

# End-User Experience Monitoring



User-centricity is the one thing all successful modern applications have in common. But no matter how great the application is, users' experience - whether customers or employees - is instantly ruined if performance degrades.

There are many potential points of failure along the application delivery chain and ownership is decentralized across different departments and providers. If downtimes are to be avoided, they all need to be brought under a single point of view.

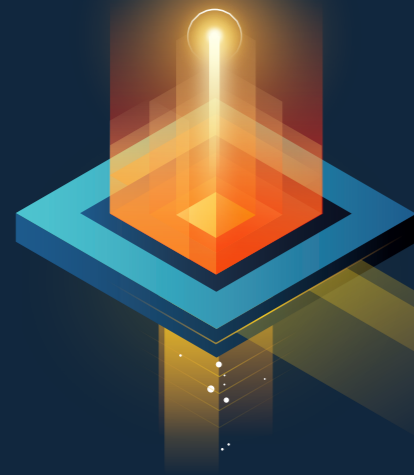
Flowmon helps you to understand the correlations between the quality of your customers' experience, application performance, and the impact on business outcomes. It offers a single dashboard that shows exactly where the bottlenecks are and indicates what needs to be done to correct the issue.

“The Flowmon solution is widely used in our company both by network and security engineers. Everyone receives the most important information necessary for their work.”

**Orange**

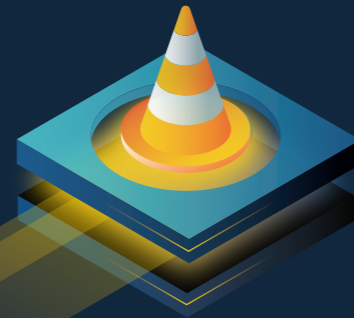


## BENEFITS



### Improve productivity

Make sure your users don't suffer errors or delays and have the proper conditions to work well.



### Avoid customer churn

Do not wait for issues to be reported. With Flowmon you can act before the users notice.



### Minimize business impact

Flowmon monitors network traffic to proactively alert on a performance degradation at an early stage so that dwell time is reduced.

### Take back control of decentralized IT

Flowmon gives you a holistic view of your entire digital environment and eliminates blind spots created by the cloud and remote users.



### Fast time to value

Streamlined deployment, user enablement, predefined views, dashboards and reports. From deployment to data on the dashboard in just 30 minutes.



## Don't wait for users to call, **act immediately**

A slow network will slow down applications and a slow application will cause customers to leave and workforce to sit idly. Without the proper toolset, you will only learn about their pain from a service desk call, which is usually too late.

Flowmon will help you to prevent this. It monitors application response for every user and transaction to optimize customer experience and help avoid loss of clients and reputation damage. Whether the problem is on the user, network, backend or provider side, the solution cuts time-to-resolve by hours.

## See **the full picture**

Flowmon leverages a combination of synthetic testing and user experience monitoring based on measuring application telemetry as seen in the network. This ensures a holistic view of application availability and performance, providing clear visibility everywhere, including the cloud, and minimizing losses caused by application infrastructure and remote users.

Flowmon provides answers to questions like:

- Which users experience the worst application responses?
- Which transactions return error codes?
- How severe is the impact of remote access?
- What are the relationships between user and backend transactions?
- How much does the cloud provider's infrastructure slow down my application?
- Are my internal users productive?
- What are the long-term availability SLAs for my application?

The powerful detection engine combines machine learning with several other detection algorithms to be able to pick up even the most elusive anomalies and subtly disguised threats. Upon detection, the user is automatically alerted and predefined actions are triggered.

## 30 min

From deployment to  
dashboard insights

## Day Zero

Respond to advanced persistent  
threats on Day Zero

## 16x

Up to 16x faster time  
to resolution

# 53%

of mobile users abandon  
sites that take over  
3 seconds to load

thinkwithgoogle.com



## A holistic approach

User experience monitoring (or UXM) is an agentless and passive technology that monitors network traffic between users, web applications and backend servers, which it reconstructs and records. It measures a variety of metrics, such as network transport time as well as application response time for every user, every transaction and every application component end to end.

It helps to track the overall user experience as well as gauge specific user interactions, examine error codes, etc. It represents the best way to monitor and troubleshoot applications that you own and deliver.

A technology complementary to this approach is synthetic testing. It uses scripts distributed across your environment that actively and automatically test the application based on predefined scenarios. Synthetic testing is an excellent early warning detection system for off-peak times when there are no users interacting with the applications and therefore UXM isn't available.

Synthetic testing is used primarily to measure SLAs, compare them over different geographies or measure application availability. It works best for 3rd party SaaS applications such as Salesforce or Office365.

If you combine both these approaches, you eliminate blind spots and reduce the threat to your mission-critical services. They give you an understanding of the interactions between your clients and your business as well as transparency and full control over suppliers.

**[www.flowmon.com](http://www.flowmon.com)**