



# 1E

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URL: <https://www.1E.com/>

Founded in 1997 and headquartered in London, United Kingdom, 1E is a provider of digital employee experience management solutions. It enables real-time endpoint management built on single-agent visibility and control to significantly improve its ability to support the workforce. 1E's platform helps to surface issues, remediates them with automation, measure end-user sentiment, and provides an overall digital employee experience (DEX) score. The company's end-user experience management (EUEM) platform comprises comprehensive features and functionalities, such as 1E endpoint automation, 1E employee sentiment, 1E endpoint troubleshooting, 1E automated self-service, 1E inventory insights, 1E experience analytics, and 1E service desk augmentation.

1E delivers a powerful end-user experience management platform designed to help organizations effectively monitor and assess user interactions. This platform provides real-time visibility into crucial metrics such as stability, responsiveness, performance, and sentiment, integrating this data with direct feedback from end-users. This holistic view enables organizations to make quicker, data-driven decisions, boosting employee engagement and productivity while optimizing IT support processes. Moreover, 1E's Virtual Desktop Experience (VDX) enhances the platform's effectiveness by offering in-depth management of desktop infrastructure, further ensuring a superior end-user experience.

1E's Employee Sentiment feature enables organizations to gain valuable insights into how end users feel about their digital environment. It offers actionable feedback and up-to-date sentiment scores, allowing organizations to better understand user experiences and implement data-driven strategies to enhance the digital workspace and improve overall workforce satisfaction. Additionally, 1E's endpoint troubleshooting capabilities provide comprehensive visibility and control over IT configurations. This feature facilitates immediate responses to security incidents and issue resolution through natural language queries, remote actions, and approval workflows for significant changes, thus streamlining IT operations and reducing resolution times.

## Analyst Perspective

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### Key Differentiators

- ◆ The key differentiators for 1E's EUEM platform include improving endpoint security by enhancing endpoint patching and improving endpoint compliance. The Real-time Control of Content Distribution helps avoid system congestion when pushing deployments to many endpoints in an

enterprise organization. Additionally, the self-healing feature improves endpoint stability, performance, and compliance with company policies by proactively monitoring configuration settings. Furthermore, the inventory insights feature provides records into a standard vendor, product, and version format by accurately capturing them.

- ◆ 1E distinguishes itself with its sophisticated endpoint automation platform, which is designed to ensure rigorous configuration compliance across the entire IT domain. Unlike conventional solutions, 1E provides real-time visibility into the IT environment, enabling automated compliance management and comprehensive audit reporting. What sets 1E apart is its seamless integration with the endpoint troubleshooting platform, allowing users to view real-time details of connected devices and smoothly switch between functionalities. This unique integration enhances endpoint configuration management, streamlines compliance processes, and delivers actionable insights into device status, significantly improving IT management and operational efficiency.
- ◆ 1E stands out with its comprehensive experience analytics, which meticulously tracks end-user responsiveness, performance, and sentiment to deliver a holistic view of user interactions with the software. Unlike standard analytics tools, 1E integrates this data with direct sentiment feedback from employees, providing a thorough understanding of user experiences that drives enhanced engagement. Additionally, 1E offers unique insights into issues such as Wi-Fi connectivity problems, network instability, and slow boot-up times, enabling organizations to pinpoint and address performance challenges more effectively.

## Product Strategy

- ◆ Strategic Roadmap: The company's strategic roadmap involves customizing the Tachyon platform to be compatible with employee engagement in multiple industries without many modifications. The company is further investing in R&D, enhancing its core capabilities, and expanding its presence geographically.

## Market Strategy

- ◆ Geo-expansion Strategy: 1E has a strong presence in North America, followed by Asia Pacific, EMEA, and Latin America.
- ◆ Industry Strategy: 1E is expanding its offering in IT services, banking & financial industries, healthcare & biotech industries, energy & utility industries, and insurance.

- ◆ Use Case Support: 1E's EUEM platform caters to a variety of use cases which includes the provision of improved automation and efficiencies in multi-tenant environments with its customization feature to ensure the right configurations for each organization. The platform also helps improve user devices and experience in the changing workplace environment. In the energy and utility sector, 1E monitors and manages multiple endpoints, significantly improving the organization's security position in the remote and hybrid working environment. Some of the other use cases also include maintaining the employees' productivity while working and allowing communication with computers outside of their firewall securely when connected to VPN.

## **Customer/ User Success Strategy**

- ◆ 1E primarily offers its solutions through a cloud-based deployment model, allowing organizations to leverage the platform's capabilities without the need for extensive on-premises infrastructure. This cloud deployment ensures scalability, flexibility, and ease of integration with existing IT environments. By utilizing a cloud-based approach, 1E provides real-time access to its end-user experience management, endpoint automation, and troubleshooting features, enabling organizations to effectively monitor, manage, and optimize their digital environments from anywhere. This deployment model also supports seamless updates and maintenance, ensuring that users benefit from the latest features and improvements with minimal disruption.

## **Trend Analysis**

- ◆ End User Experience Management (EUEM) platforms are increasingly incorporating AI and machine learning to predict and resolve issues proactively, delivering real-time analytics and insights to enhance user satisfaction. The focus is shifting toward employee-centric design with intuitive interfaces, personalized experiences, and proactive monitoring using predictive analytics. Integration with IT Service Management (ITSM) and collaboration tools is on the rise, along with greater adoption of cloud and SaaS solutions for scalability and flexibility.
- ◆ 1E Intelligence enhances IT operations through the integration of Edge AI and cloud AI, facilitating rapid and insightful decision-making. This combined approach provides real-time insights directly at the edge, optimizing device performance and user experience while maintaining scalability.

## Final Take

- ◆ In summary, 1E offers a robust end-user experience management (EUEM) platform that excels in providing organizations with a comprehensive view of end-user interactions. Through its advanced capabilities, including real-time monitoring of stability, performance, and sentiment, as well as its integrated Virtual Desktop Experience (VDX) and endpoint automation, 1E equips organizations with the tools necessary to enhance employee engagement and streamline IT operations. The platform's ability to merge direct user feedback with detailed performance metrics ensures a nuanced understanding of user experiences, while its endpoint troubleshooting, and configuration compliance features further support efficient IT management. By leveraging these capabilities, organizations can make informed, data-driven decisions that improve both the digital environment and overall workforce satisfaction.
- ◆ Users looking for an EUEM solution which is easy to use and has a strong customer base in North America, followed by Asia Pacific, EMEA, and Latin America, offering various use cases in industry verticals such as IT services, banking & financial industries, healthcare & biotech industries, energy & utility industries, and insurance can choose 1E's EUEM platform.

# Ivanti

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URL: <https://www.ivanti.com/>

Ivanti, founded in 2017 and headquartered in South Jordan, Utah, United States, is a leading provider of IT management and security solutions, known for its comprehensive approach to digital experience management. The platform integrates a wide range of capabilities, including unified endpoint management, advanced security integrations, and sophisticated ITSM tools. Ivanti leverages AI and automation to enhance endpoint management, streamline IT operations, and drive proactive remediation. Its extensive suite of tools supports real-time sentiment analysis, automated ticketing, and detailed monitoring of applications, networks, and user experiences. With a focus on seamless integration, customizable automation, and user-centric feedback mechanisms, Ivanti delivers a cohesive solution designed to optimize productivity, improve security, and provide actionable insights across diverse IT environments.

Ivanti bridges the gap between IT and security, empowering organizations to thrive in a flexible work environment. The Ivanti platform delivers integrated software solutions that adapt to the evolving needs of IT and security teams. It enhances and secures employee experiences, proactively mitigates security risks, boosts IT and user productivity, and lowers operational costs, all while scaling with organizational growth.

## Analyst Perspective

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### Key Differentiators

- ◆ Ivanti's platform revolutionizes Level 1 support with zero-impact troubleshooting tools that elevate analyst efficiency and effectiveness. It provides advanced troubleshooting capabilities and remote-control functionality for swift resolution of end-user device issues, thereby improving first-call resolution rates. Automated bots proactively address problems and generate service desk tickets for efficient tracking and follow-up, with each ticket capturing details of attempted fixes and user sentiment feedback from surveys. Additionally, the platform features patented Asset Discovery technology with a robust normalization and reconciliation engine, integrated with Patch Management to enhance Digital Experience (DEX) management. This combination offers a unique competitive edge by delivering deeper, more accurate data insights that significantly enrich DEX scoring.
- ◆ The Ivanti platform differentiates itself with a comprehensive suite of capabilities across several key areas. It provides a robust Unified Endpoint Management (UEM) solution with MDM, CMT, RMM, and EMM features, integrating seamlessly with major platforms like JAMF, Intune, and

Workspace One for enhanced device management and actionable insights. Its advanced security integrations with tools such as CrowdStrike, Windows Defender, and Tenable, combined with Neurons for risk-based vulnerability management, offer a powerful approach to threat detection and patch management. The platform's deep integration with ITSM tools like ServiceNow enables synchronized records, DEX score updates, and interactive ticket management, while its self-service portal capabilities leverage AI and diagnostic bots to resolve issues contextually. Additionally, Ivanti supports extensive custom integrations through APIs, CSV connectors, and outbound options, allowing for flexible data handling and system interactions. These features collectively enhance Ivanti's ability to streamline IT operations, improve security, and boost productivity across diverse environments.

