

# EMA Vendor to Watch: Nexthink Digital Employee Experience

*The need to be bigger, better, faster and do more with less at the speed of global competition is just a fact of marketplace life today. Keeping up this market pace puts businesses in a state of near-constant change, with applications and updates hitting the user community in unending waves of rolling releases—but change is a two-edged sword. It challenges organizations to be agile and innovative, while at the same time minimizing disruption to employee productivity and engagement. Execution on this balancing act requires real-time visibility into the employee experience with information that is detailed, accurate, measurable, and unobtrusive to the user. With more than 10 million endpoints under management, Nexthink software is built specifically to monitor and improve employee experience of the applications and devices in use every day. Its standardized, globally benchmarked scoring system moves understanding of that experience from guesswork into the ranks of fact-based, actionable analysis.*



## Nexthink's Value Proposition

IT excels at doing the things that it knows how to do. However, seeing the world from the user's perspective is not usually one of those things. Frustration and finger-pointing mount when users complain of applications responding like a herd of lazy snails at the same time that IT reports, "all lights are green." Lack of visibility into end-user computing erodes employee engagement and productivity, hampers business agility, drives up IT support costs, undermines the cause of IT/business alignment, and is easily remedied.

Nexthink's AI-enriched platform automates the collection and aggregation of real-time data from individual user devices and endpoints, facilitates autonomous remediation that scales across the enterprise, and provides metrics for instant visibility as well as continuous improvement. An enterprise-scale solution for understanding and constantly improving the overall digital employee experience, it also features tailored, out-of-the-box content for common problems, such as Windows 10 migration, VDI monitoring, Skype for Business, and Office365 migration/management. Nexthink is built to connect easily with existing monitoring tools and ITSM systems, extending visibility—and the ability to be proactive—deep into the user's work world.

Nexthink goes the extra mile by providing what it calls the "Digital Experience Score," which effectively rates the ability of an employee to get things done using their IT tools and environment. This score is the product of both hard metrics and user sentiment on the known key drivers of employee experience, made visible in reports that are targeted to the interests of specific stakeholders from executive dashboards, right down to specific details for a single user or device.

For instance, the Digital Experience Score for web browsing will include both hard metrics and user sentiment, as will the scores for each business application and device. Nexthink has standardized these scores across the millions of data points and industries that their customers represent to offer a de facto benchmark of experience by industry and company size. The Digital Experience Score then acts as a barometer that normalizes the measurement of experience and the impact of initiatives for improvement.

## EMA Perspective

EMA has a long-standing history of championing the business value and need for end-user experience management as a discipline distinct from generic application performance management. The fact that Nexthink has baked industry-benchmarked scoring into the use of its operationally excellent platform makes end-user experience a realistic and actionable key metric. Reporting across the spectrum of high-level performance to richly detailed data, the solution makes the topic accessible, interesting, and useful, from the boardroom through the service desk to the technician on call. There is a real need for Nexthink's solution set because digital transformation without excellence in the digital workplace is the functional equivalent of a Ferrari at a gridlocked intersection—full of potential with nowhere to go.

**About Vendor to Watch:** EMA Vendors to Watch are companies that deliver unique customer value by solving problems that had previously gone unaddressed or provide value in innovative ways. The designation rewards vendors that dare to go off the beaten path and have defined their own market niches.

**About EMA:** Founded in 1996, Enterprise Management Associates® (EMA) is a leading industry analyst firm that provides deep insight across the full spectrum of IT and data management technologies. EMA analysts leverage a unique combination of practical experience, insight into industry best practices, and in-depth knowledge of current and planned vendor solutions to help EMA's clients achieve their goals. Learn more about EMA research, analysis, and consulting services for enterprise IT professionals and IT vendors at [www.enterprisemanagement.com](http://www.enterprisemanagement.com) or [blog.enterprisemanagement.com](http://blog.enterprisemanagement.com). You can also follow EMA on [Twitter](#), [Facebook](#), or [LinkedIn](#).

3893.090919