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# **Improve Employees' Application Experience and IT Visibility With Nextthink**

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Application teams are responsible for a large volume of expensive applications that are key to the transactional business, efficiency and revenue of their organizations. It can be difficult to sort through web applications, SaaS apps, ERP software, CRM software and hybrid applications to find inefficiencies or problems that may result in IT tickets. This can lead to employees suffering poor experiences with the applications they need to do their work. Web application and SaaS adoption are only increasing, putting more burdens on IT, application owners, end user computing (EUC) teams and network and infrastructure teams.

The way to solve these problems is to use Employee Application Experience (EAE) solutions to centrally monitor and manage the experience being delivered across hundreds or thousands of simultaneous users of applications. With EAE solutions, app owners can proactively keep applications running smoothly and see when employees are or aren't using expensive applications.

In addition, EAE tools can help your business understand whether applications are performing well across the entire client, browser, network and backend technology stack. If applications are beginning to degrade in performance, EAE solutions can proactively raise the issue before significant employee impact occurs. When performance problems do occur for employees, the EAE solution helps identify the likely source of the slowdown so the issue can be more specifically and rapidly addressed by the appropriate team (or vendor). Finally, EAE software also creates visibility into and across employee use of hybrid applications such as Microsoft Office 365.

## Among the benefits EAE software provides businesses are:

- Seeing everything in one place: Get real-time visibility into every employee interaction with every app, helping to proactively dig out the root cause of problems that may arise with business-critical and revenue-generating applications before significant numbers of employees are affected, and before ticket-storms.
- Improving the experience of employees: Smooth out the workday by finding application problems sooner and solving them faster. Quickly triage issues and get problems in front of the right team using AI analytics and diagnostics.

- Analyzing app performance issues: Proactively see exactly which applications are performing poorly and why. Help improve the situation before it gets elevated to a ticket.
- Speeding up application adoption through process improvements: Discover what employees are really doing in their use of applications, including their workflow experience within an application, how long application steps take and how quickly they are adopting and using required or recommended features and functions.
- Leverage licenses in the most efficient way with software metering: Get data on which licenses employees are using (or not) and where you're getting the best use of your money or overspending on apps that do not provide commensurate benefits.

Nexthink is the leader in digital employee experience management software. The company is energizing the future of work by providing IT leaders with unprecedented insight into employees' daily experiences of technology at the device level – freeing IT to progress from reactive problem solving to proactive optimization. Nexthink enables its more than 1,000 customers to provide better digital experiences to more than 15 million employees. Dual headquartered in Lausanne, Switzerland and Boston, Massachusetts, Nexthink has 9 offices worldwide.

## How to use this guide

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**STAGE 1** explores the common questions or objections you may face as you discuss the purchase of EAE software with colleagues and executives.

**STAGE 2** helps you show stakeholders how the organization and application owners can benefit from an application experience tool.

**STAGE 3** helps you further explain why Nexthink is uniquely positioned to help your organization reduce costs and gain clarity by continually improving the overall application experience of fellow employees.

## Stage 1

# Frequently asked questions

To reach the point of confidently purchasing EAE software, you need to be able to address common questions and objections you'll face from across your organization. Be prepared to address stakeholders' concerns ahead of time, keeping in mind the information that will matter most to them and the needs of each member of the buying committee.

### **Stakeholder role: EUC teams**

Common questions and concerns

**EUC teams already have access to application teams who are experts in the applications and have visibility over the applications. Why is employee application experience a problem for EUC teams?**

EUC teams are increasingly responsible for overall employee experience as well as application provisioning. With ever-growing numbers of these applications, and the increasing time employees spend in them, employee experience is often defined by their application experience. But, EUC teams are blind to how employees are actually experiencing applications in-use.

The antidote is visibility. Visibility means not only understanding how applications are being used, but the employees' experience of using them. Visibility within EUC can help prove the efficiency of your teams and make sure you assign the right team or external organization to fix issues that might arise.

Nexthink Application Experience speeds up the triage and resolution of application problems in this busy environment. After all, slow response and resolution for employee application problems is an experience issue. Critically, however, there is a knowledge gap between what EUC teams typically can see and what application teams may see with their Application Performance Management (APM) tools. Application teams and their tools are the experts in the application code and execution environment, and their tooling gives them complete and deep visibility inside the application environment.