- ◆ The Ivanti platform distinguishes itself through its advanced sentiment collection and real-time feedback capabilities. It integrates seamlessly with Teams to deliver sentiment surveys via various channels, including push notifications and in-app messages, and can trigger surveys based on a wide range of criteria, such as drops in DEX scores. Surveys are highly customizable, supporting diverse scoring systems and automated actions like ticket creation or diagnostics. Ivanti's use of bots ensures immediate responses and actions, while support for both Windows and Mac, as well as user-centric surveys via any device with a Teams client, broadens its applicability.
- ◆ In terms of automation and remediation, Ivanti excels with its comprehensive, rule-based, and proactive approach. The platform supports extensive automation through its ITSM and external API integrations, allowing for diagnostic, remediation, and survey actions triggered by various inputs. Its advanced auto-ticketing system provides granular control over ticket management, including duplicate suppression and event tracking. The platform also features sophisticated anomaly detection with AI/ML, real-time data collection, and extensive monitoring capabilities for applications, collaboration, and networks. Its benchmarking through the DEX score offers a multi-tiered evaluation of device, service, application, security, and survey domains, while its ease of deployment and extensive no-code bot templates simplify the setup and utilization of the platform.

## Product Strategy

- ◆ Technical Roadmap: The Ivanti platform's technical roadmap is centered on creating a unified system to enhance user experience and operational efficiency. Key initiatives include the development of One Ivanti Login, which will support Single Sign-On (SSO) across additional Identity Providers (IDPs) and enforce Multi-Factor Authentication (MFA) by default to streamline access management and bolster security. The platform will also feature improved Role-Based Access Control (RBAC) and leverage next-generation AI analytics to provide deeper insights and predictive capabilities. Hyper-automation will be introduced to optimize service desk operations

and workflows, reducing manual tasks and boosting efficiency. Expanded telemetry will include comprehensive monitoring of both local and SaaS applications, along with advanced dashboarding capabilities that integrate predictive analytics and AI-driven features.

- ◆ In addition, Ivanti will enhance Root Cause Analysis (RCA) and remediation through advanced endpoint automation, cloud-native app control, and privilege management. Improvements will be made to the self-service experience and remote-control capabilities, and the platform will extend its app deployment solutions to address complex enterprise applications. Enhanced cloud-native Unified Workspace Management (UWM) will streamline endpoint security and productivity, incorporating no-code/low-code desktop composition tools and optimizing login times with precision triggers. Lastly, the DEX score framework will be refined to offer more detailed data points and control over metrics, assisting organizations in establishing meaningful baselines and Experience Level Agreements (XLAs).
- ◆ Strategic Roadmap: Strategically, Ivanti aims to deliver a holistic user experience by unifying authentication, user interfaces, and Role-Based Access Control (RBAC) into a seamless, persona-centric platform that spans digital experience management and endpoint security. The focus is on maximizing productivity and minimizing digital friction through advanced cybersecurity and service desk automation. Innovation will be fueled by AI and automation, with AI-powered analytics driving predictive insights and data-driven decision-making, while hyper-automation optimizes service desk operations and workflows. User-centric enhancements will improve self-service and remote management, supported by no-code/low-code desktop composition tools to streamline endpoint management. The DEX score framework will be refined for better control over data points and weightings, aiding organizations in establishing Experience Level Agreements (XLAs) and meaningful baselines. This integrated approach reflects Ivanti's commitment to creating a unified, secure, and efficient platform that leverages cutting-edge technologies to address modern challenges.

## Market Strategy

- ◆ Geo-expansion Strategy: Ivanti has a strong presence in the US, Europe, and the APAC region.
- ◆ Industry Strategy: Ivanti is expanding its offering in banking & financial services, manufacturing, professional services, healthcare & life sciences, government & public sectors, IT & telecom, energy & utilities, travel & hospitality, retail & e-commerce, transport, and construction.
- ◆ Use Case Support: Ivanti's platform offers diverse use cases that enhance IT and security operations through advanced capabilities. It boosts Level 1 support efficiency with remote troubleshooting tools and automation bots, improving first-call resolution and integrating sentiment surveys for real-time feedback. Proactive remediation is enabled via automation, supporting self-service and external API-triggered actions for diagnostics and issue resolution.

The platform excels in discovery and patch management with patented technology and detailed asset tracking, contributing to superior Digital Experience (DEX) scoring. Real-time sentiment collection through Teams and on-device notifications allows immediate actions and customizable feedback scoring. Comprehensive monitoring and analytics provide insights into application performance, network latency, and device health, with dynamic benchmarking and DEX scoring to improve IT performance. The platform's ease of deployment, featuring no-code/low-code solutions and extensive bot templates, simplifies management and accelerates value. Additionally, tiered customer support services ensure responsive and tailored assistance to meet varying organizational needs.

## Customer/ User Success Strategy

- ◆ Ivanti provides a range of customer success services tailored to varying needs, including Success Squad, Enterprise Support, and Premium Support. Each tier is designed to address specific requirements and deliver the appropriate level of assistance and expertise.
- ◆ Success Squad is ideal for organizations with complex, mission-critical IT systems. It includes a designated Customer Success Manager (CSM), 96 hours of technical relationship management, a dedicated enterprise support engineer, and a named escalation support manager. It also features three Advantage Learning platform licenses, three virtual instructor-led classes, 24x7 access to the Ivanti Support Portal, Customer Community, and Knowledge Base, a 30-minute P1 Response SLA, priority issue routing, and up to four remote product upgrades per year.
- ◆ Enterprise Support helps customers quickly achieve value from their Ivanti investment with expert guidance and fast issue resolution. This tier provides a CSM, an enterprise support engineer, and a named escalation support manager. It includes 24x7 access to the support portal, a 30-minute P1 Response SLA, priority issue routing, and up to four remote product upgrades annually.
- ◆ Premium Support caters to those who prefer a more self-service approach. It offers access to product forums, the knowledge base, and Ivanti Innovators Global Peer Communities, with a 1-hour P1 Response SLA, a named support manager for escalations, and one Advantage Learning platform license for the administrator.

## Trend Analysis

- ◆ End User Experience Management (EUEM) platforms are increasingly incorporating AI and machine learning to predict and resolve issues proactively, delivering real-time analytics and insights to enhance user satisfaction. The focus is shifting toward employee-centric design with intuitive interfaces, personalized experiences, and proactive monitoring using predictive



analytics. Integration with IT Service Management (ITSM) and collaboration tools is on the rise, along with greater adoption of cloud and SaaS solutions for scalability and flexibility.

- ◆ The Ivanti platform harnesses advanced AI capabilities to deliver a unified and highly efficient user experience across its SaaS products. Central to this is the integration of next-gen AI-powered analytics, which provides deep insights and predictive capabilities to help users anticipate issues and optimize their operations. The platform also employs hyper-automation in the service desk, using AI to streamline workflows and enhance task management. AI-driven dashboard creation allows users to generate and customize dashboards tailored to their specific roles, while natural language processing (NLP) enhancements make data querying and retrieval more intuitive through conversational interfaces. Additionally, predictive analytics within the platform help users foresee and address potential vulnerabilities, further strengthening security and operational efficiency. These AI features are seamlessly integrated into the platform's core functions, including unified authentication, RBAC, and persona-focused experiences, to maximize productivity and reduce digital friction.

## Final Take

- ◆ Ivanti envisions a transformative Platform for IT designed to cut costs, mitigate risks, and boost productivity through our advanced Neurons Platform. Their goal is to seamlessly integrate Unified Endpoint Management (UEM), Digital Employee Experience (DEX), and operational security, aiming to proactively address potential issues before they arise and enhance the efficiency of both pre- and post-ticket resolutions. They focus on robust digital 'inoculation,' incorporating capabilities like Discovery, risk-based patch management, App Control, Endpoint Privilege Management, and comprehensive Desktop Composition policies. By harnessing automation for preventative maintenance, along with GenAI-powered insights and autonomous self-healing features, Ivanti's platform is set to deliver zero-impact troubleshooting and swift, effective remediation. This integrated approach ensures that the platform not only resolves IT challenges but also prevents them, optimizing operations and significantly improving the user experience.
- ◆ Users looking for a EUEM solution which is easy to use and has strong customer base in the US, Europe, and the APAC region offering various use cases in industry verticals such as banking & financial services, manufacturing, professional services, healthcare & life sciences, government & public sectors, IT & telecom, energy & utilities, travel & hospitality, retail & e-commerce, transport, and construction, can choose Ivanti' EUEM platform.

## Microsoft

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URL: [www.microsoft.com/en.in](http://www.microsoft.com/en.in)

Microsoft, founded in 1975 and headquartered in Washington, USA, delivers a broad range of software products and services across various segments such as productivity and business processes, intelligent cloud, and personal computing. Through its Microsoft Intune and Microsoft Configuration Manager, the company provides end-user experience management solutions for both cloud-based and on-premises environments. Microsoft's End-User Experience Management (EUEM) platform boasts a wide array of features, including cross-platform endpoint management, integrated endpoint security, mobile application management, endpoint analytics, and self-service capabilities, designed to enhance and streamline user experiences across all devices and environments.

Microsoft Intune excels in managing user access and simplifying the administration of applications and devices across various platforms, including mobile devices, desktops, and virtual endpoints. Its core strength is its ability to consolidate the management of multiple devices into a unified platform, significantly reducing operational complexity. Additionally, Microsoft Intune offers users detailed insights into the health, compliance, and security of both cloud-based and on-premises endpoints, enhancing overall visibility and control.

## Analyst Perspective

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### Key Differentiators

- ◆ The product capability exhibited by Microsoft Intune revolves around its proficient management of user access, streamlining application and device administration across diverse platforms, encompassing mobile devices, desktop computers, and virtual endpoints. The platform's central attribute lies in its capacity to reduce complexity through the unified management of multiple devices, thereby alleviating operational complexity. Furthermore, Microsoft Intune empowers users by providing comprehensive insight into the well-being, compliance, and security status of both cloud-based and on-premises endpoints.
- ◆ Microsoft Intune differentiates itself with its advanced reporting capabilities, offering detailed insights into device compliance, health, and trends through customizable reports that enable organizations to optimize employee digital experiences effectively. The platform's Endpoint Analytics sets it apart by proactively identifying and addressing potential policy and hardware

issues before they impact device performance, thereby reducing IT support costs. This proactive approach not only enhances operational efficiency but also minimizes the need for end-users to seek assistance from IT support, highlighting Microsoft Intune's commitment to improving productivity while managing technical expenses efficiently.

