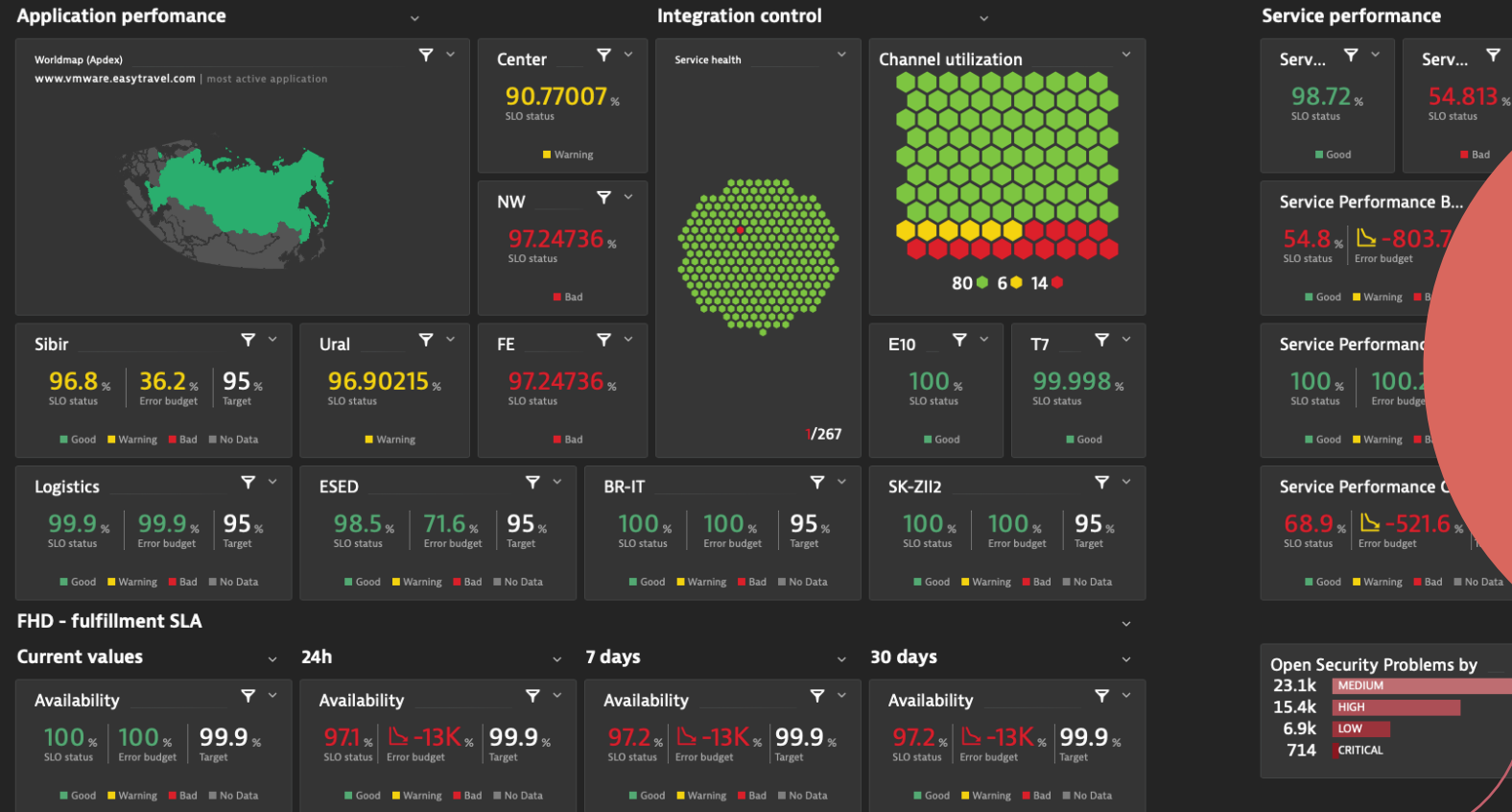




DESK

Digital Experience **System Kit**

# Digital Experience System Kit



With One DESK, IT managers and business owners can see how their commands and instructions are executed

SLA and business KPI monitoring

Infrastructure monitoring

User experiences monitoring

Release and product launch monitoring

# DESK uses artificial intelligence to make the **system monitorable**



DATA

Artificial intelligence interprets data flows from various sources: business indicators, metrics, log files, traces, and user experience

End-to-End Monitoring

Troubleshooting and identification of abnormalities, reduction of system downtime