But, they lack any visibility into the broader network, configuration, desktop and other software outside the application backend. This gap typically results in the "blame game", where tickets are escalated to Application teams from EUC, only to be bounced back with "It's not my application." The result: lengthened resolution times, increased incidents, employee frustration, slowed adoption and poor productivity – all of which reflect poorly on EUC.

Fortunately, EUC personnel don't have to be experts in an application to use the real-time visibility in Nexthink's Application Experience software to their significant advantage. Application Experience software quickly delivers the actual performance, reliability and usage for each application and every employee – across the entire desktop, configuration, network and backend technology stack. That way, EUC can rapidly resolve problems in their domain. They can specifically and pointedly escalate to application teams only those issues known to be problems with the application itself, optimizing productivity of both EUC and application teams while simultaneously improving employee application experience.

## **Stakeholder role: Application teams/owners**

Common questions and concerns

### **Why does our company need EAE software?**

EAE software enables EUC teams to gain contextual insight into the hundreds to thousands of applications employees use every day. In order to provide a good end user experience, one must know how many employees have adopted each application and which team or external organization would be best suited for fixing its issues. EAE software provides a view overlooking every application used in the organization that spans the full experience of the employee in the application – from their device and browser all the way to the backend – delivering the needed visibility.

### **We already have APM and synthetic monitoring tools. If those solutions don't solve the problem, it's the EUC team's job. This isn't the application team's problem.**

When applications are in production usage, application owners and their teams need to know how their applications are being experienced in the real world. Are they being used? Are those user experiences performant? Are all users equally productive and successful in their use of the application? And, for issues escalated to them, application owners and teams need as much context as possible to avoid the dreaded “blame game” where issues are continually bounced across application teams, server teams, network teams, database teams and/or EUC teams.

Unlike Nexthink, APM tools monitor application code and how it is performing on its infrastructure. These tools were designed for assisting developers and operations in optimizing code and monitoring and optimizing the infrastructure that aligns with the execution of that code – during development and into production.

However, they have no insight into the totality of the end user's experience. APM tools can't see into the user's device, browsers or local and wide area network in the context of employee experience using the applications. The Synthetic Monitoring approach in particular only tests very specific application and/or infrastructure uses periodically and will typically be misaligned with real-world experiences. After all, employees work in varying locations and on different devices and networks.

Typically, synthetic monitoring tools are implemented to test if given infrastructure or application elements (e.g. remote services) are available. It has no visibility into any variabilities in application user location, configuration and workflow, let alone differing performance experiences across different cohorts of employees. Finally, many companies have security and compliance policies that prevent the use of synthetic monitoring tools.

With Nexthink's Application Experience software, application owners can see every employee interaction with the application, how that interaction performed and what the employee experienced. It can spot employee experience problems before tickets are raised. Should your company desire and allow synthetic monitoring tools, Application Experience can be easily configured to add that additional dimension.

**We already involve our usability teams in conjunction with our Application Developer teams during DevOps to ensure the best possible performance of applications, with usability built-in. APM tools are a bonus during this process to monitor and measure performance. Why do we need anything else?**

APM tools don't cover employee device/hardware, configuration, permissions or connectivity.

The implementation and use of APM tools are only possible with custom-built web applications, as they are based on code that is injected server-side into the application itself. While this gives extremely granular and detailed telemetry inside the application code and its immediate execution environment it cannot be used with commercial packaged or customizable SaaS web applications, hybrid web apps or desktop/binary applications (because the vendors of these applications do not allow their code to be modified).

Finally, APM tools are expensive to license. As a result, most applications are not monitored with them. Instead, companies focus on custom, business-critical applications for which they have access to the code.

Nexthink can monitor in real time employees' usage of applications, including any web-based application (custom-built, hybrid applications, packaged commercial SaaS, and/or customized SaaS). For installed desktop/binary applications, Application Experience with Nexthink lets you see the frequency and intensity of usage at the packaged application level. With custom-built or commercial/customizable SaaS web applications, you can see each page load and every soft-navigation within web pages. Even individual web-initiated individual application transactions are all captured. This data, in turn, helps drive rapid, cost-effective adoption and use of applications.

In summary, Nexthink Application Experience supplements and extends the use and value of APM tools, extending application team visibility to the complete context of employee experience: adoption, usage and performance.

