

nextthink

**Improve Digital Employee  
Experience & IT Productivity  
with Nextthink**

# Improve Digital Employee Experience and IT Productivity with Nexthink

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IT teams are routinely burdened by implementing complex technology and the fallout that occurs when something goes wrong in production. We often hear teams' reference "being blind" to what's happening in their environment. And the frustration they voice about relying on employees to call in their issues to the help desk is contrasted with the need to reduce those tickets and the associated expense. These technology issues impede their ability to provide a stable, reliable, and predictable platform that delivers a positive employee experience.

The way to solve this problem is to challenge the status quo by reframing IT's focus around the most important asset of their organization: people. Digital Employee Experience solutions enable End User Computing (EUC) teams to increase their visibility and improve operational efficiency by focusing on employees. This in turn allows enterprises to reduce negative impact, improve productivity, and reduce costs.

## Among the benefits that DEX software can provide businesses are:

- Insight into employees' digital experiences: IT teams can gain visibility into the full user experience of technology as delivered by business-critical on-premises and web applications, pinpoint the true root cause of issues, and fix issues at scale.
- Proactive IT: Instead of relying on employee-submitted tickets to discover and understand only a portion of the true impact, a DEX platform shows the full scale of incidents, and real-time customized alerts bring issues to IT's attention before employees are negatively impacted on a broader scale.
- Optimized Digital Transformation Projects: Deliver successful and on-time transformations based on DEX insights across every stage of a project.
- Validation of IT investment: Easily measure the impact of changes and document realized cost savings from software optimization, extended hardware lifecycles, and automated processes.

Nexthink is a software company focused on helping IT shape smart and productive workplaces. Its products bring clarity to IT departments through a unique combination of real-time analytics, automations, and employee feedback. [The Forrester Wave™](#) named Nexthink a Leader in End-User Experience Management in 2022.

# 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 digital employee experience software with colleagues and executives.

**STAGE 2** helps you show stakeholders the ways in which the organization and IT team can benefit from a digital employee 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 digital experience of fellow employees.

## STAGE 1

# Frequently Asked Questions

To reach the point of purchasing digital experience software, you need to be able to address common questions and objections you'll face from across your organization. Be prepared to address their 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: CIO / business owner**

Common questions and concerns

#### **Why does our company need digital employee experience software?**

Digital employee experience software enables our IT teams to better see what causes disruptions to employees and allows them to do their jobs efficiently without the friction of technology problems getting in the way, thus improving overall satisfaction and output. This solution improves operational efficiency and resiliency by smoothly adding analytics into existing processes, makes employee feedback easier, and reduces IT expenses along the way. The comprehensive insights offered by a DEX solution allow us to make our IT operations more time- and cost-efficient and to spot immediate cost savings opportunities in our hardware and software stacks.

## **What if we don't have the budget, time, or resources to manage something so comprehensive?**

The investment we make in a DEX platform upfront can end up saving us money over time. This includes initiatives and capabilities that help drive ROI in the first year, whether that's intelligent hardware refreshes, software license reclamation, or the reduction of IT tickets by proactively solving problems using the end-to-end visibility offered by a DEX tool. A DEX tool can also make managing the digital workspace easier for existing IT teams, freeing up valuable time and resources as they focus on more strategic initiatives than the never-ending break / fix efforts.

## **Stakeholder role: End-user computing specialists**

Common questions and concerns

### **How will a DEX tool help me service employees as best as I can?**

Nextthink provides clear insight into what's working and what isn't. Its software helps to identify the context, scope, and business impact of issues to accelerate troubleshooting through machine learning and pattern spotting.

### **How do I leverage tools to justify the investment the leadership team has made in my department?**

Leadership teams in the current economic environment like to see that their organizations are doing more with less. And in these complex times, it means more than just "working smarter." DEX brings cost savings through day-to-day process changes that improve efficiency and thus directly correlate to money saved. For example, having a DEX dashboard in place could help reduce the number of tickets escalated to an L3 support resource by 40%, an action that can save the company \$100 per ticket.

