ekara
by ip-label

Digital Experience Management

2 Ekara XLAs

Build your service level agreements
Set up a service cockpit
Rely on experts to help define your KPIs/XLAs[1]
Organize Digital Quality Management

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*Today **fewer than 2% of KPIs focus on experience** We need to change this by developing our understanding, monitoring, and management of experience indicators. - Source: XLA Collab*

Your issues and needs

- Your SLAs measure information systems without reflecting the viewpoint of your users (customers/coworkers/partners)
- Users complain even though your IT monitoring indicators are all green
- You need clear, straightforward metrics to communicate with business functions about IT
- You want indicators for comparison across the range of your applications (legacy, SaaS, cloud, etc.)
- Your quality indicators are still not segmented by persona (VIP, 'gold' customer) and their locations around the world
- You lack business-oriented metrics

Pilot enterprise performance with user quality of experience (SLAs => XLAs)

Make the move from SLA to XLA[1] and measure the performance that your information systems deliver to your users.

Deliverables

Service level agreements

Service cockpit

Assistance with defining KPIs/XLAs[1]

Structuring of Digital Quality Management

The benefits of Ekara XLAs

Align end-user experience measurement with business targets

Boost brand image

Attenuate the impact of IT incidents on enterprise revenue and productivity

Facilitate communication between business functions & IT

Reorient IT from technical KPIs (CPU, RAM, etc.) toward user satisfaction/user experience

Steer contractual relationships (SLAs / XLAs[1])

Rely on the expertise of a reputable third-party

[1]*Experience Level Agreement*

Business case: industrial sector

The context

The technical division of a large industrial group is responsible for a wide range of applications at a sizable number of sites (legacy applications and SaaS cloud apps). Users frequently experience slowness, and the issue is taken up by the Management.

Our assistance

- Deployment of a measurement solution on the internet at the industrial group's different sites.
- Creation of scenarios from typical user journeys on the applications.
- Setup of a service monitoring cockpit.
- Analysis and recommendations to the customer's teams: some sites were undersized in terms of bandwidth (network issues) and patches were applied to two applications.
- Presentation to the group's management committee and validation of an action plan.

The situation

The teams have little visibility into how the applications are doing. There is friction among the internal parties involved (particularly between network & application teams).
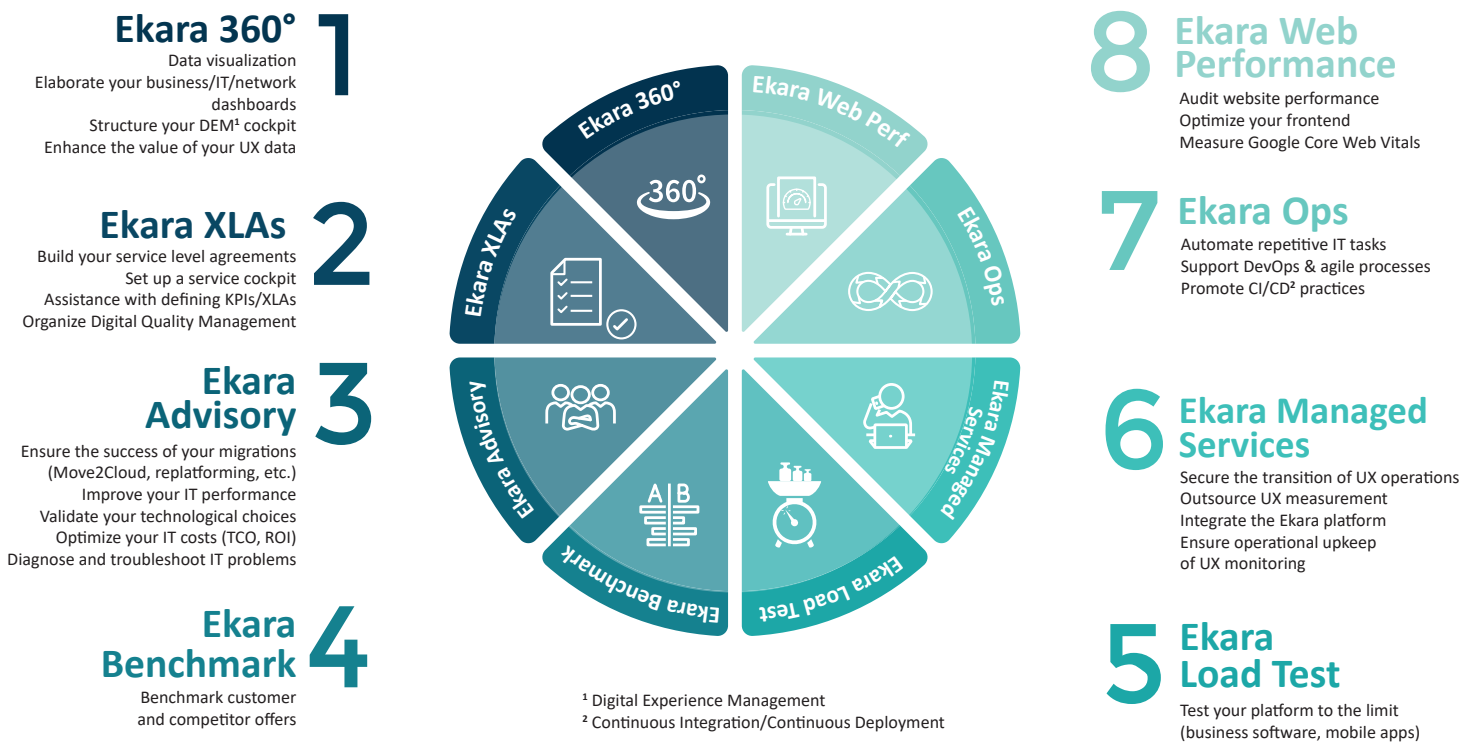
The benefits

Deep visibility and insights into the user experience. Better cross-functional communication. Implementation of a quality improvement plan.

Result: a 35% improvement in performance on the most critical applications.

A complete range of consulting services

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

Ekara 360° **1**
Data visualization
Elaborate your business/IT/network dashboards
Structure your DEM[1] cockpit
Enhance the value of your UX data

Ekara XLAs **2**
Build your service level agreements
Set up a service cockpit
Assistance with defining KPIs/XLAs
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Ekara Advisory **3**
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

Ekara Benchmark **4**
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