## **Stakeholder role: Network and infrastructure teams**

Common questions and concerns

**We already have a problem escalation process in which we work with EUC and Application teams as needed; each team has their own tools they use to work on the problem, so why do we need more insight?**

Problem escalation processes like this can rapidly lead to “blame games,” with every participant using their own success metric to avoid taking the most responsibility for the problem. “it’s not my application, database, server, network, etc.”. After all, employees are used to opening tickets in the context of how they are experiencing the problem, with limited knowledge of the actual technical underpinnings. Thus, without complete context, a ticket opened as “Salesforce is slow” will typically be routed to that team, who will work with their tooling to either solve the issue or to offload it on another team.

Nexthink’s visibility spans employee experience using applications across devices, browsers and networks all the way to the application backend service. It provides the complete context, so you’ll know which team needs to address the problem. This eliminates incorrectly routed issues; if Application Experience shows that the bottleneck is the network, such an issue can be confidently managed with the knowledge that it is not the desktop, as one example. Also, Nexthink can show exactly when employees experience or are likely to experience application problems in real time, revealing the underlying problem.

## **Stakeholder role: End users**

Common questions and concerns

**Why should our end users care about EAE monitoring?**

EAE software ensures your organization’s ability to ensure that every employee’s use of every application is as smooth and pleasant an experience as possible. It enables IT teams to get ahead of issues with applications – before employees even have to open tickets – to proactively prevent end-user issues. When issues do occur, EAE software gives IT teams the ability to already know all the details of the employee’s situation, speeding resolution, so end users can get back to doing their work faster.

When Application Owners have more information about how end users are engaging with apps, they can use that data to provide productivity-boosting capabilities like chatbot guides or links to appropriate training. They can cost-effectively acquire and manage the applications end-users are really using to drive profit, and eliminate unused and unneeded applications, freeing device software clutter.

## Stage 2

# A vision for improvement

This section provides a narrative to explain to your stakeholders how Nexthink's Application Experience software will change your organization for the better. How will it benefit your business in the short and long term? Outline your vision to the buying committee — happier employees, improved digital experience, and maximized revenue and profit — so they know what to expect from the solution.

### **| Stakeholder role: EUC teams**

**We know who is using and accessing which applications and how their experience is trending, allowing us to be ahead of employees opening tickets for application problems, reducing and even preventing tickets and associated costs.**

One Nexthink customer saved 11,000 employee hours by gaining complete visibility into all web applications. The customer had previously had an extremely high volume of tickets for “application slow.” Nexthink's Application Experience software discovered many issues with certain browsers and device configurations and was able to proactively fix them with automated, remote actions. Page load speeds were reduced by 25% on average (two to five seconds per app). Ticket volumes decreased.

Knowing which employees use and access which applications helps us prepare for technical upgrades, replacements of applications as needed and licensing model changes. Having more insight into applications can also reduce license costs by identifying under- or non-used applications as candidates for license consolidation.

With EAE insights, we can cut through the complicated and incremental use of our web applications. Global IT changes (networking etc.) will no longer cause otherwise-permitted employees' access to any given applications to fail.

Successful application rollouts and adoptions increasingly live or die based on Employee Experience. So, Employee Experience will benefit from visibility into all web apps, since, increasingly, employees spend ever more time in web applications to perform their jobs.



**We will be able to rapidly identify the likely cause of problems with applications specifically enough to either immediately solve the problem or find the right team to solve it – often before employees open any tickets.**

Nexthink's Application Experience software allows us to be alerted when employees begin to experience abnormally slow performance so that we can resolve the issues before employees are frustrated enough to open tickets. When we get such alerts, Application Experience rapidly accelerates the diagnosis process, seeing exactly how the device, configuration, browser, network, infrastructure and applications might contribute to the problem. EUC personnel will have the confidence to immediately escalate the problem to the right team, the first time, every time. We will reduce costly, awkward "war room" blame games over who should handle a problem.

## **| Stakeholder role: Application teams/owners**

**We will find better workflows and processes for employees while using applications.**

With Nexthink's Application Experience platform, we can easily identify opportunities to improve user experience and make workflows more efficient. We can smooth out the process of adopting new features. And, we can reduce costs; we can implement cost-saving license reclamation efforts without reducing employee productivity.

There is a lot of data that application owners may find useful about ways in which employees are really using their apps. For example, are employees following the right workflows? Are employees affected by poor performance in some workflows? Are they really using the applications they have licenses for? Who is getting their money's worth out of SAP BW or ChatGPT? Are they clinging to previous approaches, making them slow to adopt and proving the benefit of new applications and features? To help dislodge people from clinging to previous approaches, targeted employee education will be built into Nexthink's Application Experience.

