

PIECING TOGETHER YOUR DEM STRATEGY

Taking a Proactive Approach To User Experience



According to Gartner, by 2025, **70%** of digital business initiatives will require infrastructure & operations leaders to **report on the user experience**.

APPLICATION PERFORMANCE MONITORING

Application Performance Monitoring (APM) includes software-based monitoring tools used to detect and diagnose application and service disruptions.

APM alone is not enough to identify and get to the root cause of problems impacting the user experience quickly.



REAL USER MONITORING

Real user monitoring (RUM) sheds light on the user's experience by recording all interactions with applications from their point of view.

Development and operations teams will then be able to swiftly trace errors and diagnose the specific application point of failure.



BRIDGING THE IT MONITORING VISIBILITY GAP WITH DIGITAL EXPERIENCE MONITORING

Getting the most out of your digital landscape requires visibility of your entire IT infrastructure and how well it supports the needs of the users. DEM solutions help companies bridge the gap between performance and reliability with positive end user experiences.



SYNTHETIC TRANSACTION MONITORING

Synthetic Transaction Monitoring (STM) is a method to monitor a service's performance by simulating users. It works by issuing automated, simulated transactions from a robot client to your application in order to mimic what a typical user might do. Using STM you will be able to identify and eliminate application issues before the end user reports them.



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