ekara
by ip-label

Digital Experience Management

1 Ekara 360°

360°

Data visualization
Elaborate dashboards of your domains (business/IT/network)
Structure your DEM cockpit (digital experience management)
Enhance the value of your UX (User Experience) data

Your issues and needs

- You lack insights for decision making
- You need to deal with incidents more proactively
- Business functions want KPIs and reports on application performance
- You want to speed up resolution of incidents that are affecting users

Pilot your IT with a user experience focus

- Steer enterprise performance with an eye on user experience
- Gain holistic cross-domain visibility into digital experience (business/IT/network)
- Define and correlate the performance indicators of all of your digital services
- Measure the impact of user experience on business (productivity, revenue, brand image, etc.)

Deliverables

Data visualization

Multi-domain dashboard

DEM monitoring cockpit

Optimized UX data

The benefits of Ekara 360°

Reframe enterprise management on user experience

Transition from a technical monitoring approach to a business-oriented one

Promote the work of IT teams throughout the business organization

Communicate transparently about the user experience on your digital services

Quantify the returns generated by improved quality of experience

Business case: a public-sector enterprise

The context

A major player in the public sector called on ip-label to deploy application monitoring driven by user experience. The enterprise was already monitoring by technical 'silo' (database, network, etc.) without a unified converged view. IT management wanted to adopt a more proactive attitude to incident management.

Our assistance

- ip-label rolled out a solution to monitor digital services from the end-user point of view, with Ekara prioritizing the impact on users in its calculation of how critical each incident is.
- Reports tracing application health were set up and presented to the management committee.

The situation

Business functions were complaining about applications; meanwhile IT had no insights into how applications were performing for users. Because monitoring was mostly technical and segmented, incidents could not be prioritized efficiently.
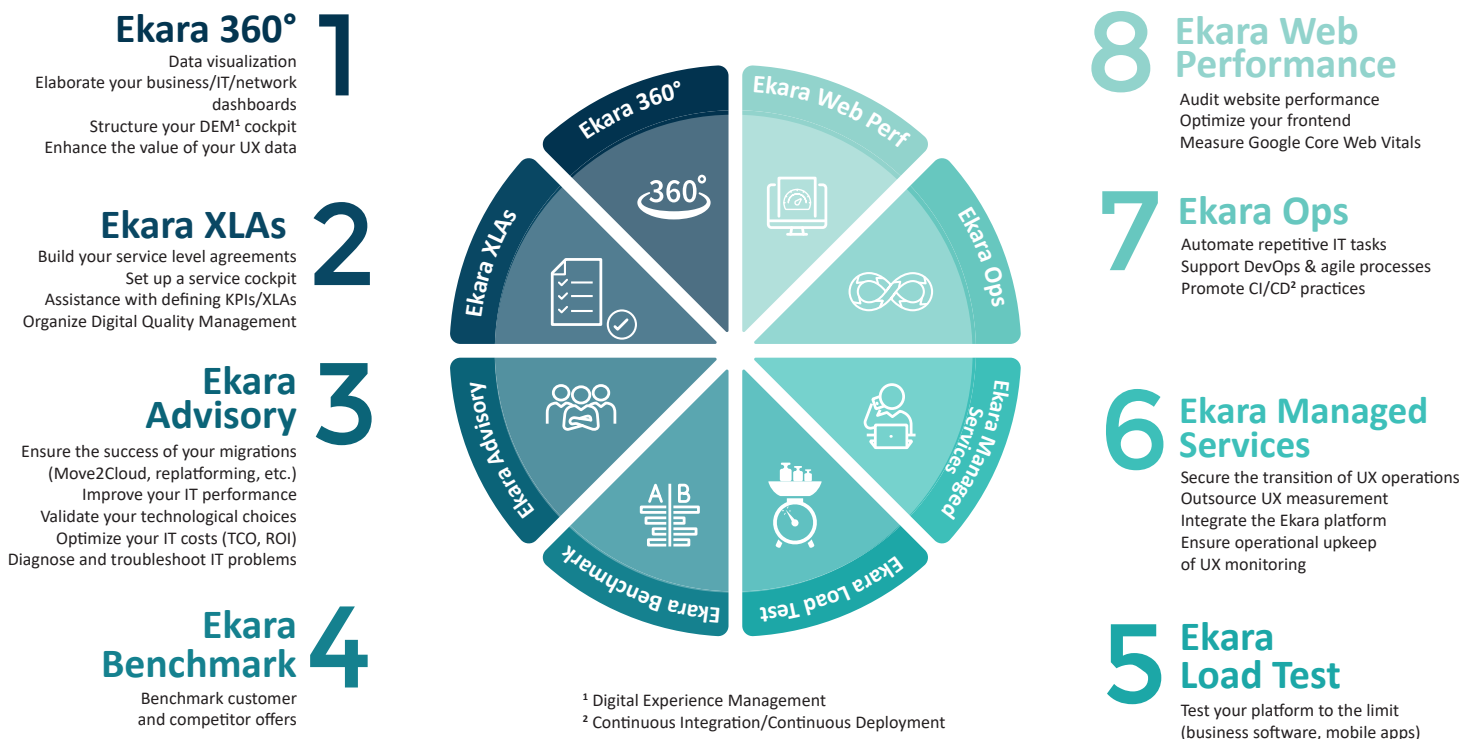
The benefits

A comprehensive view of application health, improved prioritization, and a proactive approach to managing incidents. Changes in IT management culture: all IT decisions now take end users into consideration.

A complete range of consulting services

A full-spectrum portfolio of consulting services to meet your Digital Experience Management requirements.

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Data visualization
Elaborate your business/IT/network dashboards
Structure your DEM[1] cockpit
Enhance the value of your UX data

2 Ekara XLAs
Build your service level agreements
Set up a service cockpit
Assistance with defining KPIs/XLAs
Organize Digital Quality Management

3 Ekara Advisory
Ensure the success of your migrations (Move2Cloud, replatforming, etc.)
Improve your IT performance
Validate your technological choices
Optimize your IT costs (TCO, ROI)
Diagnose and troubleshoot IT problems

4 Ekara Benchmark
Benchmark customer and competitor offers

8 Ekara Web Performance
Audit website performance
Optimize your frontend
Measure Google Core Web Vitals

7 Ekara Ops
Automate repetitive IT tasks
Support DevOps & agile processes
Promote CI/CD[2] practices

6 Ekara Managed Services
Secure the transition of UX operations
Outsource UX measurement
Integrate the Ekara platform
Ensure operational upkeep of UX monitoring

5 Ekara Load Test
Test your platform to the limit (business software, mobile apps)

[1] Digital Experience Management
[2] Continuous Integration/Continuous Deployment

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