Testing new application functionality



Business Intelligence

Analysis of IT efficiency and its impact on business, user behavior, and marketing

Opex reduction

# Digital Experience System **Kit**

## Business\_DESK

**Business Impact**  
See real-time business impact to prioritize what matters most.

**Business Process**  
Monitoring  
Detect anomalies and optimize your business processes.

**Release Validation**  
Ensure software releases meet expected business goals.



## IT\_DESK

Automated infrastructure, application, and microservice monitoring

Bug-free releases/  
digital products

## Marketing\_DESK

Real user monitoring  
100% observability to actual real user experiences

Analysis of business transactions, marketing campaigns, and user behavior.

## Security\_DESK

Runtime Vulnerability Analytics

Application Protection

Log audit and forensics

**Key toolsets for digital teams  
on a single platform**

# What **business goals** will you achieve with DESK?

1

**You will reduce your opex**

2

**You will improve your users' digital journey: you will know what your users do while logged onto the system, what their interests are, and what kind of problems affect them**

3

**You will reduce your time-to-market and therefore minimize the costs related to testing new applications**

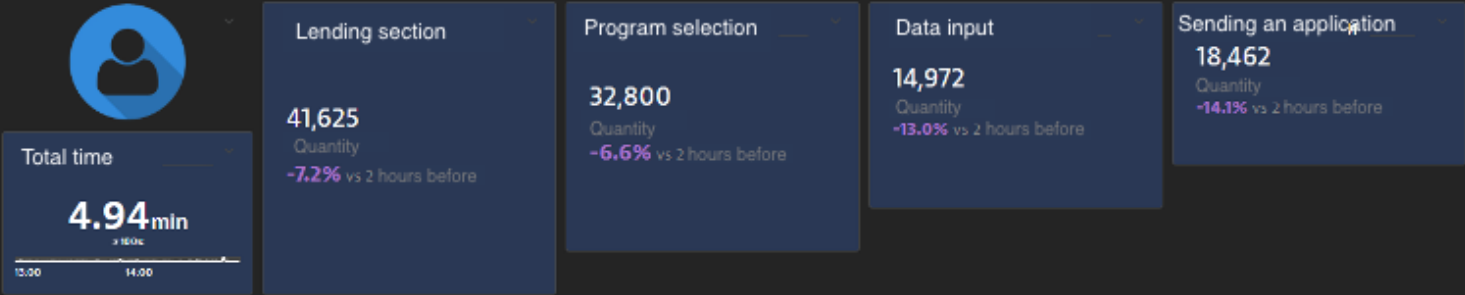
4

**You will decrease the number of trouble tickets and your call center employees' work hours per year**

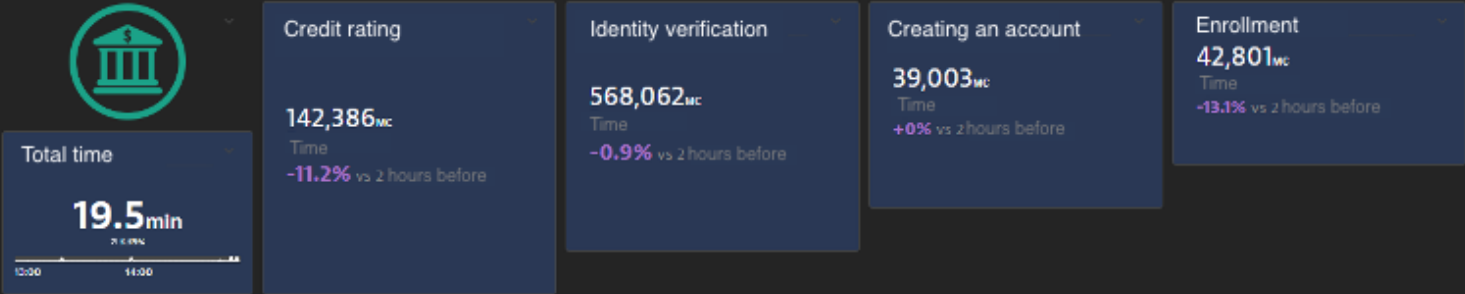
# Goal: Opex Reduction

Acceptance of an application and issuance of a loan under an accelerated program

### Customer



### Bank



Monitoring of all business process steps

Measuring the duration of each transaction and the whole business process through SW code analysis

Analysis of business process bottlenecks

Continuous SLA monitoring across all business process steps

# Goal: Customer's Digital Journey Analysis



## Session details

Session began Demo User2 on Apr 25, 2022 - 16:41.