- ◆ Microsoft Intune stands out with its robust self-service features, empowering employees to independently install apps, join groups, and complete various tasks, which reduces the need for IT support calls. The platform's flexibility in portal customization further decreases support requests by allowing organizations to tailor the user experience. Additionally, Intune excels in integration capabilities, seamlessly connecting with other Microsoft products and services for endpoint management, as well as with partner networks and internal systems.
- ◆ The key differentiators for Microsoft's EUEM include deep integrations with its related products, simplifying access with seamless end-user experiences, providing complete visibility into the organization's devices/apps across regions, customized reporting capability in areas such as operations, organizational level, historical as well as specialist, and compliance with global, regional, and local regulations.

## Product Strategy

- ◆ Strategic Roadmap: Microsoft's roadmap focuses on advancing cloud capabilities, AI integration, and enhanced productivity tools. Key initiatives include expanding Azure's services with new artificial intelligence and machine learning functionalities to drive digital transformation across industries. Microsoft is also enhancing its Microsoft 365 suite with innovative features for collaboration and productivity, including more advanced integration with Microsoft Teams and updates to Office apps. The roadmap emphasizes bolstering security and compliance measures to protect organizational data and support regulatory requirements.

## Market Strategy

- ◆ Geo-expansion Strategy: Microsoft has a major presence in North America, followed by EMEA, Asia Pacific, and Latin America.
- ◆ Industry Strategy: Microsoft is expanding its offering in IT services, education, banking & finance, healthcare & biotech, telecommunications, and professional services.
- ◆ Use Case Support: Microsoft focuses on various use cases such as managing apps & devices, gaining visibility into end-user experiences, providing insights into employee digital experience,

automating policy deployment, unifying employee experience across regions, and centralized deployment & management of devices.

## Customer/ User Success Strategy

- ◆ Microsoft offers flexible deployment options to meet diverse organizational needs. **Cloud-based deployment** through Microsoft Azure provides scalable and cost-effective access to a wide range of services, including AI, machine learning, and productivity tools, allowing organizations to leverage the latest technologies without extensive on-premises infrastructure. For businesses requiring greater control, **on-premises deployment** options are available, enabling them to host Microsoft solutions within their own data centers, ensuring data sovereignty and customized configurations.
- ◆ Microsoft's key partnerships span various sectors, each leveraging Microsoft's platforms to deliver specialized solutions. Microsoft Azure Partners offer cloud-based services and solutions built on the Microsoft Azure platform, while Microsoft 365 Partners develop integrations and enhancements for Microsoft 365 applications, including Microsoft Teams, SharePoint, and Office. Microsoft Dynamics Partners provide enterprise resource planning (ERP) and customer relationship management (CRM) solutions based on Microsoft Dynamics. Additionally, Microsoft Gaming Partners focus on creating and publishing games for Xbox, Windows, and other platforms, contributing to Microsoft's diverse ecosystem.

## Trend Analysis

- ◆ End User Experience Management (EUEM) platforms are increasingly incorporating AI and machine learning to predict and resolve issues proactively, delivering real-time analytics and insights to enhance user satisfaction. The focus is shifting toward employee-centric design with intuitive interfaces, personalized experiences, and proactive monitoring using predictive analytics. Integration with IT Service Management (ITSM) and collaboration tools is on the rise, along with greater adoption of cloud and SaaS solutions for scalability and flexibility.
- ◆ Microsoft's AI capabilities are extensive and diverse, encompassing artificial intelligence, machine learning, natural language processing, computer vision, and more through its Azure AI platform. Azure AI provides a robust infrastructure optimized for running large AI models, including deep learning, with tools such as Azure Machine Learning for model development and deployment, Azure Cognitive Services for building intelligent systems that can see, hear, and understand, and the Azure OpenAI Service for accessing advanced AI models like GPT-3.5 and DALL-E 2.

## Final Take

- ◆ Microsoft Intune offers robust management capabilities, efficiently handling user access and streamlining application and device administration across mobile, desktop, and virtual endpoints. Its unified management approach simplifies operations, reduces complexity, and provides deep insights into the compliance and security of both cloud-based and on-premises endpoints. The platform's reporting capabilities deliver valuable data on device compliance, health, and trends, enabling organizations to enhance employee digital experiences and make informed decisions. Additionally, Microsoft Intune's Endpoint Analytics optimizes productivity by identifying and addressing potential issues proactively, reducing IT support costs. The self-service features further empower employees by allowing them to manage apps and join groups independently, while its integration capabilities ensure seamless connectivity with Microsoft products, partner networks, and internal systems. Overall, Microsoft Intune enhances operational efficiency, improves user experience, and lowers support costs through its comprehensive management and analytical tools.
- ◆ Users looking for a EUEM solution which is easy to use and has strong customer base in North America, followed by EMEA, Asia Pacific, and Latin America region offering various use cases in industry verticals such as IT services, education, banking & finance, healthcare & biotech, telecommunications, and professional services, can choose Microsoft's platform.

# Tanium

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URL: <https://www.tanium.com/>

Tanium, founded in 2007 and headquartered in Kirkland, Washington, USA, is a provider of converged endpoint management (XEM) and systems management software, consolidating tools, and workflow integrations. The Tanium product portfolio consists of Unified Endpoint Management, Unified Endpoint Security, Patch Management, Software Management, Performance Monitoring, asset discovery, vulnerability, and configuration management, EDR, data risk and privacy, compliance, and risk management.

Tanium's End User Experience Management (EUEM) platform, also called the Digital Employee Experience (DEX) solution offers a simple, end-to-end solution for monitoring, managing, and improving the digital experience of an organization's employees. This platform aids in increasing employee productivity, increasing employee satisfaction, and minimizing helpdesk calls.

Tanium's Digital Employee Experience (DEX) platform provides users with features that include application and performance monitoring, as well as the opportunity for workers to handle Digital Employee Experience (DEX) concerns on their own. This is accomplished using user-friendly processes and automation tools. The technology enables real-time applications monitoring and performance evaluation, allowing staff to identify possible issues quickly. Furthermore, Tanium provides employees with simple and straightforward procedures for self-remediation, reducing their dependence on IT help.

## Analyst Perspective

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### Key Differentiators

- ◆ Tanium's platform stands out with its capability for proactive remediation of Digital Employee Experience (DEX) issues across the entire environment, even before they reach predefined thresholds. Unlike reactive solutions, Tanium's non-intrusive methodology anticipates potential problems and resolves them without disrupting employee operations. The approach not only enhances employee experience but also ensures continuous operational efficiency, setting Tanium apart in delivering seamless, proactive IT management.

- ◆ Tanium's platform excels with its ability to harness both historical and real-time data on endpoint and application performance, providing deep insights into Digital Employee Experience (DEX) challenges. This robust data-driven approach allows organizations to uncover trends and systemic issues with precision, facilitating informed decision-making. By efficiently analyzing DEX-related data and identifying underlying patterns, Tanium empowers enterprises to enhance operational efficiency and proactively address potential concerns, distinguishing itself with comprehensive, actionable intelligence.
- ◆ Some of the key differentiators of Tanium's end-user experience management platform include Tanium's DEX platform's capability to offer comprehensive employee communication, which ensures that employees are informed and aware of key developments that may affect their Digital Employee Experience (DEX). This feature includes the ability to generate C-level reports that include both qualitative and quantitative performance data. This enables enterprises to incorporate the upgrading of digital work experiences as a responsible component of their overall IT strategy.

## Product Strategy

- ◆ Strategic Roadmap: Tanium's roadmap is centered on expanding its capabilities in endpoint security and IT operations through enhanced real-time visibility, automation, and threat detection. The company aims to integrate advanced artificial intelligence and machine learning to bolster its security analytics and response mechanisms. Additionally, Tanium is focused on improving its platform's scalability and interoperability, enabling organizations to manage complex IT environments more efficiently. The goal is to provide a unified solution that addresses emerging cybersecurity challenges, supports compliance requirements, and optimizes overall IT management.

## Market Strategy

- ◆ Geo-expansion Strategy: Tanium has a strong customer base in North America, and Asia Pacific region.
- ◆ Industry Strategy: Tanium is expanding its offering in IT services, manufacturing, banking & financial industries, professional services, education, consumer web, healthcare industries, and retail sector.

- ◆ Use Case Support: Tanium focuses on various use cases such as providing organizations with an end-to-end solution to help with technical disruptions such as hardware and software issues faced by employees who are distributed in home offices. The solution enables the firm to create and send regular sentiment surveys to its employees. These surveys are intended to generate quantitative & qualitative feedback on a range of workplace issues, including IT infrastructure, communication tools, software applications, and overall job satisfaction.

## **Customer/ User Success Strategy**

- ◆ Tanium offers a flexible deployment model that supports both on-premises and cloud environments. Organizations can choose to deploy Tanium's platform on their own infrastructure for greater control and customization, or leverage cloud-based deployment for enhanced scalability and reduced maintenance. This flexibility allows businesses to align Tanium's solutions with their specific IT and security requirements, optimizing their approach to endpoint management and cybersecurity based on their infrastructure preferences and needs.
- ◆ Tanium has recently debuted Tanium Automate, which significantly enhances IT efficiency by eliminating manual processes for routine tasks such as patching, application deployments, and vulnerability remediations. By enabling the creation of custom playbooks with minimal coding, Tanium Automate democratizes automation, allowing the entire IT team to design and execute complex workflows easily. This streamlined approach not only reduces the risk of errors associated with custom scripts but also scales effortlessly to meet organizational needs. As a result, Tanium Automate boosts operational efficiency, minimizes the workload on stretched IT and security teams, and ensures a more agile and resilient IT infrastructure.

