

3 Ways to Manage Shadow Apps

While shadow IT may sound like a thing of the past, it is very much still with us today.

In fact, it's growing; **one-third of employees** are using shadow communication or collaboration tools that aren't explicitly approved.

Shadow IT benefits enterprises to the extent that it drives innovation and fast decision making. However, there are five key risks:

- Compliance with data security and protection of standards
- Concern about where enterprise data is stored and shared in the cloud
- Robustness of consumer-grade applications used in the enterprise
- The inability to leverage volume-pricing
- The undermining of IT's responsibility for app performance

The question becomes how to arm IT with the ability to manage shadow apps.

End User Experience Management Helps Address Financial and Management Challenges

End User Experience Management (EUEM) products like Alluvio Aternity™ play a role in helping organizations monitor and manage their cloud applications, whether authorized or not. By monitoring the usage and performance of cloud-delivered applications from the perspective of the end user's device, Aternity can help enterprises tackle the financial and management challenges of shadow IT. Here's how:

Although, the larger issue is that with Shadow IT, the finance and IT teams have no ability to plan for software purchases. Enterprises only discover the prevalence of Shadow apps when employees seek reimbursement for their purchases. Clearly understanding actual usage is key to both predicting software expenses and minimizing them by aggregating demand.

1. Identify Usage of Shadow Apps

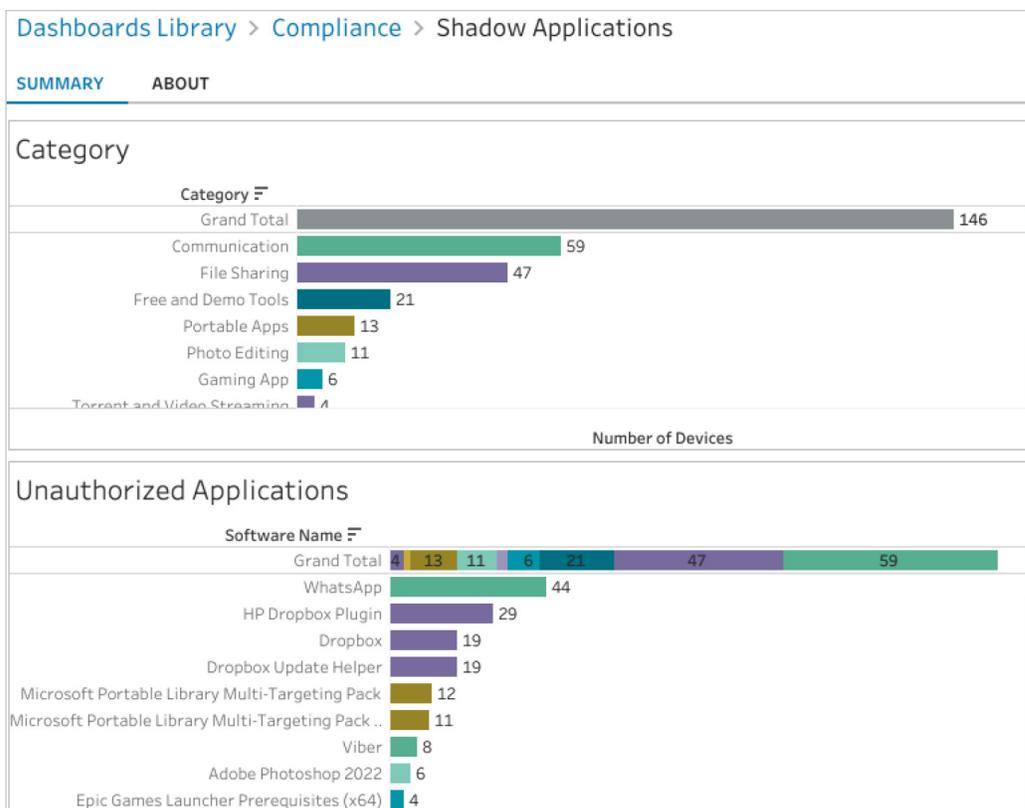
Rather than individual employees buying software on their own, when an enterprise aggregates demand across all interested employees, they can extract volume pricing discounts from their providers. That's important for the bottom line.

Most organizations grossly underestimate the number of shadow applications in use. Gartner studies have found that shadow IT is 30 to 40 percent of IT spending in large enterprises, and research by Everest Group noticed that it comprises 50 percent or more of IT spending.

One common solution of determining shadow IT?

Expense reports! This method of finding shadow IT is to sit with your finance team and review employees' expense reports to identify the specific cloud services they use. It's certainly one way to do it, but probably not the most efficient or thorough.

