
Maximize Your Business Performance in the Digital and Cloud-Era

Riverbed® gives you enterprise-wide solutions to spur innovation, and boost agility and productivity.

Today, most enterprises realize that sustained growth and innovation requires a shift toward expanding digital services, cloud computing, and adopting disruptive technologies – such as big data, IoT, mobility, and intelligent applications.

According to a 2016 Gartner CIO survey, enterprises are actively investing in digital business today¹. Nearly 47% of companies' total sales are expected to be achieved through the sale of digital products/services or through products sold online².


Enterprises making this digital transformation shift are benefitting significantly through improving the customer and end-user digital experience while boosting operational effectiveness, business agility, and productivity. Business and IT leaders have identified that making this transformation successful requires a unified approach of enterprise-wide capabilities to optimize business and IT performance.

Challenges

While enterprises are digitally transforming their business, most are finding that this journey comes with unexpected challenges. The demands and complexity across IT domains of end-user, application, network and infrastructure have increased exponentially. Simultaneously, IT leaders are being asked to provide greater agility, availability, and predictability of technology to propel the business.

Challenges of increased IT demand and complexity result in limited visibility across IT domains. This lack of holistic visibility hinders IT from being proactive, and instead IT is typically reactively responding to issues as they arise.

The challenges also amplify risks when delivering digital services and critical applications when they are hosted in different environments – private cloud, public cloud providers or third party SaaS. Yet, enterprises depend on these digital services and critical applications to succeed and stay ahead of the competition.



Solution

These challenges are prompting IT leaders to quickly find solutions to ensure digital services and critical applications are delivering exceptional performance aimed at achieving desired business outcomes. Solving these challenges requires the holistic unification of IT – not just the technology, but importantly the performance management capabilities to create the digital experience.

To succeed, enterprises are building digital performance centers to unify aspects of technologies and performance management for delivering exceptional digital services and critical applications.

Start with understanding stakeholders and their key initiatives

The digital transformation journey starts with understanding the stakeholders. Stakeholders are ultimately driving outcomes for the business. Some examples of stakeholders and their key initiatives include:



Figure 1: Stakeholders and Key Initiatives
Building a digital performance center starts with the stakeholders and understanding their initiatives for driving business outcomes

- **Business & IT Execs:** driving a growing, innovative and sustainable business for shareholders.
- **End User Services:** maintaining high levels of workforce productivity.
- **App Dev / Owner:** ensuring applications usability by end-users and consumers.
- **IT Ops / NetOps:** creating more efficient and effective IT management
- **Cloud Architects:** building more IT agility.

To illustrate, a prevalent business outcome for online retailers is to drive revenue growth by reducing shopping cart abandonment. A top cause of shopping cart abandonment is consumer impatience typically caused by a degradation in the digital experience and performance in delivering the digital service.

Navigate and improve performance management maturity

Maximizing business performance necessitates high maturity in performance management capabilities.

Performance management is a comprehensive set of integrated capabilities of skills, processes, workflows, KPIs, and governance, as well as the tools, which measurably contribute to stability, predictability, efficiency, and confidence in IT service delivery.

Strong capabilities in performance management underpin the successful build out of a digital performance center. To improve these capabilities, Riverbed provides a Performance Management Maturity Assessment which takes a holistic enterprise-wide view, and assesses current-state gaps with critical application risks and business KPI metrics.

The assessment identifies best practices recommendations and includes a roadmap for improving maturity – from being reactive to proactive to predictive, and lastly to preemptive.

Improving performance management maturity involves the development and integration of performance management capabilities along with the necessary technologies based on the current state maturity and the desired future state – mapped to the desired business outcomes. These capabilities consist of:



Figure 2: Performance Management Maturity Capabilities
Digital Performance Center services includes the development and integration of these capabilities with the necessary technology for addressing challenges in IT service delivery.

- **Skills** of resources to plan, design, implement and resolve performance management initiatives.
- **Processes** for managing and documenting incidents and changes to the IT environment.
- **Workflows** for automating, documenting and integrating repetitive process activities.
- **KPIs** to measure operational metrics to track how well IT supports the business.
- **Governance** of frameworks that guide cross-IT teams to ensure quality and consistency.

Succeed with Riverbed Digital Performance Center services

Riverbed Digital Performance Center services empowers enterprises and accelerates the digital transformation journey. These services enable enterprises to rapidly and predictably stay ahead of the competition by addressing challenges of increased IT demand and complexity, according to their desired business outcomes.