## **Trend Analysis**

- ◆ End User Experience Management (EUEM) platforms are increasingly incorporating AI and machine learning to predict and resolve issues proactively, delivering real-time analytics and insights to enhance user satisfaction. The focus is shifting toward employee-centric design with intuitive interfaces, personalized experiences, and proactive monitoring using predictive analytics. Integration with IT Service Management (ITSM) and collaboration tools is on the rise, along with greater adoption of cloud and SaaS solutions for scalability and flexibility.
- ◆ Tanium's AI capabilities leverage real-time endpoint data and intelligence integrated with AI-powered Copilot to enhance threat response and risk management. By processing signals at machine speed, security professionals can quickly assess and act on potential threats. The autonomous and AI-assisted features of Tanium's AEM (Autonomous Endpoint Management) utilize real-time data and insights from the Tanium XEM platform to generate recommendations and automate actions based on peer success rates and customer risk thresholds. This enables



organizations to make more informed decisions and respond to risks with greater efficiency and accuracy.

## Final Take

- ◆ Tanium's Digital Employee Experience (DEX) platform delivers a comprehensive solution for enhancing employee productivity and satisfaction by integrating real-time application monitoring, proactive remediation, and personalized feedback mechanisms. By empowering users with self-remediation tools and leveraging both historical and real-time performance data, the platform effectively identifies and addresses potential issues before they impact operations. This proactive, data-driven approach not only minimizes disruptions and optimizes employee experience but also supports informed decision-making and operational efficiency. Through its non-intrusive methodology and automation capabilities, Tanium ensures a seamless and enhanced digital work environment, driving better outcomes for both employees and organizations.
- ◆ Users looking for an EUEM solution which is easy to use and has strong customer base in North America, and Asia Pacific region offering various use cases in industry verticals such as IT services, manufacturing, banking & financial industries, professional services, education, consumer web, healthcare industries, and retail sector, can choose Tanium's platform.

# HCLTech

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URL: [www.hcltech.com](http://www.hcltech.com)

HCLTech, founded in 1999 and headquartered in Noida, Uttar Pradesh, India, enables businesses to transform into next-gen enterprises through its Mode 1-2-3 strategy. The company provides its services and products through three lines of business: IT and Business Engineering, R&D Services (ERS), and Product & Platforms (P&P). HCLTech's product portfolio consists of Digital, Engineering and Cloud solutions to fulfil the traditional, transformational, and future needs of organizations across the world.

HCLTech is known for its emphasis on innovation and technology, often investing in emerging technologies like artificial intelligence, cloud computing, and cybersecurity. The company also has a strong focus on partnerships with major technology providers and platforms, enhancing its service offerings. In recent years, HCLTech has continued to expand its global footprint through various acquisitions and strategic partnerships, aiming to enhance its capabilities and market reach.

HCLTech's WorkBlaze platform offers comprehensive End User Experience Management and Digital Experience Monitoring solutions by continuously overseeing extensive volumes of End-User Computing (EUC) data in real time. This proactive monitoring capability enables WorkBlaze to track end-user devices across an organization, addressing IT issues swiftly and minimizing disruptions. By facilitating both real-time and historical analysis of IT performance and usage data, the platform helps optimize device and application performance. This vigilant oversight ensures the ongoing health and functionality of end-user devices, effectively supporting an organization's IT infrastructure.

## Analyst Perspective

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### Key Differentiators

- ◆ WorkBlaze stands out with its advanced Big Data Analytics capabilities, enabling effortless navigation through massive datasets. This unique feature ensures the platform efficiently handles and analyzes large volumes of data, empowering businesses to extract valuable insights, enhance operational efficiency, and make well-informed decisions
- ◆ WorkBlaze excels with its distinctive Contextual User Feedback feature, which aggregates user sentiment to deliver a comprehensive view of the user experience. By integrating user sentiments

with technical insights, WorkBlaze offers a data-driven perspective on user perspectives, enhancing decision-making and operational effectiveness for organizations.

## Product Strategy

- ◆ Strategic Roadmap: HCLTech's roadmap is focused on driving digital transformation for its clients through its Mode 1-2-3 strategy, which encompasses Mode 1 (core services), Mode 2 (digital and cloud), and Mode 3 (products and platforms). The company is investing heavily in emerging technologies such as artificial intelligence, machine learning, blockchain, and the Internet of Things (IoT) to develop innovative solutions and services. HCLTech is also expanding its capabilities in cloud, cybersecurity, and data analytics, and is building a robust ecosystem of partners and startups to accelerate innovation.

## Market Strategy

- ◆ Geo-expansion Strategy: HCLTech has a strong customer base in Europe, the Middle East and Africa. The company also has a significant presence in Asia Pacific followed by North America.
- ◆ Industry Strategy: HCLTech is expanding its offering in financial services, manufacturing, technology & services, telecom & media, retail & CPG, life sciences, and healthcare and public services.
- ◆ Use Case Support: HCLTech's WorkBlaze platform in the EUEM market focuses on various use cases such as enhancing user experience by understanding both technical metrics and user sentiments, improving user productivity by reducing the time spent by users on dealing with IT-related issues, maximize uptime by getting visibility of the entire environment & continuously segmenting users into personas based on usage patterns, cost optimization, seamless user support and to enhance operability with AI Ops.

## Customer/ User Success Strategy

- ◆ HCLTech's deployment model is highly flexible, offering both on-premises and cloud-based options to meet diverse organizational needs. Whether implementing solutions directly within a company's existing infrastructure or leveraging cloud environments for scalability and ease of access, HCLTech ensures seamless integration and optimal performance
- ◆ HCLTech boasts a wide array of partnerships, including with Anaplan, NVIDIA, Software AG, Salesforce, Sitecore, apoBank, Verizon Business, and others. Notably, their strategic alliance with Software AG enhances digital transformation efforts, leveraging combined expertise in integration, IoT, and analytics. As a Gold Delivery and Silver Capability partner with Blue Prism, HCLTech demonstrates its leading Intelligent Automation capabilities. Additional partnerships

with BMC, Cybellum, Cohesity, Commvault, and Cornerstone further extend HCLTech's ability to provide exceptional value across diverse industries and regions.

## Trend Analysis

- ◆ End User Experience Management (EUEM) platforms are increasingly incorporating AI and machine learning to predict and resolve issues proactively, delivering real-time analytics and insights to enhance user satisfaction. The focus is shifting toward employee-centric design with intuitive interfaces, personalized experiences, and proactive monitoring using predictive analytics. Integration with IT Service Management (ITSM) and collaboration tools is on the rise, along with greater adoption of cloud and SaaS solutions for scalability and flexibility.
- ◆ WorkBlaze provides AIOps capabilities that helps organizations in leveraging AI for IT operations by detecting non-compliant and unusual activities and measuring the impact on end-users caused by changes in IT Infrastructure. The platform offers an extensive view of the complete environment, supporting performance benchmarking and Root Cause Analysis (RCA). By enabling organizations to get comprehensive insights into their operating environment, accurate problem detection and performance evaluation are made feasible.

## Final Take

- ◆ In summary, HCLTech's WorkBlaze platform is a robust solution designed to enhance IT management and operational efficiency. By providing real-time monitoring and fixing IT issues with minimal disruption, it ensures the continuous health and functionality of end-user devices. The platform's Big Data Analytics capabilities allow organizations to manage and analyze large volumes of data effectively, leading to improved operational efficiency and informed decision-making. The inclusion of contextual user feedback aggregates user sentiment, offering a comprehensive understanding of user experience and driving data-driven decision-making. Additionally, WorkBlaze's AIOps capabilities leverage AI to detect anomalies, assess impacts, and perform Root Cause Analysis (RCA), delivering valuable insights into IT infrastructure performance. Overall, WorkBlaze empowers organizations to optimize their IT operations, enhance user experience, and maintain a high level of performance and reliability.
- ◆ Users looking for a EUEM solution which is easy to use and has strong customer base in Europe, the Middle East and Africa, Asia Pacific and North America, offering various use cases in industry verticals such as financial services, manufacturing, technology & services, telecom & media, retail & CPG, life sciences, and healthcare and public services, can choose HCLTech's EUEM platform.

# ControlUp

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URL: [www.controlup.com](http://www.controlup.com)

ControlUp, founded in 2012 and headquartered in Santa Clara, California, USA, offers solutions that address the challenges faced by IT organizations in dealing with complicated workspaces, a surge of support tickets, and financial restrictions. ControlUp's contextual data and reporting features reduce troubleshooting complexity, allowing for more informed decision-making. Before escalation to support requests, the platform proactively discovers issues and facilitates automatic remedies.

ControlUp addresses the challenges posed by the rapid evolution of work dynamics and the diverse issues faced by managers and IT teams across various work modes and locations. By delivering a comprehensive solution, ControlUp enables IT professionals to effectively monitor, troubleshoot, and optimize the digital experiences of employees. The ControlUp Digital Employee Experience (DEX) management platform uniquely combines a technology-centric and employee-centric approach, ensuring seamless management of a distributed workforce.

The DEX Management platform by ControlUp provides end-to-end visibility which helps to bring all the relevant data affecting the digital experience across physical and virtual desktops, applications, and unified communications. This enables IT teams to readily connect the various components of the end user computing (EUC) technology stack and immediately identify and resolve issues that employees are experiencing.

## Analyst Perspective

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### Key Differentiators

- ◆ ControlUp's DEX Management platform distinguishes itself with its proactive IT capabilities, offering continuous monitoring of vital resource availability and performance. Enhanced by real-time alerts and self-healing systems, it ensures immediate issue resolution and significantly reduces the need for reactive post-incident responses.
- ◆ ControlUp's DEX Management platform excels with its advanced troubleshooting and remediation capabilities, offering step-by-step recommendations based on real-time performance data to efficiently identify and resolve root causes. Its built-in automation features further accelerate troubleshooting processes, optimizing resource use and enhancing the virtual desktop experience for employees.