End User Experience Management provides a better solution. With [Alluvio Aternity](#), Line of Business and IT Operations teams get continuous, enterprise-wide visibility into the usage of every application on any employee's device, whether authorized or not. They can analyze app usage across departments and geographies to validate appropriate cloud license expenditures.



Alluvio Aternity monitors the usage and performance of every app across the enterprise, making it easier to identify shadow apps.

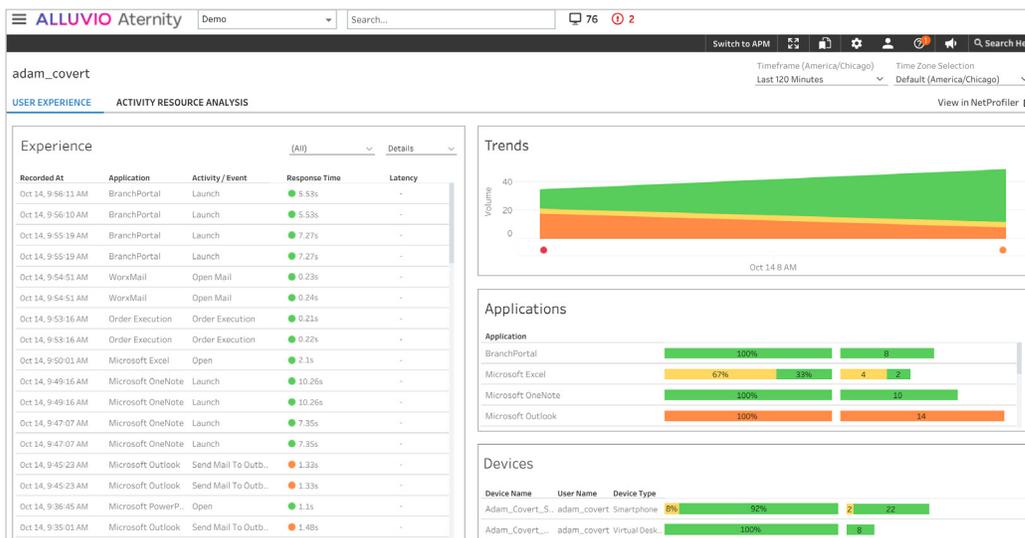
2. Monitor Every Employee's Usage

CIOs are held responsible for security, governance, and compliance for the full portfolio of applications used in the enterprise, whether they are authorized or not. This responsibility extends to performance as well. When users experience slow applications, they call IT, even if they are using Shadow apps. IT needs a way to monitor the performance of these apps. And they need to proactively identify and troubleshoot end user issues quickly for all applications.

When it comes to monitoring end user experience of SaaS apps, IT teams using traditional performance management solutions face challenges because they don't have access to the infrastructure on which the applications run. Traditional APM products using JavaScript injection for user experience require access

to the application code, or the use of load balancers or proxy servers. Synthetic monitoring products don't measure actual user experience, they only emulate it. Neither of these approaches help you track an employee's actual usage or performance of a cloud-delivered app.

Aternity monitors the end user experience for any application, including cloud and SaaS apps. It renders on the user's device, providing a user-centric vantage point that offers both real-time and historical views of application and device usage.



Alluvio Aternity provides real-time and historical views of every user's experience of any application on any device.

3. Hold Cloud Vendors Accountable with SLAs Based on Business Processes

If your team relies on SaaS vendors for business-critical apps, then EUEM can help hold your vendors accountable to SLAs that are based on common business processes your workforce uses. Although cloud providers' SLAs cover infrastructure uptime, incident response time commitments, and penalties,

these are insufficient to guarantee excellent end user experience. Aternity enables IT to monitor users' interactions with applications in the context of a workflow, like 'look up patient' in an EHR, 'process a claim' in a CRM, or 'look up inventory' in a POS app.

Aternity Keeps the Lights on to Illuminate Shadow IT

IT can use [Alluvio Aternity](#) to illuminate shadow apps, hold cloud vendors accountable, ensure compliance to SLAs, and manage a successful migration of business-critical apps to cloud.

For more information on Alluvio Aternity, check out riverbed.com/products/end-user-experience-monitoring.



Riverbed – Empower the Experience

Riverbed is the only company with the collective richness of telemetry from network to app to end user that illuminates and then accelerates every interaction so that users get the flawless digital experience they expect across the entire digital ecosystem. Riverbed offers two industry-leading solution areas – Alluvio by Riverbed, an innovative and differentiated Unified Observability portfolio that unifies data, insights, and actions across IT, so customers can deliver seamless digital experiences; and Riverbed Acceleration, providing fast, agile, secure acceleration of any app over any network to users, whether mobile, remote, or on-prem. Together with our thousands of partners, and market-leading customers across the world, we empower every click, every digital experience. Learn more at riverbed.com/unified-observability.