Based on these outcomes, the services include the design, development and integration of performance management capabilities with the relevant technologies to deliver actionable insights and peak performance of digital services and applications. The components of the services consist of:

- **Leveraging Riverbed’s Digital Experience Management (DEM) platform** to provide end-to-end monitoring with proactive performance insights, allowing companies to measure, assess, and improve the business impact of digital experiences across IT service delivery.
- **Leveraging Riverbed’s Next-Generation Networking technologies** of SD-WAN, application optimization and wireless to accelerate and simplify management of cloud and hybrid networks.
- **Correlating varied data sources into role-based dashboards** for stakeholders to make faster and more informed decisions based on actionable insights.
- **Engaging industry leading performance engineer veterans** with the performance management experience and skills to develop and integrate capabilities for helping the enterprise navigate through the digital transformation journey.

Flexible services designed to meet customers' needs and objectives

Digital Performance Center services can be customized using flexible delivery and procurement models.

Services are designed to suit different customer requirements and circumstances depending on how far along in digital transformation journey. These models include:

- **Deploy and Operate:** Professional Services will deploy, operate and manage the service.
- **Deploy and Transfer:** Professional Services will deploy, stand up the service, and then transition to customers or Partners for operation.
- **Managed "as a Service":** Professional Services will deploy, operate and manage using an "as a Service" model and deliver business outcomes.

Modular technology capabilities and environments close the performance gaps and provide actionable insights

Digital Performance Center services provides actionable insights of performance across all IT domains – end-users, applications, network, and infrastructure. The Digital Performance Center technological capabilities are modular and can be combined to suit different customer requirements and the desired business outcomes.

Insights into digital services and applications are provided by Riverbed's integrated DEM platform for holistically and consistently ensuring optimal performance. Most importantly, performance is from the perspective and experience of end-users and consumers when they interact with the digital services and applications.

Additionally, Riverbed's Next-Generation Networking capabilities deliver the application performance and underlying network agility to ensure digital services and applications are performing at peak levels.

Riverbed's DEM platform and Next-Generation Networking technologies have been built to be deployed either on-premises or in the cloud to meet the customer's IT environment needs.

For flexibility with these deployment options, the service can also be provided with the relevant technologies hosted in the following options:

- **Hosted On-Premise:** Technology hosted on the customer's on-premise environment.
- **Hosted in Customer Cloud:** Technology hosted on the customer's cloud environment.
- **Hosted by Riverbed:** Technology hosted on Riverbed's secured cloud environment.