- ◆ The platform provides hybrid work monitoring where the remote device performance information is collected to proactively detect issues, resolve tickets faster to deliver a smooth user experience. The historical data & analytics feature gives access to up to one year of performance data to identify patterns, trends and potential root-causes for targeted problem resolution and performance forecasting.

## Product Strategy

- ◆ Strategic Roadmap: ControlUp's roadmap focuses on advancing its digital employee experience platform through continuous innovation and strategic enhancements. Future plans include expanding AI-driven analytics to provide deeper insights and more proactive issue resolution, integrating additional third-party technologies to broaden functionality, and enhancing user experience with more intuitive and customizable features. The roadmap also emphasizes scalability improvements to support diverse IT environments and the development of advanced automation capabilities to streamline IT operations further. By aligning these initiatives with emerging industry trends and customer needs, ControlUp aims to continuously enhance its platform's effectiveness and maintain its leadership in digital experience management.

## Market Strategy

- ◆ Geo-expansion Strategy: ControlUp has a strong customer base in North America followed by a significant presence in Europe, Middle East and Africa, and Asia Pacific.
- ◆ Industry Strategy: ControlUp is expanding its offering in beverage logistics, IT services, banking, finance (non-banking), Managed services, healthcare, shipping and transportation.
- ◆ Use Case Support ControlUp's End User Experience Management Platform, DEX platform focuses on various use cases such as optimizing end user experience in EUC environments, fast and targeted analysis of problems, proactive error detection and elimination, optimization of IT resources, gain visibility into resource usage and processes, transform troubleshooting and cut ticket time and improve the overall digital employee experience of an organization.

## Customer/ User Success Strategy

- ◆ ControlUp offers flexible deployment options tailored to various organizational needs. It supports both cloud-based and on-premises deployments, allowing businesses to choose the setup that best fits their infrastructure and security requirements.
- ◆ ControlUp enhances the digital employee experience through a strategic network of partnerships and collaborations. Their alliances include integrations with Citrix Virtual Apps and Desktops, Citrix Workspace, and Citrix Hypervisor, ensuring a seamless experience for Citrix users.

Additionally, a North American distribution agreement with Ingram Micro expands access to ControlUp's DEX platform through its vast network of resellers and service providers. These partnerships collectively bolster ControlUp's ability to deliver a comprehensive and integrated digital experience, fostering business success and enhancing employee satisfaction.

## Trend Analysis

- ◆ End User Experience Management (EUEM) platforms are increasingly incorporating AI and machine learning to predict and resolve issues proactively, delivering real-time analytics and insights to enhance user satisfaction. The focus is shifting toward employee-centric design with intuitive interfaces, personalized experiences, and proactive monitoring using predictive analytics. Integration with IT Service Management (ITSM) and collaboration tools is on the rise, along with greater adoption of cloud and SaaS solutions for scalability and flexibility.
- ◆ The ControlUp DEX platform sets itself apart with its AI-driven capabilities designed to enhance the digital workplace experience. Leveraging advanced AI, the platform provides real-time and historical data analysis, uncovering trends and delivering actionable solutions. Key features include the GenAI-Powered Chatbot for intuitive, natural-language interactions that streamline insights into devices and applications; the Cost Savings Dashboard that quantifies the impact of DEX initiatives by highlighting time and cost savings; real-time Analysis for immediate visibility into device health; AI-Powered Detection and Analysis for proactive issue resolution; and Smart Prioritization and Experience Scoring to ensure optimal performance and user satisfaction. These features collectively empower IT teams to optimize digital experiences, reduce manual workload, and focus on strategic goals.

## Final Take

- ◆ ControlUp's DEX Management platform offers a comprehensive suite of features designed to optimize and streamline the digital employee experience. Its proactive IT capabilities enable continuous monitoring and real-time issue resolution, minimizing the need for reactive responses. The platform delivers end-to-end visibility, connecting all elements of the end-user computing stack to swiftly identify and address issues across physical and virtual environments. With intuitive dashboards and assisted troubleshooting, it enhances productivity and ensures operational continuity by resolving technology disruptions in real-time. Additionally, ControlUp's platform offers detailed troubleshooting and remediation support with step-by-step recommendations and built-in automation, while its hybrid work monitoring and historical data analytics enable effective issue detection, faster ticket resolution, and insightful performance forecasting. Together, these features empower IT teams to maintain a seamless and efficient digital workspace, fostering improved employee satisfaction and productivity.

- ◆ Users looking for a EUEM solution which is easy to use and has strong customer base in North America followed by a significant presence in Europe, Middle East and Africa, and Asia Pacific region offering various use cases in industry verticals such as beverage logistics, IT services, banking, finance (non-banking), Managed services, healthcare, shipping and transportation can choose ControlUp's platform.



## eG Innovations

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URL: [www.eginnovations.com](http://www.eginnovations.com)

eG Innovations, founded in 2001, and headquartered in Iselin, New Jersey, specializes in IT performance monitoring and management, offering solutions that provide comprehensive, end-to-end visibility into IT infrastructure, applications, and services. Their tools leverage advanced analytics and machine learning to deliver actionable insights, detect performance issues, and diagnose problems quickly. By monitoring both system performance and end-user experience, eG Innovations helps organizations optimize their IT operations, improve efficiency, and enhance productivity through scalable and flexible solutions. The product portfolio consists of various solutions like Application Performance Monitoring, Digital Workspace Monitoring, Cloud/Hybrid Cloud Monitoring, Digital Experience Monitoring, IT Infrastructure Monitoring and Enterprise Application Monitoring.

eG Innovations' Digital Experience Monitoring platform, eG Enterprise, provides a comprehensive performance monitoring solution that evaluates how business services affect user experience. It allows organizations to track real-time interactions between users and websites and perform synthetic performance tests around the clock. With its built-in user experience metrics and actionable insights, eG Enterprise proactively alerts organizations to potential client-side issues. Its user experiences measurements, intuitive dashboards, and detailed reports simplify the process of addressing performance problems before they can adversely impact the business.

## Analyst Perspective

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### Key Differentiators

- ◆ eG Enterprise distinguishes itself by employing a passive, real user monitoring (RUM) approach rather than relying on agent-based interventions. This method allows the platform to efficiently capture and analyze every user transaction on the website in real time, continuously assessing accessibility, functionality, and responsiveness. By automating the detection of slow URLs and web pages, eG Enterprise provides a standardized Apdex rating for gauging customer satisfaction and enables the pinpointing of issues related to page load and JavaScript errors. All of this is made accessible through intuitive, user-friendly dashboards, setting eG Enterprise apart in delivering detailed and actionable performance insights.

- ◆ eG Enterprise sets itself apart with its comprehensive Synthetic Transaction Monitoring feature, which actively tracks user experiences across diverse applications, including web-based, thin-client (e.g., Citrix), and thick-client (e.g., SAP) applications. By simulating transactions with the same client applications used by end users, this feature excels in creating performance baselines, conducting pre-rollout testing, and preventing issues. The integration of Synthetic Transaction Monitoring with Real User Monitoring (RUM) delivers a complete suite of metrics and KPIs, providing a thorough and nuanced evaluation of user experience that enhances the platform's effectiveness.
- ◆ eG Enterprise stands out with its advanced diagnostic capabilities for troubleshooting end-user experience issues. By leveraging detailed metrics through dashboards, charts, and reports, administrators gain deep insights into how infrastructure performance and resource utilization impact the front-end user experience. This allows for effective capacity planning, optimization, and load balancing of the infrastructure to enhance application delivery. The platform excels in pinpointing the root causes of slow transactions and comparing performance across applications, servers, databases, networks, storage, and virtualization platforms. Automated performance metric correlation accelerates problem identification and root cause analysis, setting eG Enterprise apart in delivering comprehensive and actionable diagnostics.

## Product Strategy

- ◆ Strategic Roadmap: eG Innovations' roadmap focuses on expanding its capabilities in digital experience monitoring and performance management through continuous innovation and integration. The company aims to enhance its platform's analytics and automation features, incorporating advanced machine learning and AI-driven insights for more precise performance diagnostics and predictive analytics. Key initiatives include improving real user and synthetic transaction monitoring, refining capacity planning tools, and strengthening integration with a wider range of IT systems and applications. By advancing these areas, eG Innovations seeks to offer more comprehensive, scalable solutions that address evolving IT challenges and deliver superior user experience management.

## Market Strategy

- ◆ Geo-expansion Strategy: eG Innovations has a strong customer base in the Asia Pacific region. The company also has a good presence in North America followed by EMEA.

- ◆ Industry Strategy: eG Innovations is expanding its offering in Financial Services, Energy, Oil & Gas, Education, Government, Healthcare, Hosting/Internet providers, Insurance, Legal, Non-Profit, Telcos and Others.
- ◆ Use Case Support: eG Innovations addresses a range of critical use cases to enhance user experience management. The platform helps identify instances of poor user experience and isolates specific URLs and web pages affected by these issues. It provides insights into which geographical locations are impacted and the reasons behind it, while measuring customer satisfaction through an out-of-the-box Apdex rating. With intuitive dashboards, it isolates page load issues and JavaScript errors and offers detailed analysis of traffic and user experience metrics across different browsers, locations, and devices. Additionally, eG Innovations enables deep investigation into slow transactions to determine whether the issue lies in the network, server backend, content download, or front-end browser processing. It also supports testing of website paths and transactions not typically encountered by end users and assists development teams in evaluating performance before deploying applications, upgrades, or patches in new markets or geographies.