This session consumes 1 user session of your license quota

46 s  
Session duration

Demo User2  
UserID

Web application  
Application type

Easy Travel  
Имя приложения

Tolerantly  
User experience evaluation

1  
Actions with errors

Windows 8  
OS

720 x 1280  
Разрешение экрана

Firefox 36  
Browser

Whitnash, United Kingdom  
Geolocation

78.32.12.144  
IP

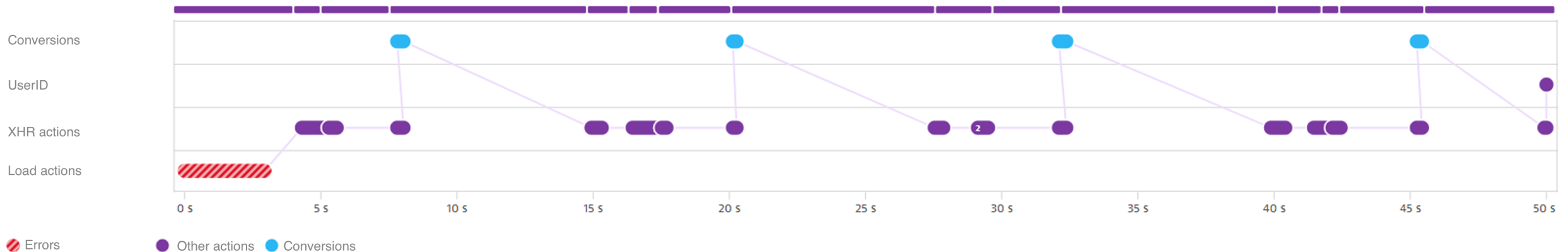
Cityfibre Limited  
ISP

Filter by

## Analysis

Time scale

Session replay

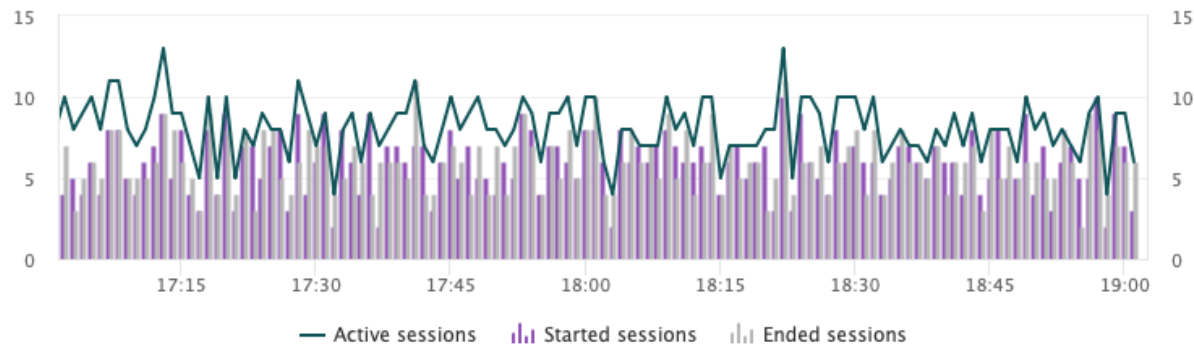




# Goal: Understanding What the Users Do When Logged In

## Active sessions

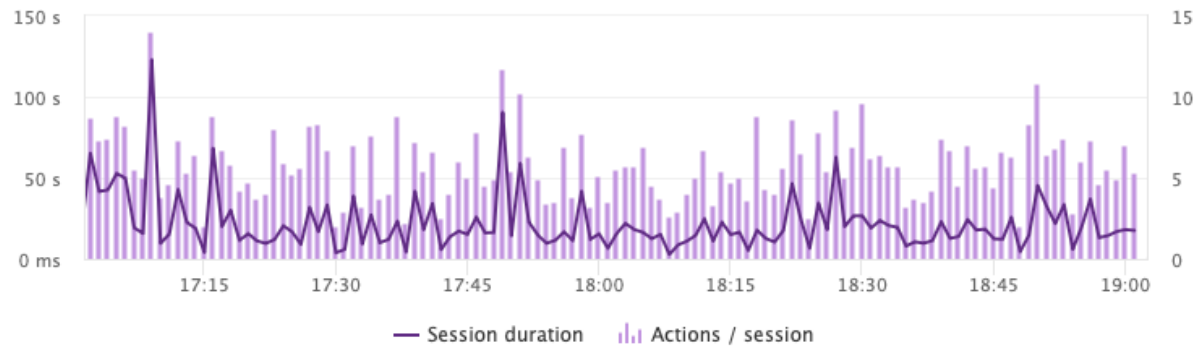
Watch the activity trend of your users. At which time are the most sessions and when are users starting to use the application.



