



AI-Powered DEM: Bring Greater Intelligence to Every Digital Experience

An executive buyer's guide

Propelling your business forward with AI-powered DEM

Key capabilities of AI-powered DEM

The most successful businesses are using AI-powered digital experience monitoring (DEM) capabilities to revolutionize how they manage their digital ecosystems. This leads to improved customer experiences—from faster onboarding to efficient incident management to continuous optimization, and everything in between. Look for these key capabilities when evaluating AI-powered DEM solutions:

1.

A comprehensive platform

With customer, employee, and partner expectations higher than ever, you need to ensure that every aspect of your customer's journey, from their frontend interface to the behind-the-scenes processes supporting those interactions, are efficient and effective. Siloed monitoring can too easily lead to incomplete insights, slow response times, frustrated customers, and cracks in your armor for competitors to leverage.

A full-stack, modern DEM—fully integrated with application performance monitoring (APM)—provides a comprehensive view of your digital estate. That means session replay, real user monitoring (RUM), error tracking, mobile monitoring, AI monitoring, and more—all rolled into a single, comprehensive approach for an end-to-end view of all your digital experiences. There's no longer a need to go to disparate, piecemeal DEM tools to trace and fix errors.



“Having the necessary tooling to provide our engineers with faster access to data-driven insights has become a core component in improving performance reliability, minimizing fraud, and protecting customer data.”

Christian Bobadilla, Director of Product and Application Security at Shutterstock

2.

AI-powered unified data view

Think of this comprehensive coverage as a single pane of glass, through which you can view the entire audience experience. By consolidating all your data—such as server capacity, user behavior, and app health—in a single dashboard powered by AI, you can diagnose and resolve issues faster and more effectively. And you can make more informed decisions that help deliver consistently high-quality user experiences that align with your business goals.

- › **Effective issue resolution:** AI-powered DEM works behind the scenes to link data across all systems and identify patterns not apparent when viewed in isolation. With this deeper level of insight, teams can clearly identify the root cause of problems and provide a speedy path to resolution.
- › **Automated root cause analysis:** Using advanced algorithms to sift through comprehensive data sets, teams can eliminate tedious manual research and accelerate time to resolution. Automated analysis not only can resolve issues quickly, but helps to prevent recurrence.
- › **Timely, customizable alerts:** Set specific criteria for alerts so teams can stay on top of specific areas of concern and worrisome irregularities. Maintain an ahead-of-the-game approach to managing your digital experience and addressing problems before they impact your customers.
- › **Historical data analysis:** Anticipating and staying on top of problems in real time is critical. Taking a step back to consider historical performance provides invaluable insights into how your digital environment changes over time. Teams can identify long-term trends, predict potential problem areas, and make informed decisions about future improvements.

“The rapid pace of technological innovation and digitization has made environments complex today. Therefore, an enterprise’s interest in digital experience monitoring (DEM) has expanded to gain deep visibility into how their own network and public internet impacts business. Many organizations are using DEM tools to see performance from critical locations, including last mile, backbone, wireless, cloud and multi access edge providers.”

Gartner, Market Guide for Digital Experience Monitoring, [Mrudula Bangera](#), [Gregg Siegfried](#), [Padraig Byrne](#), 20 November 2023



3.

Scalable and flexible solution

Vital to any growing enterprise is a solution that can scale with you and adapt to your needs in real time. Scalability ensures that your DEM system can handle increasing volumes of all types of data, especially important during phases of unexpected increased traffic. A flexible solution means that you can easily adapt reports, tailoring them to your changing business objectives. Look for these attributes to ensure enterprise-grade scalability and flexibility:

- › **Support large volumes of data and users:** You need a highly scalable DEM solution to accurately monitor, process, and analyze growing and fluctuating data from diverse sources. This is especially valuable for enterprises that experience spikes in traffic or rapid growth. Scalable DEM solutions ensure consistent monitoring, insights, and response times regardless of the size of your operation.
- › **Tailored dashboards and reports:** Customizable reporting allows organizations to configure their monitoring views and analytical reports to align with their unique priorities. Every stakeholder, whether it's IT, business development or C-suite leaders, has specific performance metrics they need to make smart decisions. Customizable dashboards enable this personalized approach to decision-making.
- › **Out-of-the-box dashboards:** Pre-configured monitoring views deliver immediate insights with minimal setup. These should be designed based on industry best practices and common use cases. With AI-powered insights from out of the dashboards, business leaders can deliver faster problem detection and resolution, providing a seamless digital experience.

4.