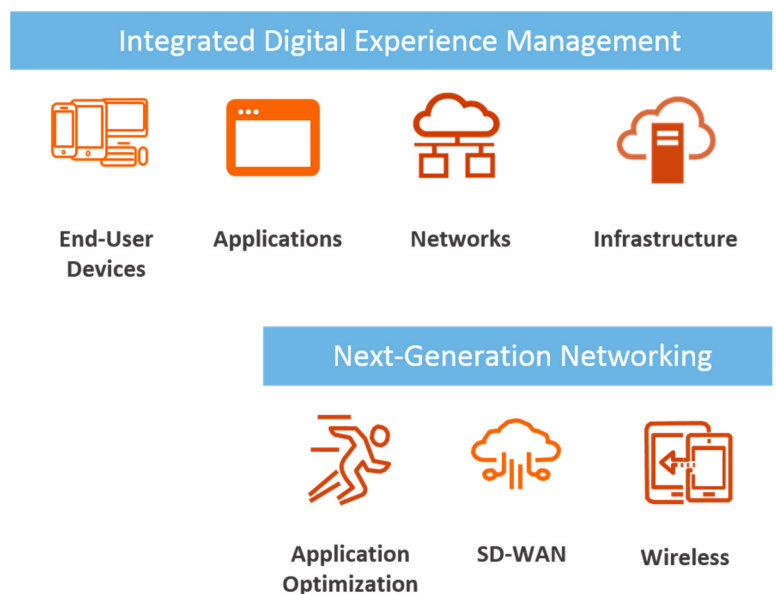
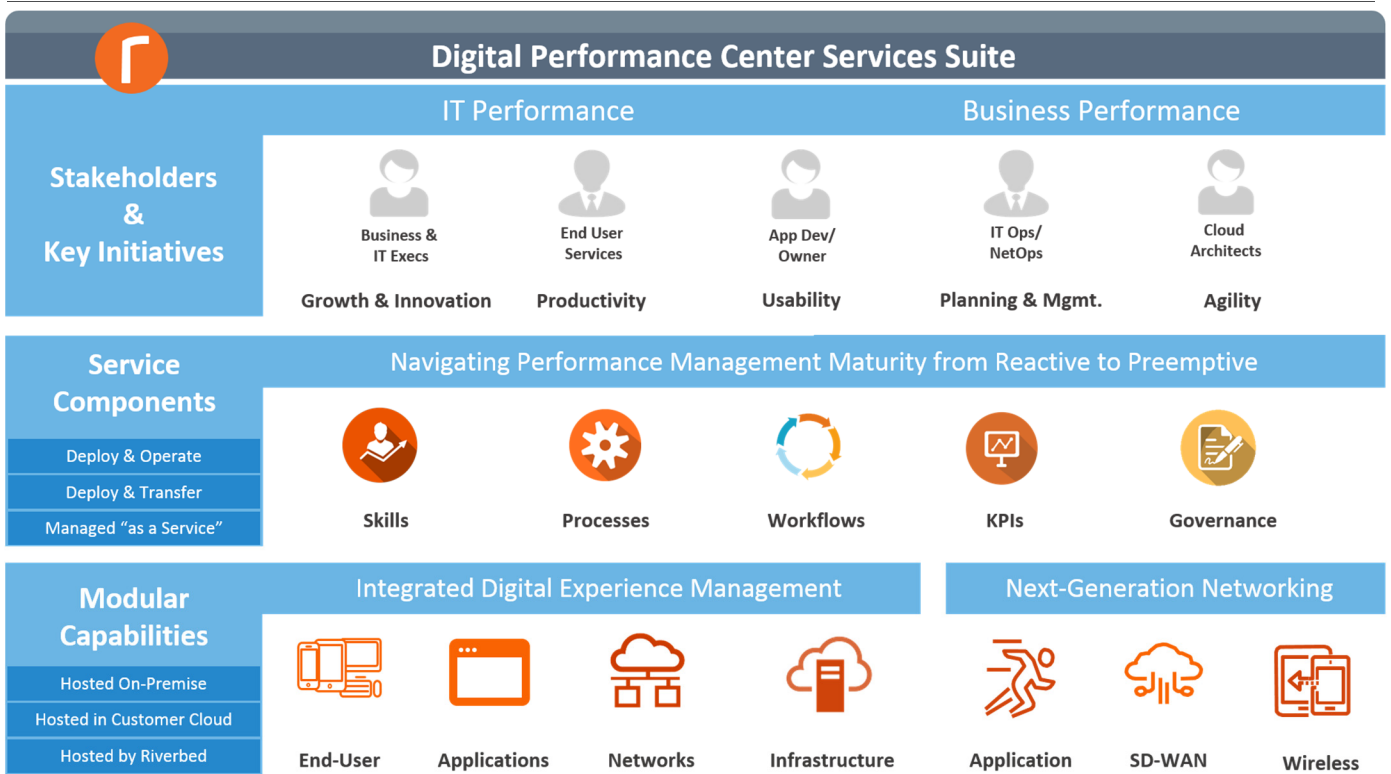


Figure 3: Digital Performance Center Technologies

Digital Performance Center services suite includes modular technology capabilities for delivering actionable insights and performance. They can be hosted in on-premises or cloud environments.



Learn More

Riverbed provides the most complete solution for digital experience management to accelerate digital initiatives, deliver high-quality user experience, and maximize business outcomes.

To learn more, about Riverbed’s Digital Performance Center services please contact your Riverbed Professional Services sales representative or email your inquiry to proserve@riverbed.com.

For further information, please also visit:

riverbed.com/services

riverbed.com/digital-experience-management

Figure 4: Digital Performance Center Services Suite

The services suite consists of flexible service delivery models and modular capabilities leveraging Riverbed’s Digital Experience Management and Next-Generation Networking technologies for accelerating the digital transformation journey for desired business outcomes.

Footnotes:

1. Gartner, "Innovation Insight for Digital Experience Monitoring," Oct. 14, 2016
2. Forrester, "The State of Digital Business, 2015-2020," Nov. 2, 2015

About Riverbed

Riverbed®, The Digital Performance Company™, enables organizations to maximize digital performance across every aspect of their business, allowing customers to rethink possible. Riverbed’s unified and integrated Digital Performance Platform™ brings together a powerful combination of Digital Experience, Cloud Networking and Cloud Edge solutions that provides a modern IT architecture for the digital enterprise, delivering new levels of operational agility and dramatically accelerating business performance and outcomes. At more than \$1 billion in annual revenue, Riverbed’s 30,000+ customers include 98% of the *Fortune* 100 and 100% of the *Forbes* Global 100. Learn more at riverbed.com.

