

# Customer Digital Experience Monitoring



## The Visibility Gap

Traditional APM solutions struggle to monitor the customer experience using modern web and SaaS applications that rely on a complex digital ecosystem of cloud infrastructure, CDNs, and 3rd party services. Application performance also depends on connectivity between hosts and customer locations.

## The Essentials

- 360° visibility across distributed apps—PaaS, 3<sup>rd</sup>-party and CDNs, user connectivity and devices.
- Measure loading, interactivity and processing times, and errors impacting users.
- Understand customer usage patterns – where, what, volume and transactions.
- Understand DNS redirections to all hostnames in your platform and how the user-to-app network path affects the user experience.

## What's at Stake?

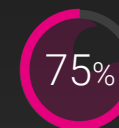
End user response times and errors strongly affect a digital business' efficiency. Digital services and E-commerce are quickly impacted by customer experience issues.



A 100-millisecond delay in load time reduces conversion rates by 7%.



Half of page visits are abandoned when load time exceeds 3 seconds.\*



Increase in shopping carts abandoned when site performance is slow.

## Detect Issues

Identify customer-impacting performance bottlenecks in real-time.

## Pinpoint Their Origin

Isolate infrastructure layer and location.

## Rapidly Resolve

Guide your team to the root cause with AI-based analytics.

## > The Solution

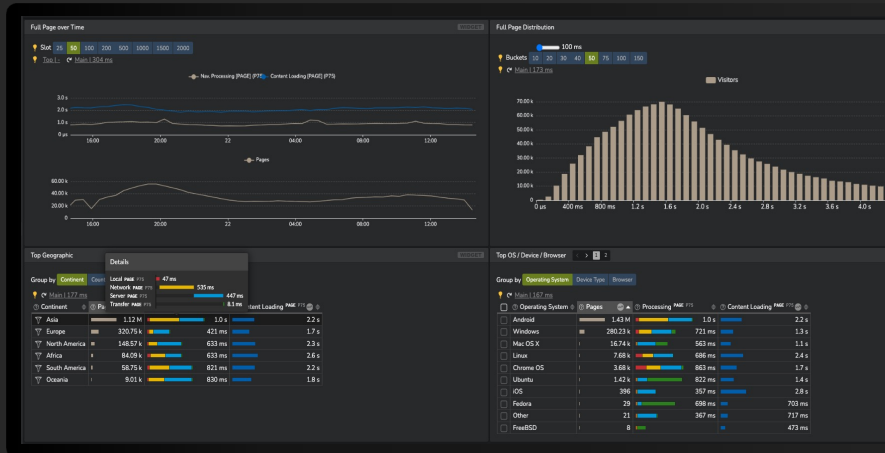
Kadiska delivers 100% visibility into the customer digital experience of modern applications. It reveals the network paths from users to application services, correlated with geographic and historical page load, interactivity and transaction metrics.

- Map out customer digital experience from hundreds of test stations spanning the globe.
- Simplifies app performance optimization and problem resolution with guided, multi-layer drill down.

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**Nothing matters more than the quality of your customers' digital engagement.** The Kadiska platform was designed to help you deliver an amazing digital experience. It proactively monitors application-to-user to uncover dependencies that drive degradations – DNS, network path, latency, loss, TLS, CDN, 3<sup>rd</sup>-party content, content loading, script execution, caching and compression performance.



## Infrastructure-Aware Real User Performance Monitoring

- See the real user performance the way your customers experience it.
- Combine customer transactional data with deep dive testing.
- Drill down from user experience to the infrastructure layers that define it.
- Troubleshoot performance issues with detailed user device analytics.

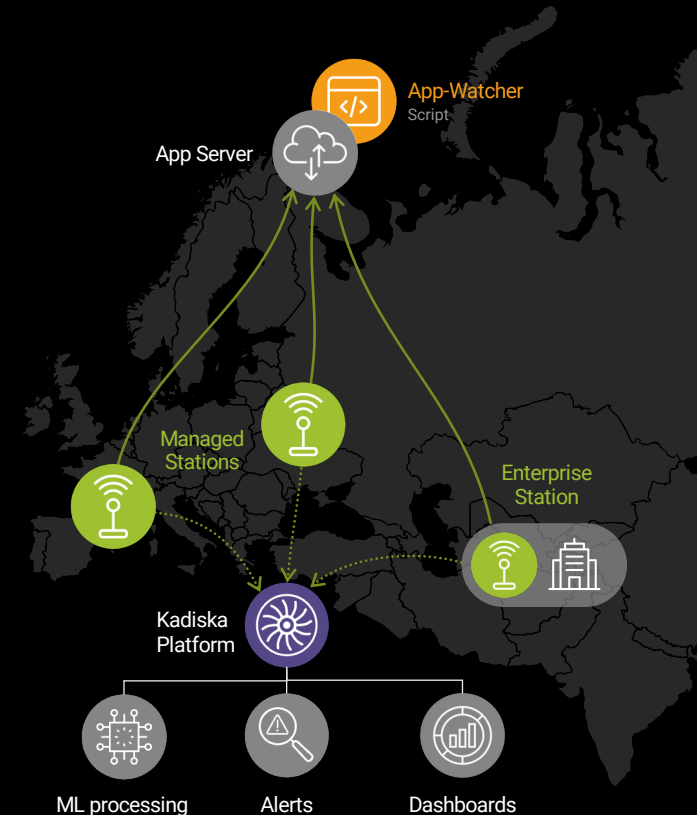


## End-to-End Connectivity Insight

Get 100% visibility along the network path from users to all elements in your platform:

- CDN, cloud services, 3<sup>rd</sup> party, APIs and cloud infrastructure.
- Detect path changes, loss and latency over time to optimize content delivery performance.
- Replicate users' local connectivity conditions with Kadiska's vast test station network.

Kadiska's secure, server-side script tracks the quality of each customer's visit on a regional or global scale. Test stations continuously monitor correlated connectivity performance.



[Learn More](#)



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