## How many users?

### User engagement

Shows how much time users spent per session and number of actions per session.

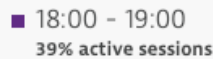


## Activity time

### Peak activity intervals

Top 3 active-session intervals

Top 3 session-start intervals



## No problems Today, 17:36 - 19:36

## Top 3 bounces

See which user actions lead to a bounce.

## Bounce rate and actions

Type	User action	Bounce rate	Bounced sessions	Duration
	loading of page /easytravel/home	80.5 %	62	1.37 s
	loading of page /easytravel/contact	100 %	48	1.28 s
	loading of page /easytravel/signup	100 %	35	0.72 s

[View full details](#)

## Top entry and exit actions

Shows where in your application users begin and end their journey.

## Where users start and end a visit

Top entry actions		Top exit actions		
Type	User action	Sessions	Bounce rate	Duration
	loading of page /easytravel/search	483	0 %	1.43 s
	loading of page /easytravel/home	77	80.5 %	1.34 s
	loading of page /easytravel/contact	48	100 %	1.28 s
	loading of page /easytravel/signup	35	100 %	0.72 s
	loading of page /easytravel/login	29	100 %	1.72 s



# Goal: Customer's Digital Journey Analysis

Search : Easy Travel...

Problems > Problem P-230236



## 5 services: Response time degradation

> Problem P-230236 detected at Feb 13 06:32 - Feb 13 06:46 (was open for 14 minutes).

Share feedback



Affected applications

-



Affected services

5



Affected infrastructure

-



Affected SLOs

-

## Business impact analysis

Davis observed the following number of service calls and affected real users during the problem timeframe.



51 / 57  
affected users





75.9k  
affected service calls

### Affected mobile apps

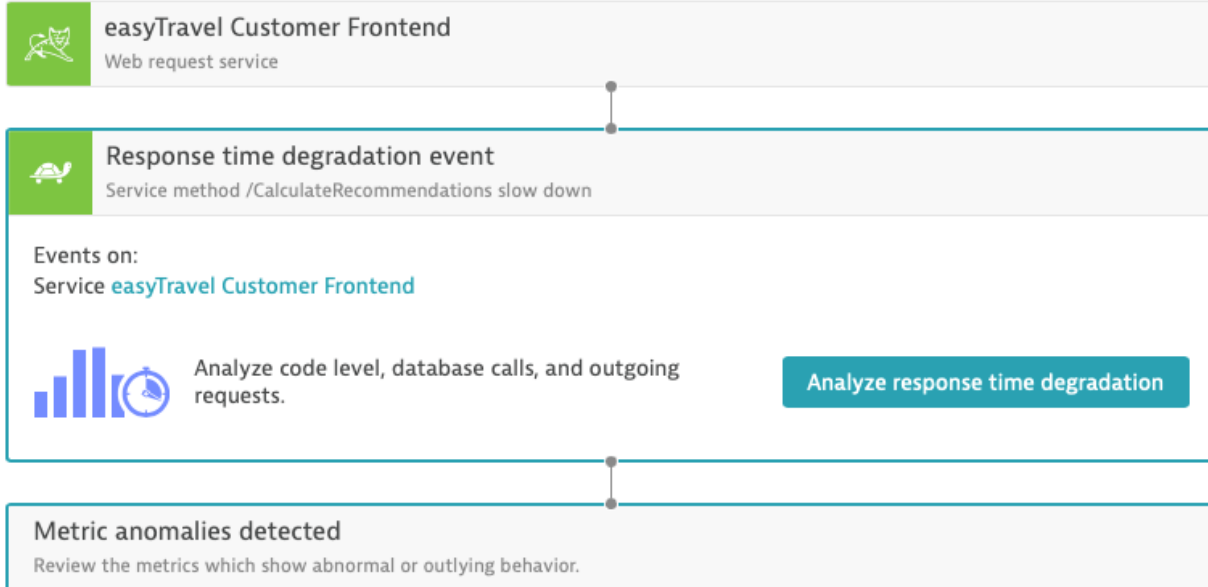
 Easy Travel Mobile DoLogin searchJourney	(90 % affected) (88 % affected)	51 / 57 affected users <a href="#">See user sessions sample</a>
--	------------------------------------	---