## **Customer/ User Success Strategy**

- ◆ eG Innovations offers flexible deployment options for its performance monitoring solutions, including on-premises, cloud-based, and hybrid models. Each deployment type is designed to ensure seamless integration and comprehensive performance monitoring across diverse IT landscapes.
- ◆ eG Innovations has a strong partner ecosystem that includes service providers, technology partners, and channel partners. Their service provider partners include Managed Service Providers (MSP), Internet Data Centers (IDC), and Application Service Providers (ASP) who are moving up the value chain to offer managed services to their customers. Their technology partners include industry leaders such as Amazon Web Services (AWS), Citrix, IBM, Microsoft, Oracle, Red Hat, SAP, and VMware. These partnerships enable eG Innovations to provide integrated solutions that support a wide range of technologies and platforms.

## **Trend Analysis**

- ◆ End User Experience Management (EUEM) platforms are increasingly incorporating AI and machine learning to predict and resolve issues proactively, delivering real-time analytics and insights to enhance user satisfaction. The focus is shifting toward employee-centric design with intuitive interfaces, personalized experiences, and proactive monitoring using predictive analytics. Integration with IT Service Management (ITSM) and collaboration tools is on the rise, along with greater adoption of cloud and SaaS solutions for scalability and flexibility.

- ◆ eG Innovations leverages AI-powered capabilities through its AIOps solutions to enhance IT operations and management. Their platform, eG Enterprise, incorporates embedded domain expertise to monitor all aspects of the IT environment, including hardware, applications, network, storage, virtualization, and cloud containers. It features auto-baselining to proactively detect anomalies and prevent issues before they affect users, while AI-driven analytics facilitate automatic problem diagnosis and root cause identification. The solution provides top-to-bottom, end-to-end autocorrelation to uncover relationships between various IT components, along with AI-powered auto-discovery and dependency mapping. Additionally, it aggregates metrics and generates service quality indicators for performance measurement, detects bottlenecks, forecasts capacity needs, and enables proactive capacity planning. AI-powered automation further streamlines automatic correction and remediation, reducing mean time to repair (MTTR) and enhancing overall service uptime.

## Final Take

- ◆ In summary, eG Innovations' eG Enterprise platform offers a comprehensive suite of features designed to optimize digital experience monitoring and performance management. By leveraging passive real user monitoring (RUM) and synthetic transaction monitoring, eG Enterprise provides real-time insights into user interactions and proactively detects performance issues across web-based, thin-client, and thick-client applications. Its advanced diagnostic capabilities, including auto-baselining, AI-powered analytics, and intuitive dashboards, enable organizations to effectively troubleshoot and resolve end-user experience issues. Through continuous monitoring of accessibility, functionality, and responsiveness, alongside automated problem detection and root cause analysis, eG Enterprise equips IT teams with the tools necessary for capacity planning, optimization, and improved service delivery, ensuring that performance issues are addressed before they impact business operations.
- ◆ Users looking for a EUEM solution which is easy to use and has strong customer base in the Asia Pacific, North America, EMEA region, offering various use cases in industry verticals such as Financial Services, Energy, Oil & Gas, Education, Government, Healthcare, Hosting/Internet providers, Insurance, Legal, Non-Profit, Telcos and others can choose eG Innovations' platform.

## Absolute Security

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URL: [www.absolute.com](http://www.absolute.com)

Absolute Security, founded in 1993 and headquartered in Vancouver, British Columbia, provides advanced cyber resilience solutions designed to safeguard endpoints, data, and security controls across complex IT environments. With a focus on addressing the challenges of remote and hybrid work models, their Cyber Resilience Platform offers features such as Remote Endpoint Rehydration for swift device restoration and robust visibility and control to enforce a Zero Trust security model. Integrated into the firmware of over 600 million devices, Absolute Security combines real-time threat detection, automated compliance, and rapid recovery capabilities to ensure comprehensive protection and business continuity in the face of evolving cyber threats.

The product portfolio of Absolute Security consists of Absolute Visibility, Absolute Control, Absolute Resilience, Absolute Ransomware Response, Absolute VPN, Absolute ZTNA, and Absolute Insights for Network. These products and solutions help businesses with recovery and resilience against cyber threats, compliance, governance & risk mitigation, seamless digital operations to improve remote work experience and provide better support to end users.

## Analyst Perspective

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### Key Differentiators

- ◆ Absolute Security's Absolute Visibility platform stands out by offering comprehensive software and security assessments across devices, allowing organizations to detect vulnerable applications, policy deviations, shadow IT, and potential license issues. Unique features include detailed reporting on encryption and anti-virus/malware status, which provides a clear view of the security posture across the entire device ecosystem. Additionally, Absolute Visibility tracks changes in encryption status over time, offering insights into security evolution. The platform also meticulously monitors the health of critical applications, with reports from the Application Resilience catalogue highlighting the condition of essential applications, setting Absolute Visibility apart in delivering dynamic and actionable security insights.
- ◆ The Absolute Control platform distinguishes itself by offering comprehensive endpoint management and all the functionalities of Absolute Visibility, with additional advanced features. It enhances security by detecting unauthorized device movements through geofencing and triggering alerts if devices cross set boundaries. The platform can freeze devices upon detecting threats, delivering custom automated or on-demand notifications. It supports remote device

wiping compliant with NIST 800-88, complete with a compliance certificate, and allows for selective file deletion from any device, regardless of its state.

- ◆ The key differentiator of Absolute Security is its self-healing, intelligent security solution that enables self-healing capabilities to endpoints, applications, and network connections, this helps organizations to strengthen cyber resilience against the threats of ransomware and malicious attacks.

## **Product Strategy**

- ◆ Strategic Roadmap: Absolute Security unveils the next generation of its Cyber Resilience Platform, designed to tackle contemporary security challenges associated with remote and hybrid work environments, rapid device deployments, and increasing technical complexity. Key features include Remote Endpoint Rehydration, which facilitates the remote restoration of devices affected by issues like malware and BSODs, and enhanced visibility and control capabilities that support a Comply-to-Connect, Zero Trust model. The platform aims to showcase its advanced solutions for boosting cyber resilience, maintaining compliance, and ensuring seamless business continuity.

## **Market Strategy**

- ◆ Geo-expansion Strategy: Absolute Security has a strong customer base in North America and a good presence in Europe and Asia.
- ◆ Industry Strategy: Absolute Security is expanding its offering in financial services, government & public sectors, healthcare, energy & utilities, high-technology, logistics, mining operations, oil & gas, and retail.
- ◆ Use Case Support: Absolute Security focuses on various use cases such as cybersecurity and compliance, endpoint IT management, and endpoint business enablement.

## **Customer/ User Success Strategy**

- ◆ Absolute Security offers flexible deployment options for its Cyber Resilience Platform, including on-premises, cloud-based, and hybrid models.
- ◆ Absolute Security partners with over 28 of the top global endpoint device manufacturers and is embedded in the firmware of 600 million devices. Trusted by thousands of enterprise customers worldwide and licensed for 16 million PC users, the Absolute Security Cyber Resilience Platform provides seamless and secure connectivity for mobile and hybrid workforces from any location. This robust platform ensures rapid recovery from cyber disruptions and attacks, earning accolades and leadership in various technology sectors, including Zero Trust Network Access

(ZTNA), Endpoint Security, Security Services Edge (SSE), Firmware-Embedded Persistence, Automated Security Control Assessment (ASCA), and Zero Trust Platforms.

## Trend Analysis

- ◆ End User Experience Management (EUEM) platforms are increasingly incorporating AI and machine learning to predict and resolve issues proactively, delivering real-time analytics and insights to enhance user satisfaction. The focus is shifting toward employee-centric design with intuitive interfaces, personalized experiences, and proactive monitoring using predictive analytics. Integration with IT Service Management (ITSM) and collaboration tools is on the rise, along with greater adoption of cloud and SaaS solutions for scalability and flexibility.
- ◆ Absolute Security's AI-driven Cyber Resilience Platform enhances cyber defense by delivering real-time risk assessments, threat detection, and prevention for devices, data, and security controls. Integrated into the firmware of over 600 million devices, this platform ensures that only compliant and fully secured devices can access corporate networks and resources. Key features include automated security compliance to maintain control efficacy, remote isolation to contain threats and prevent malware spread, and remote recovery to swiftly restore operations post-attack. Supporting Zero Trust Network Access (ZTNA), Endpoint Security, Security Services Edge (SSE), Firmware-Embedded Persistence, Automated Security Control Assessment (ASCA), and Zero Trust Platforms, Absolute's AI capabilities also aid MSPs and MSSPs in extending resilience and compliance across their security platforms. This comprehensive approach ensures robust connectivity, management, and recovery in the face of evolving cyber threats.

## Final Take

- ◆ Absolute Security's Absolute Visibility and Absolute Control platforms together offer a comprehensive suite of tools designed to enhance endpoint management and security. Absolute Visibility provides continuous endpoint monitoring, detailed reporting on hardware and software attributes, and insights into internet usage and ROI. It ensures software security, policy compliance, and identifies potential security risks. In addition, it tracks device encryption status and the health of critical applications, supporting rapid responses to emerging issues. Complementing this, Absolute Control delivers advanced capabilities such as geofencing, remote device freezing, and end-of-life wipes in line with NIST standards. It also facilitates selective file deletion and real-time communication with users, even when devices are compromised. Together, these platforms offer organizations a robust solution for maintaining visibility, security, and control across their entire endpoint landscape.
- ◆ Users looking for an EUEM solution which is easy to use and has strong customer base in North America and a good presence in Europe and Asia region offering various use cases in industry

verticals such as financial services, government & public sectors, healthcare, energy & utilities, high-technology, logistics, mining operations, oil & gas, and retail, can choose Absolute Security's platform.



