

Winning the Digital Experience Race

Digital Experience Defines Modern Business Success

Increasingly, modern business success hinges on digital experiences. According to Gartner, “CIOs expect 37% of their sales to be attributed to digital sales by YE20, which is an increase of 147% during a five-year span. By YE20, they also anticipate that 78% of business processes will be affected by digital business opportunities and threats. This represents an 85% increase over a five-year period.”

The Internet is a Critical Dependency

Delivering digital experience is a massively interconnected and complicated process that is 100% reliant on the Internet, a “best effort” network of myriads of providers (Public Cloud, ISP, DNS, BGP, CDN, DDOS mitigation, SaaS and security gateways). And that interconnectivity is growing. For example, e-commerce sites increased usage of third parties (SaaS) in 2018 by 50% YoY to an average of 30-40 integrated partners. Enterprises use an average of 1100 SaaS apps today across nearly every aspect of their business.

Yet the Internet is as unpredictable as it is critical. There were 14,000 reported routing irregularities, leaks and hijacks in 2017, and untold numbers of traffic and infrastructure outages. 451 Research found that 31% of downtime incidents are now due to external providers and a further 30% are due to network issues.

Key Business Problems

- How do we deliver a predictable customer and employee digital experience when we depend on providers, networks and infrastructure we don't control?
- Can we see if attackers are attempting to compromise or disrupt key Internet infrastructures and dependencies?
- How do we win the race to deliver the best digital experiences and build revenue, brand and employee engagement?

See, Understand and Improve Digital Experience

ThousandEyes helps your IT and digital production teams:

- Understand digital experience delivery and how Internet, external provider and network factors are impacting it.
- Plan, manage and govern the new ecosystem that you have become dependent on, including internal IT, SaaS vendors and service providers.
- Prepare, deploy and operate hybrid and SD-WANs with confidence.

“ ThousandEyes’ ability to debug problems across enterprise networks and the Internet has helped us improve performance and keep our enterprise customers happy. ”

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Allan Leinwand
Chief Technology Officer