### Affected entry point services

 EasyTravelWebserver:8079 /special-offers.jsp /orange.jsf /logout.jsf	(100 % affected) (98 % affected) (100 % affected)	60.6k affected service calls <a href="#">See service flow</a>
 EasyTravelWebserver:9079 /easytravel/rest/login Images /easytravel/rest/bookings	(100 % affected) (100 % affected) (100 % affected)	15.3k affected service calls <a href="#">See service flow</a>

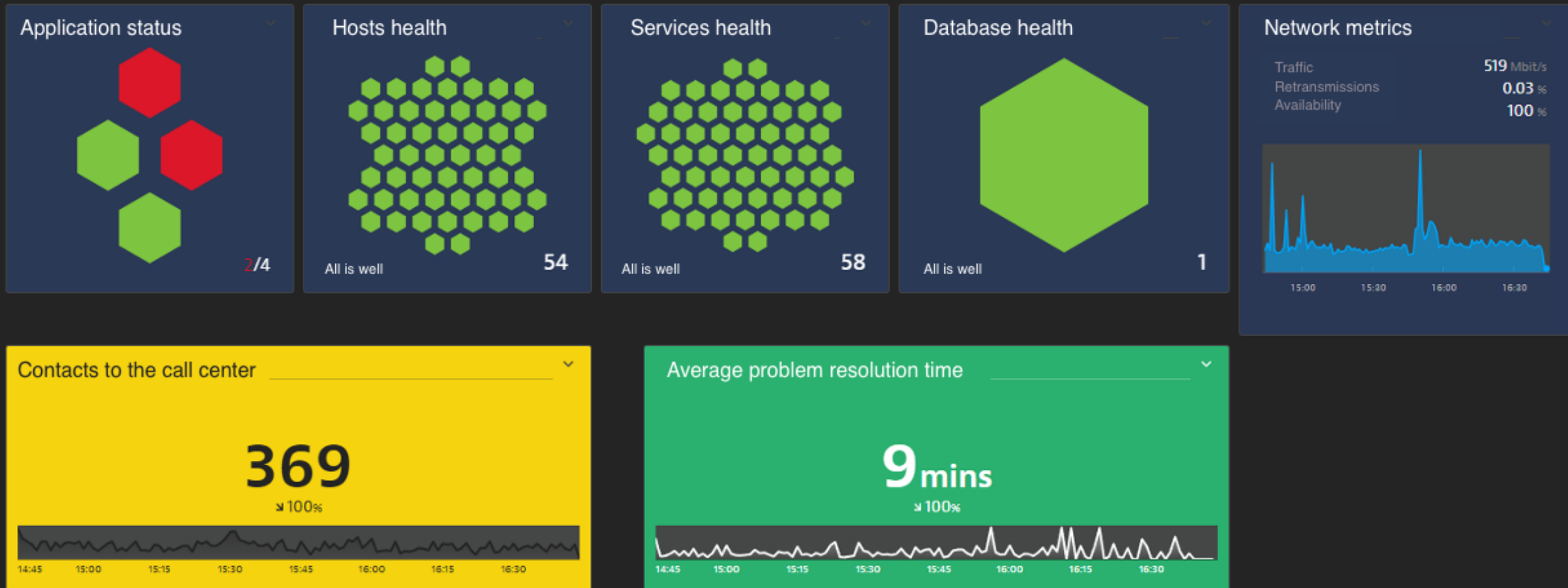
## Root cause

Based on our dependency analysis all incidents have the same root cause



Show 2 more

# Goal: Improving Call Center Efficiency



by detecting the problem before it has affected the users

# Goal: Reducing Testing Time and Time- to-Market

## Release quality comparison

This dashboard shows the quality of releases (the presence of errors and degradations) in preprod and prod