## **| Stakeholder role: Network and infrastructure teams**

**We can focus on the work that matters most to us.**

As network and infrastructure personnel, we keep connectivity up and running internally and externally to the organization. Global IT changes such as in networking can sometimes cause problems with employee access to applications. Specifically, as more commercial, SaaS and web applications are rolled out, many employees need incremental permission changes and access to new and different applications.

The network and infrastructure teams will benefit from knowing in real time which employees are successfully accessing and using which apps versus those receiving errors. Further, because Application Experience gives us complete end-to-end perspectives on real time user experience and performance, we will benefit from fewer tickets escalated to our network and infrastructure teams which may have actually been due to problems with the desktops, browsers, or applications themselves. We'll end up in far fewer "war rooms" and "blame storm" sessions, making us more productive and able to act more strategically.

## **Stakeholder role: End users**

### **We can work more efficiently with our most useful apps.**

Application Experience smooths out the performance of any application your end users might engage with during work, from desktop, hybrid and web apps to commercial SaaS. Application Experience helps ensure there are no barriers between our employees and their use of applications – from initial device log-on through every step and every application they use. The proactive ability to see building degradations before they reach a level that directly impacts our users ensures we can be proactive and resolve our employees' issues before they even notice.

## Stage 3

# Getting buy-in and commitment

At this stage, your buying committee should understand how an EAE solution can change the way their entire organization works for the better. Next, you'll need to prove its value in real-world use cases. These scripts can help you sell decision-makers on what the solution will do for them each day.

### **Role: EUC teams**

#### **Demonstrate business value**

Application Experience makes it easier and lowers risk when adding new applications or changing business-critical applications.

We can speed up employee adoption of new technology driving business value. During and after the adoption of new technology, we will have complete clarity into each employee's application usage, needs and experience.

We will be able to be proactively alerted to changes in application performance long before it becomes serious enough for employees to notice and open tickets. This boosts employee productivity and simultaneously reduces the costs of EUC.

Finally, these insights will also enable rapid optimization of software licensing costs as well as support targeted employee education. Application usage will be more cost-effective, being optimized for cost with the exact licenses and seats we need – we can finally tell our software asset management teams what employees are actually using, not just what they have for approved licenses.

### **Role: Application teams/owners**

#### **Demonstrate business value**

We'll save money by rapidly knowing exactly which applications are really used by our employees and justify expensive licenses instead of guessing. We'll save time by being able to immediately route issues to the right team. Application telemetry with advanced AI analytics and diagnostics pinpoint the root cause of issues – from end to end.

In addition, we will save time across Level 1 to Level 3 by avoiding the lack-of-context-driven cross-team "blame games" by pinpointing exactly which specialist team needs to address which specific problem from the beginning. We'll be able to prove the cost-effectiveness of our application adoption by showing who uses which application and why.

We'll gain a centralized, proactive, analytic view of the status and trends of all key performance and reliability metrics across all applications in our environment, making continuous application smoother and mitigating problems faster.

Even hybrid applications can be managed in this way with Nexthink Application Experience, all from one dashboard with shared visibility.

## **| Network and infrastructure teams**

### **Demonstrate business value**

With Nexthink, we will significantly reduce the number of erroneously escalated tickets to our network and infrastructure teams, saving them time to focus on those issues within their purview. And, when diagnosing and solving network issues with Network Management solutions, we can do so in the full and complete context of the impact on the employees, not just the network devices and services alone.

Infrastructure and network teams using Application Experience can access location-independent troubleshooting, meaning we can isolate all employees having any type of application issue, regardless of physical location. This helps us pinpoint network and infrastructure problems faster and more efficiently, and, importantly, gives us the context and scope of the issues so we can know how many and which employees are affected.

Application Experience is a proactive, heads-up view of the performance experience each and every employee sees, across all our networks and employees.

## **| End users**

### **Demonstrate business value**

Because Application Experience makes it easy and fast for EUC, IT and Application teams to proactively improve the performance of applications, employees will benefit from a much more productive, and far less frustrating daily experience. With most companies having more than 100 different applications in use by employees, these improvements can add up to significant boosts in productivity. This is especially critical for customer or client-facing employees and applications. Since these employees must use these applications in real-time while they are interacting with customers, the performance of the experience is of critical importance. Each interaction with the application is a revenue-impacting transaction. If these are too slow, money is lost, and the company's brand may be negatively impacted.