# Raygun

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URL: [www.raygun.com](http://www.raygun.com)

Raygun, founded in 2007 and headquartered in Wellington, New Zealand, is a provider of digital experience monitoring tools. It provides solutions that include Error Reporting, Error Monitoring, Web Application Monitoring, Error Grouping, Stack Traces, JavaScript Source Mapping, Mobile Crash Reporting, Real User Monitoring, Performance Monitoring, APM, Application Performance Monitoring, Monitoring software, and Crash Reporting.

The Real User Monitoring (RUM) platform empowers organizations to gain valuable insights into real-user performance, swiftly identifying and addressing issues that affect the end-user experience. It ensures a fast and reliable performance for both web and mobile applications, enhancing Net Promoter Scores (NPS), user retention, and overall customer satisfaction. Raygun offers a comprehensive suite of tools designed for real-time software performance monitoring and error tracking. Their platform includes features for error detection, performance assessment, and real user monitoring, delivering in-depth visibility into application performance and user experience. By enabling developers to promptly resolve issues, Raygun enhances software reliability and efficiency, ultimately boosting user satisfaction.

Raygun's End User Experience Management provides capabilities that include visibility into front-end performance, to understand how the website or application is performing in the hands of the users across both application and mobiles. It provides language support for JavaScript, Angular, Xamarin, React, iOP and Android.

## Analyst Perspective

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### Key Differentiators

- ◆ Raygun differentiates itself by focusing on strategic prioritization, enabling users to target crucial metrics with significant internal and customer impact. Its platform provides comprehensive performance breakdowns and advanced data filtering, allowing users to monitor and compare various segments by time, location, browser, and device. This in-depth analysis helps identify high-impact optimizations and improve Core Web Vitals through detailed real-user insights, ultimately enhancing targeting accuracy and user experience.
- ◆ Raygun sets itself apart with its EUEM technology, which leverages real-user analytics to prioritize performance and ensure that no negative experiences go unreported. The platform excels in

real-time monitoring of deployment impacts and continuous performance improvement, providing daily performance summaries for team-wide awareness and seamless Slack integration. Its proactive Customer Experience Monitoring enables a thorough evaluation of each user session and error, facilitating swift problem resolution and enhancing overall customer interactions.

- ◆ Raygun differentiates itself apart with a comprehensive monitoring solution that combines error and performance capabilities for immediate perceptions of software health. Real User Monitoring, Error Monitoring, and Crash Reporting are combined into a single product that links errors and crashes to performance issues. Due to the platform's interaction with Application Performance Monitoring, server- and front-end performance on both sides of the transaction are fully visible. Additionally, with the aid of adaptable dashboards, quick trend visualization and application health evaluation are made possible, resulting in a comprehensive, specific monitoring strategy.

## Product Strategy

- ◆ Strategic Roadmap: Raygun's roadmap focuses on expanding its advanced error monitoring and performance management capabilities to meet evolving software development needs. Upcoming enhancements include deeper integrations with popular development tools, improved AI-driven insights for faster issue resolution, and expanded support for emerging technologies and platforms. Raygun aims to refine its user interface for greater ease of use, enhance real-time analytics, and introduce new features that address complex performance challenges, all while maintaining its commitment to delivering actionable, real-time data to help software teams create exceptional user experiences.

## Market Strategy

- ◆ Geo-expansion Strategy: Raygun has a major presence in Europe, Middle East and Africa and a good presence in North America.
- ◆ Industry Strategy: Raygun is expanding its offering in technology, Communication, education, financial services, Insurance, Media & Entertainment, retail, Transport and other.
- ◆ Use Case Support: Raygun's EUEM/Digital Experience Monitoring platform focuses on various use cases which includes delivering high-quality digital experiences, decrease the error count in their applications, get real-user insights into health of application, achieve better uptime, reduce operational costs, gain 100% visibility into application performance, reduce errors and reduce time to resolution, enable frequent deployment at scale, deliver reliable customer

experience, provides error free deployment, create more personal and memorable interactions with customers and many more.

## Customer/ User Success Strategy

- ◆ Raygun's cloud-based deployment also enables real-time data processing and analysis, allowing users to quickly identify and resolve issues in their applications. Raygun's sophisticated deployment tracking system meticulously monitors each deployment.
- ◆ Raygun provides comprehensive visibility into your application's user base and any issues that may affect their experience. It supports all major languages and frameworks, allowing you to add custom data to customer information for more detailed insights. By identifying users through authenticated session data or unique IDs, Raygun ensures compliance with privacy practices. Additionally, its integrations with platforms like Jira, Zendesk, and Slack streamline ticket resolution, enabling faster and more efficient problem-solving.
- ◆ Raygun has established strategic partnerships with several leading technology platforms to enhance software development and monitoring. By collaborating with GitLab, Raygun integrates its error monitoring and APM capabilities into GitLab's CI/CD pipeline. Similarly, a partnership with Atlassian's Jira allows seamless integration with Jira's project management and issue tracking. The integration with Slack enables real-time notifications and alerts, while partnerships with GitHub and Bitbucket facilitate the incorporation of Raygun's monitoring tools into their code repository and collaboration features. These alliances underscore Raygun's dedication to providing a unified experience across popular development tools and platforms.

## Trend Analysis

- ◆ End User Experience Management (EUEM) platforms are increasingly incorporating AI and machine learning to predict and resolve issues proactively, delivering real-time analytics and insights to enhance user satisfaction. The focus is shifting toward employee-centric design with intuitive interfaces, personalized experiences, and proactive monitoring using predictive analytics. Integration with IT Service Management (ITSM) and collaboration tools is on the rise, along with greater adoption of cloud and SaaS solutions for scalability and flexibility.
- ◆ Raygun's AI Error Resolution, an advanced feature of Raygun Crash Reporting, leverages artificial intelligence to enhance error diagnosis and resolution. With a single click, Raygun sends a detailed prompt—incorporating essential context from stack traces, environment data, and affected code—to a selected large language model (LLM). This AI-powered system then analyzes and diagnoses the error group, providing rapid and precise solution suggestions to streamline the resolution process.

## Final Take

- ◆ Raygun's End User Experience Management (EUEM) delivers a comprehensive suite of tools for monitoring and enhancing application performance across both web and mobile platforms. By providing detailed visibility into front-end performance, including real-time trend tracking, instance-level diagnostics, and thorough breakdowns of load times, Raygun allows users to swiftly pinpoint and address performance issues. Its focus on strategic prioritization and sophisticated data filtering enables targeted optimizations and improves Core Web Vitals. With real-user analytics, proactive customer experiences monitoring, and seamless integration with tools like Slack, Raygun ensures that performance issues are promptly addressed, fostering continuous improvement and enhancing overall user satisfaction.
- ◆ Users are looking for an EUEM solution which is easy to use and has strong customer base in Europe, Middle East and Africa and a good presence in North America region, offering various use cases in industry verticals such as technology, Communication, education, financial services, Insurance, Media & Entertainment, retail, Transport and can choose Raygun's EUEM platform.

# Sematext

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URL: [www.sematext.com](http://www.sematext.com)

Sematext, founded in 2007 and headquarters in Brooklyn, New York, USA, is a globally recognized organization that builds innovative cloud and on-premises solutions. Through the use of a single cloud or on-Premises solution, Sematext's Sematext Cloud provides enterprises with full-stack visibility by monitoring the operation of their infrastructure and applications and managing logs.

Sematext's End User Experience Management platform (EUEM), Experience, offers a suite of advanced features designed to optimize web performance and user satisfaction. It identifies slow-loading pages, supports single-page applications, and monitors Apdex scores while providing real-time automatic alerts for anomalies affecting page speed. The platform's comprehensive resource waterfall view highlights assets that contribute to delays, enabling organizations to pinpoint issues efficiently. Detailed analysis of page-load events and user activity provides insights into both backend and browser time utilization. Additionally, Experience examines various resources, including images, fonts, stylesheets, and JavaScript files, offering granular load time analysis to help improve overall performance.

## Analyst Perspective

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### Key Differentiators

- ◆ Sematext's End User Experience Management platform, known as Synthetics, stands out with its active monitoring capabilities for APIs, web URLs, websites, and user journeys across global locations. This platform ensures the operational integrity of APIs and websites by continuously checking their availability and performance. Through HTTP and Browser monitors, Sematext Synthetics tracks accessibility from various global checkpoints, sending alerts when a website becomes unavailable or transactions slow down. It offers comprehensive end-to-end visibility by consolidating application performance metrics, logs, and site data, which accelerates issue resolution by providing all monitoring information in one centralized location.
- ◆ Sematext's Experience platform differentiates itself with its advanced capabilities for real-time business journey management and detailed user interaction tracking. It meticulously monitors actual user steps to identify performance issues, such as slow page loads and errors. Organizations benefit from detailed reports that help assess user satisfaction and mitigate the

risk of customer loss due to service shortcomings. The platform provides a comprehensive chronology of HTTP requests, on-page transactions, and page load events, streamlining the troubleshooting of user-reported issues. Its in-depth crash reporting and error-free user percentage views ensure thorough evaluation and faster resolution of performance problems.

## Product Strategy

- ◆ Strategic Roadmap: Sematext's roadmap focuses on advancing its End User Experience Management and monitoring solutions through enhanced real-time analytics, deeper integration capabilities, and expanded global monitoring coverage. Future developments aim to refine automated anomaly detection and alert systems, broaden support for emerging technologies and applications, and introduce more intuitive user interfaces and advanced visualization tools. The roadmap also includes plans for improved scalability, increased customization options for monitoring setups, and enhanced reporting features to offer even greater insights into performance metrics and user experience, ensuring that Sematext remains at the forefront of performance management and user satisfaction.