- + Quality improvement
- + Decreased release time for a stable release



**Operations optimization through reducing the time spent on key activities**



**Reduction of the key IT services downtime**



**Testing time and time-to-market reduction**



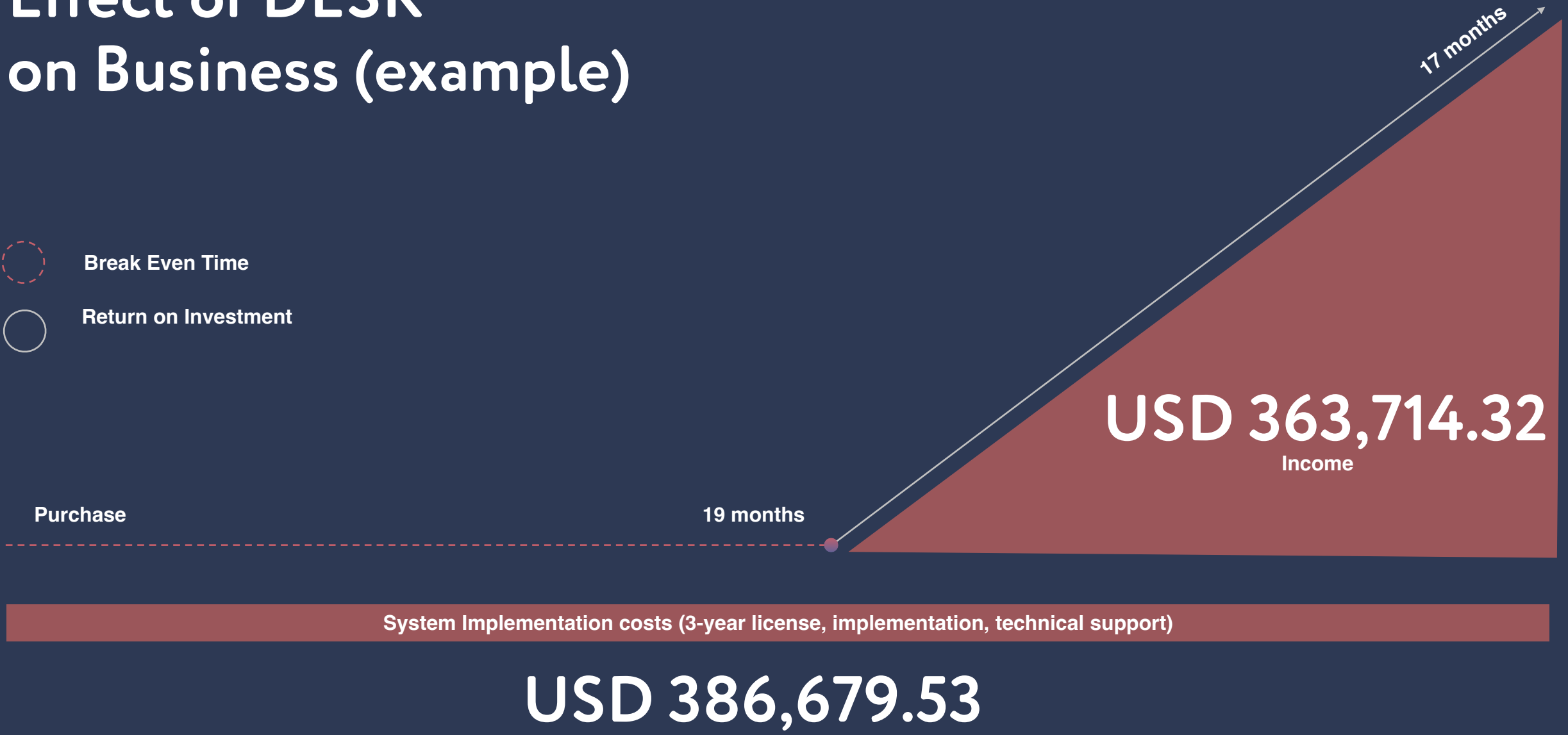
**Support workload reduction (through reduced number of trouble tickets and employees' work hours per year)**



**DESK Effects**

# Effect of DESK on Business (example)

-  Break Even Time
-  Return on Investment



# DESK Customer Base



**СБЕР**

**ВТБ**

**РОСБАНК** **РоссельхозБанк** **открытие**  
Брокер

**МКБ** **Райффайзен** **Камс**  
ИНТЕРНЕТ-ГИПЕРМАРКЕТ

**РУССКИЙ СТАНДАРТ** **PARITETBANK** **ЭЛЕКТРОННАЯ РОССИЯ**  
БАНК

**Альфа-Банк** **Министерство сельского хозяйства Российской Федерации** **Ростелеком**

**МОЕХ** **МОСКОВСКАЯ БИРЖА**

X

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Russia&CIS

**Strong APM implementation team and 2 lines of technical support**

