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AI-Powered DEM Solution Critical Capabilities Checklist

How your customers interact with your online platforms has a big impact on your company's image and profits. As your business expands its reach, it's crucial to ensure that performance, reliability, and security are top-notch, at every interaction point. Choosing the right AI-powered digital experience monitoring (DEM) solution requires careful evaluation so that you can fully leverage its capabilities. This executive brief highlights the selection criteria to help you navigate through the decision-making process.

Critical capability	Description	Value
1. **BROWSER REAL USER MONITORING (RUM)**	Browser RUM captures and analyzes user interactions with your web applications in real time, providing insights into how users experience your services. › Predictive alerts and anomaly detection › Smart benchmarking and change tracking › Automated end-user performance optimization	By understanding real user behaviors and experiences, you can make data-driven decisions that enhance user satisfaction, leading to increased engagement and reduced churn.
2. **MOBILE REAL USER MONITORING**	Mobile RUM manages experiences on mobile and hybrid platforms and AI-enabled mobile devices for a deeper understanding of user experiences across mobile app environments. › Cross-platform crash analysis and alerts › Automatic code-level error identification › Dynamic user journey mapping	Proactively monitoring, analyzing, and optimizing the mobile experience ensures consistent, high-quality digital experiences across the entire mobile ecosystem.
3. **SYNTHETIC MONITORING**	Synthetic monitoring uses automated scripts to simulate user interactions, helping you proactively identify and resolve potential issues before they impact real users. › Low-code/no-code step monitors › Advanced scripting for AI-stack complexity › Verified private location monitoring	This proactive approach reduces downtime and ensures your digital platforms are always performing optimally, providing a seamless experience for users and protecting your brand reputation even in private cloud environments.
4. **SESSION REPLAY**	Session replay provides video-like recordings of user sessions, allowing you to see exactly how users interact with your site and where they encounter issues. › Proactive logging of key events and errors › Event-driven contextual dashboards › Comprehensive privacy controls	By visualizing user interactions and logging all actions leading to an event, teams can pinpoint specific pain points and optimize the user experience, resulting in higher conversion rates and customer satisfaction.

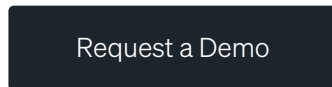| Critical capability	Description	Value
✓ **5. ERROR TRACKING**	Error tracking identifies and alerts you to errors within your digital environment, enabling quick resolution of issues across your application stack. › Proactive anomaly detection › AI-recommended alerting › Intelligent error fingerprinting and grouping	Effective error tracking minimizes the impact of technical issues on user experience, reducing operational disruptions and ensuring a smooth user experience.
✓ **6. BUSINESS PROCESS OBSERVABILITY**	Business process observability provides insights into the performance and health of critical business processes, ensuring they are functioning as intended. › Real-time financial impact analysis › Smart modeling of business stages › Anomaly detection in key business transactions	This capability enables you to monitor and optimize business-critical workflows, ensuring operational efficiency and alignment with business goals.
✓ **7. AI MONITORING**	AI monitoring detects anomalies in AI-powered experiences, predicts issues, and automates workflows, providing intelligent insights and optimizations to accelerate AI with confidence. › Real-time AI-response trace monitoring › Broad model comparison and optimization › Unified AI cost tracking	AI-driven insights enable faster detection of issues in your AI-stack and more effective optimizations and cost management, allowing your business to stay ahead of potential problems and enhance AI experiences with confidence.
✓ **8. BACKEND MONITORING**	Backend monitoring focuses on the health and performance of server-side components, ensuring that the infrastructure supporting your digital platforms is reliable and efficient. › Real-time event tracking › Intelligent metric correlation › Proactive issue resolution workflows	By ensuring stability across the entire customer journey from frontend to backend services, you can prevent disruptions and maintain a high level of service availability, which is crucial for customer trust and satisfaction.
✓ **9. AI-POWERED ONBOARDING**	AI-powered onboarding streamlines the setup and integration of the DEM solution, reducing the time and effort required to get up and running. › Turnkey web monitoring and automatic instrumentation › Easy-to-use interface with prebuilt dashboards › Minimal code third-party integrations	Faster onboarding allows your organization to start realizing the benefits of DEM more quickly, accelerating time-to-value and enhancing overall operational efficiency.
✓ **10. AI-DRIVEN INCIDENT MANAGEMENT**	AI-driven incident management prioritizes and manages incidents based on their impact, using intelligent automation to resolve issues faster. › ChatOps bots for incident response › Incident command center to validate, identify, measure, and determine root causes › GenAI incident assistance with context-aware guidance › Automated remediation	By reducing mean time to resolution (MTTR), AI-driven incident management minimizes downtime and enhances the resilience of your digital platforms, ensuring continuous availability for users.
✓ **11. AI-ENABLED OPTIMIZATION**	AI-enabled optimization continuously analyzes performance data and user behaviors, providing actionable insights to optimize your digital experience. › GenAI optimization › Automated remediation workflows › Predictive analytics and forecasting	Continuous optimization ensures that your digital platforms are always performing at their best, leading to better user experiences and improved business outcomes.

Critical capability	Description	Value
✓ **12. UNIFIED DATA VIEW**	A unified data view integrates all monitoring data into a single platform, providing a comprehensive and correlated view of your digital ecosystem. › Integrated view from front-end to back-end services and AI › Proactive user-centric insights › AI-guided debugging workflows	This holistic view enhances decision-making by providing context-rich insights, enabling your team to quickly identify and address issues, improving overall operational efficiency.
✓ **13. SCALABLE AND FLEXIBLE SOLUTION**	A scalable and flexible DEM solution can adapt to the growing needs of your enterprise, handling increasing data volumes and evolving business requirements. › Usage-based pricing model › Purpose-built query language for speed and efficiency › Entity synthesis and relationship mapping for real-time analysis › High cardinality data storage	Scalability and flexibility ensure that your monitoring solution can grow with your business, providing long-term value and supporting ongoing digital transformation efforts.
✓ **14. ROBUST SECURITY MEASURES**	Robust security measures protect sensitive data and ensure the integrity of your monitoring processes, safeguarding your business against cyberthreats. › Strong role-based access control (RBAC) features › Broad compliance with regulatory frameworks (GDPR, CCPA, HIPAA, etc.) › Robust encryption standards for both data in transit and data at rest	Strong security practices are essential to maintaining trust with customers and stakeholders, protecting your business from potential breaches and compliance issues.
✓ **15. REGULATORY COMPLIANCE**	Ensuring that your DEM solution complies with relevant regulations, such as GDPR and HIPAA, is crucial for avoiding legal penalties and maintaining business integrity. › Data obfuscation › Flexible data storage and retention › Verified private location monitoring	Compliance not only protects your business from regulatory fines but also reinforces your commitment to data privacy and security, enhancing your brand reputation.

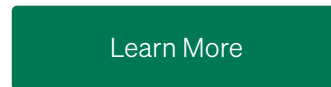# Power your digital strategy with the right DEM solution

By focusing on these key selection criteria, you can ensure that your enterprise is well-equipped to meet the demands of the digital age. Prioritizing these elements will enable you to optimize your digital ecosystem, drive growth, and maintain a competitive edge in an increasingly digital world.

Next steps

To learn how you can put an AI-powered DEM solution to work for you:

Request a Demo

Learn More

Request a demo to help you evaluate AI-powered DEM.

Learn more about eliminating interruptions in digital experiences.

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