## Market Strategy

- ◆ Geo-expansion Strategy: Sematext has a strong customer base in North America and a significant presence Europe, Asia, Australia, and South America.
- ◆ Industry Strategy: Sematext is expanding its offering in financial services, education, media & entertainment, web & social media, high-technology, logistics, and retail.
- ◆ Use Case Support: Sematext focuses on various use cases such as gain end to end visibility from backend entry-point, support for fully distributed applications and distributed transaction tracing, Bytecode instrumentation-based tracing for Java applications, including asynchronous calls to service, spot performance bottlenecks, identify hotspots, find root cause of latency problem, support for OpenTracing API, Detect anomalies and receive alerts for latencies, error rates, or throughput, Diagnose and prevent website performance issues, monitor your SSL certificates, perform Certificate Authority checks, reduce performance-related issues by having 100% visibility into what areas are affecting UX and many more.

## Customer/ User Success Strategy

- ◆ Sematext offers deployment options in both public cloud and on-premises environments. This flexibility allows organizations to choose the deployment model that best fits their infrastructure and security requirements.

- ◆ Sematext provides comprehensive support for Elasticsearch, the ELK/Elastic Stack, and Apache Solr, including consulting, training, and production support. Its extensive product portfolio encompasses a wide range of solutions, including performance and infrastructure monitoring, log management and analytics, machine learning, and application performance monitoring (APM). Sematext also offers specialized tools for synthetic and real user monitoring, digital experience monitoring, Kubernetes monitoring, API monitoring, Docker monitoring, website monitoring, uptime monitoring, and observability. Additionally, it covers transaction tracing, error tracking, and incident management to ensure robust and efficient system management.

## Trend Analysis

- ◆ End User Experience Management (EUEM) platforms are increasingly incorporating AI and machine learning to predict and resolve issues proactively, delivering real-time analytics and insights to enhance user satisfaction. The focus is shifting toward employee-centric design with intuitive interfaces, personalized experiences, and proactive monitoring using predictive analytics. Integration with IT Service Management (ITSM) and collaboration tools is on the rise, along with greater adoption of cloud and SaaS solutions for scalability and flexibility.
- ◆ Sematext's AI capabilities are integrated into its AIOps (Artificial Intelligence for IT Operations) platform, which supports performance monitoring, capacity planning, and predictive analytics. Utilizing AI-driven analytics, the platform helps teams understand application usage patterns and forecast load fluctuations, aiding in effective infrastructure management and peak usage planning. Additionally, Sematext's AI features include clustering models that identify complex data patterns that may be challenging for humans to discern, and decision trees that automate problem-solving strategies for downtime, streamlining the resolution process beyond trial and error.

## Final Take

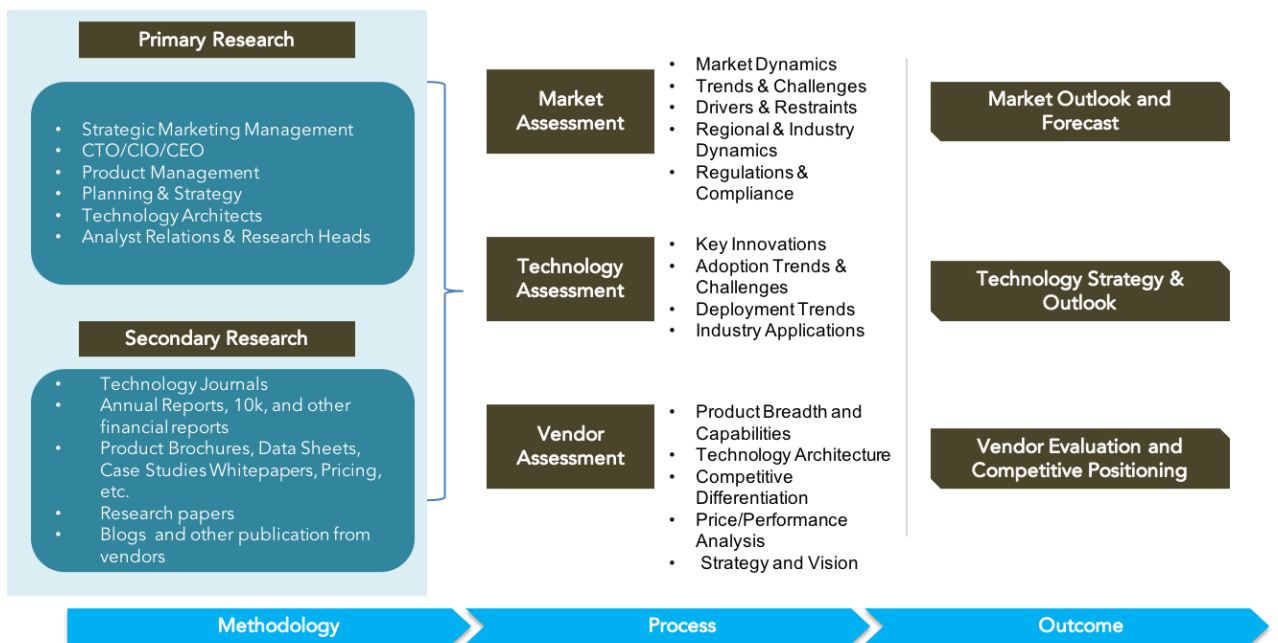
- ◆ Sematext's Experience platform offers a robust suite of features designed to enhance end-user experience by providing in-depth monitoring and real-time insights into page performance and user interactions. With capabilities to identify slow-loading pages, manage single-page applications, and monitor Apdex scores, it ensures a comprehensive understanding of factors impacting user satisfaction. The platform's ability to deliver real-time alerts, detailed resource analysis, and chronological tracking of user actions helps organizations swiftly address performance issues and optimize their digital services. By offering granular load time insights and thorough error reporting, Sematext's Experience platform not only helps in pinpointing and resolving issues efficiently but also aids in preserving user happiness and preventing potential customer churn.

- ◆ Users looking for a EUEM solution which is easy to use and has strong customer base in North America and a significant presence Europe, Asia, Australia, and South America, region, offering various use cases in industry verticals such as financial services, education, media & entertainment, web & social media, high-technology, logistics, and retail, can choose Sematext's EUEM platform.



## Research Methodologies

QKS Group uses a comprehensive approach to conduct global market outlook research for various technologies. QKS Group's research approach provides our analysts with the most effective framework to identify market and technology trends and helps in formulating meaningful growth strategies for our clients. All the sections of our research report are prepared with a considerable amount of time and thought process before moving on to the next step. Following is a brief description of the major sections of our research methodologies.



## Secondary Research

Following are the major sources of information for conducting secondary research:

### QKS Group's Internal Database

QKS Group maintains a proprietary database across technology marketplaces. This database provides our analyst with an adequate foundation to kick-start the research project. This database includes information from the following sources:

- Annual reports and other financial reports
- Industry participant lists

- Published secondary data on companies and their products
- Database of market sizes and forecast data for different market segments
- Major market and technology trends

## Literature Research

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QKS Group leverages on several magazine subscriptions and other publications that cover a wide range of subjects related to technology research. We also use the extensive library of directories and Journals on various technology domains. Our analysts use blog posts, whitepapers, case studies, and other literature published by major technology vendors, online experts, and industry news publications.

## Inputs from Industry Participants

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QKS Group analysts collect relevant documents such as whitepaper, brochures, case studies, price lists, datasheet, and other reports from all major industry participants.

## Primary Research

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QKS Group analysts use a two-step process for conducting primary research that helps in capturing meaningful and most accurate market information. Below is the two-step process of our primary research:

**Market Estimation:** Based on the top-down and bottom-up approach, our analysts analyze all industry participants to estimate their business in the technology market for various market segments. We also seek information and verification of client business performance as part of our primary research interviews or through a detailed market questionnaire. The QKS Group research team conducts a detailed analysis of the comments and inputs provided by the industry participants.

**Client Interview:** The QKS Group analyst team conducts a detailed telephonic interview of all major industry participants to get their perspectives of the current and future market dynamics. Our analysts also get their first-hand experience with the vendor's product demo to understand their technology capabilities, user experience, product features, and other aspects. Based on the requirements, QKS Group analysts interview more than one person from each of the market participants to verify the accuracy of the information provided. We typically engage with client personnel in one of the following functions:

- Strategic Marketing Management
- Product Management
- Product Planning
- Planning & Strategy

## **Feedback from Channel Partners and End Users**

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QKS Group research team research with various sales channel partners, including distributors, system integrators, and consultants to understand the detailed perspective of the market. Our analysts also get feedback from end users from multiple industries and geographical regions to understand key issues, technology trends, and supplier capabilities in the technology market.

## **Data Analysis: Market Forecast & Competition Analysis**

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QKS Group's analysts' team gathers all the necessary information from secondary research and primary research to a computer database. These databases are then analyzed, verified, and cross-tabulated in numerous ways to get the right picture of the overall market and its segments. After analyzing all the market data, industry trends, market trends, technology trends, and key issues, we prepare preliminary market forecasts. This preliminary market forecast is tested against several market scenarios, economic most accurate forecast scenario for the overall market and its segments.

In addition to market forecasts, our team conducts a detailed review of industry participants to prepare a competitive landscape and market positioning analysis for the overall market as well as for various market segments.

## **SPARK Matrix:**

### **Strategic Performance Assessment and Ranking**

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QKS Group's SPARK Matrix provides a snapshot of the market positioning of the key market participants. SPARK Matrix representation provides a visual representation of market participants and provides strategic insights on how each supplier ranks in comparison to their competitors, concerning various performance parameters based on the category of technology excellence and customer impact.

## **Final Report Preparation**

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After finalization of market analysis, our analyst prepares necessary graphs, charts, and table to get further insights and prepare the final research report. Our final research report includes information including competitive analysis; major market & technology trends; market drivers; vendor profiles, and such others.

## Client Support

For information on hard-copy or electronic reprints, please contact Client Support at [shraddha.r@qksgroup.com](mailto:shraddha.r@qksgroup.com) | [www.qksgroup.com](http://www.qksgroup.com)