Secure data protection

Modern DEM solutions prioritize security and compliance. From safeguarding data and ensuring regulatory adherence to actively detecting threats and enforcing secure data, these solutions enable businesses to maintain integrity and trust while focusing on improving customer experiences and growth. Key considerations include:

- › **Data protection with robust security measures:** Data security is a must in any modern DEM solution. Robust security measures such as encryption, access controls, and regular security audits help safeguard the integrity of your data and build an environment of trust with your customers and stakeholders. When your data is secure, business leaders can focus on their customer experience and strategic business growth.
- › **Compliance with regulatory requirements:** Regulations such as GDPR, HIPAA, and others mandate strict guidelines for handling certain types of personal and sensitive information. A DEM solution designed and built with compliance top of mind helps organizations, particularly those in highly regulated industries, meet their industry standards and protect user data in accordance with regulatory requirements.
- › **Real-time threat detection and response:** By leveraging advanced analytics and machine learning (ML), DEM solutions can monitor for suspicious activities, identify activities of concern, and take action. Additionally, these solutions can minimize the window of opportunity for attackers and help prevent data breaches and other security incidents.
- › **Secure access controls:** Secure access controls are vital for maintaining the confidentiality and security of data, ensuring that sensitive information is only accessible to those with the necessary permissions. Role-based access controls (RBAC) and multi-factor authentication (MFA) help enforce strict security policies, reducing the risk of insider threats and unauthorized access.

Key features to look for in AI-powered DEM

AI-powered DEM solutions provide comprehensive capabilities for transforming key business operations, optimizing the user experience, and resolving issues fast. To get the most out of your DEM solution, these AI features are required:

AI-powered onboarding: Streamline your setup and configuration by leveraging natural language processing (NLP) and ML. Reduce the time and effort required to deploy the monitoring system so teams can start tracking and analyzing digital experiences immediately. Quickly gain visibility into systems, detect issues early, and address them before they impact users.

AI-powered incident management: Automatically detect anomalies, correlate events, and prioritize remediation efforts based on their potential impact to user experience. Intelligent incident management reduces mean time to resolution (MTTR). By automating these processes, AI helps ops teams respond faster and more accurately to disruptions, minimizing downtime and ensuring fewer interruptions.

AI-powered optimization: Continuously analyze performance data to identify trends, bottlenecks, and areas for improvement to proactively enhance user experiences. With actionable insights and recommendations for optimizing infrastructure, applications, and user interfaces, organizations can prevent potential issues before they arise and ensure a consistently high level of performance.

AI-driven insights: By offering instant AI-powered insights, out-of-the-box dashboards detect and resolve problems faster, ensuring seamless digital experiences. Robust datasets provide organizations with context-rich, actionable insights that empower teams to make informed decisions. This not only uncovers critical patterns and anomalies, but also helps prioritize issues based on impact, helping teams to focus on what matters most. This means faster time to value, with quick wins that benefit organizations, especially those that may lack the resources to build custom dashboards from scratch, all while optimizing long-term performance.



“DEM can provide a lot of value in cloud and SaaS monitoring as the response time and availability metrics from multiple locations can be used to determine whether the vendors are meeting the SLAs. Enterprises can use DEM to demand service credits for SLA violations.”

Gartner, Market Guide for Digital Experience Monitoring, [Mrudula Bangera](#), [Gregg Siegfried](#), [Padraig Byrne](#), 20 November 2023

Consult this checklist when considering your options

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- ✓ AI-powered onboarding
- ✓ AI-powered incident management
- ✓ AI-powered optimization
- ✓ AI-driven insights



Improve digital experiences from start to finish

Every interaction your audiences have with your digital platforms is a direct reflection of your organization. AI-powered DEM provides a game-changing advantage, enabling you to optimize every touchpoint with intelligent insights and automated resolution. Choosing the right AI-powered DEM solution isn't just about keeping up with industry trends—it's about empowering your organization to deliver great digital experiences at scale. From improving customer satisfaction to reducing downtime and boosting operational efficiency, an AI-powered DEM platform can help drive the right business outcomes. The future of digital experience is intelligent, and those who adopt AI-powered DEM today will be the leaders of tomorrow's digital economy.

“By 2027, DEM deployment will rise from 60% to 90% as enterprises will use synthetic and real user monitoring to enhance the user journey and better understand user interactions of SaaS applications and services.”

Gartner, Market Guide for Digital Experience Monitoring, Mrudula Bangera, Gregg Siegfried, Padraig Byrne, 20 November 2023

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