## **Stakeholder role: Application and network owners**

Common questions and concerns

### **Will a DEX tool replace the specialized tools our application owners already have?**

The goal is not to replace the specialized tools we already have; it's also not to take the budget away from application performance management, network management, or virtualization tools. Instead, Nextthink provides experience-level data for applications, so IT can see the problem from the end user's perspective. This data allows IT to have the right conversations upfront, across teams, and sometimes be able to solve problems before they get to other, more specialized, and expensive teams. Sometimes it just spurs good collaboration.

## Does DEX help us save money?

Improving DEX makes everyday work more efficient. EUC teams can resolve the most pressing issues and only escalate to application and network issues when necessary. Ultimately, a DEX tool will reduce pressure on Application and Network teams by allowing EUC to identify the true root cause of issues before escalation. Shifting left with automation and self-help, while also avoiding problems with better testing, can help keep costs down.

## Stakeholder role: IT security

Common questions and concerns

### Nextthink installs a collector on every device for its product to run. Isn't that a security concern?

Installing a collector is standard for DEX providers, and Nextthink has a proven track record of maintaining its customers' security. Nextthink serves some of the largest organizations in the world. It has 1,200+ clients and 15 million end points from major global players, including government agencies.

Nextthink passed the Federal Information Processing Standard 140-2 and AICPA's System and Organization Controls (SOC) 2 Type 2 certifications. Nextthink's industry-standard privacy, security, compliance, and certificates are on display in its online [Trust Center](#).

Nextthink's collector is so efficient it can also govern and manage all of the other security and system agents we have installed on our devices to make sure they are running properly, updated, and not impacting the employee experience.

## STAGE 2

# Your Vision for Improvement

This section provides a script to explain to your stakeholders how a digital employee experience solution will change your organization for the better. What problems will it solve in both the short and long term? Outline your vision to the buying committee — happier employees, improved customer experience, and maximized revenue and profit — so they know what to expect from the solution.

### **Stakeholder role: CIO / business owner**

#### **We will minimize loss of revenue and profit while improving budgeting and planning.**

With DEX software from Nexthink, we can improve analysis speed and the quality of technology changes. By creating a reliable, stable, and predictable environment with fewer outages, we will introduce fewer hurdles to revenue-generating teams and fewer productivity issues that impact profitability.

In addition, legacy maintenance costs and hardware replacement costs can be optimized as we gain insight into which hardware really needs to be replaced and what portion of the estate can remain in service without costly replacements just yet.

Nexthink also helps us track access and usage of desktop and web applications across our organization to surface insights that support license optimization for all applications. By understanding software adoption, unused applications can be removed from devices and people that do not need them, drastically reducing IT costs.

DEX can also help make carbon footprint improvements, open the door to business partnerships in cost containment, and improve employee education. Nexthink's Sustainable IT Library Packs can help us match IT with the overall corporate vision for sustainability.

### **Role: End-user computing specialists**

#### **We can be less reactive and reduce technology disruptions.**

Nexthink's DEX software can help the end-user computing team fix problems before they arise. We improve sentiment and overall satisfaction of employees by ensuring their technology works smoothly and by spotting and fixing issues at scale before employees are negatively impacted.

This is accomplished by not only having a full view of production problems as they start to show up but also with an enhanced ability to test and find issues before the release goes to prod.

DEX helps us avoid the blame game. Instead of teams “proving it’s not their problem” and bouncing the ticket, the insights let us see clearly where technology is impacted, when it started, and which team should address it. That, in turn, lets us save time when talking between teams and eliminates much of the need for trial-and-error troubleshooting. Plus, we can address tickets within Nexthink or perform a handoff to another individual within the IT teams to automate a solution in a different toolset.

A DEX tool can find and fix issues before employees notice them and / or before they spread, reducing frustrations and improving IT’s day-to-day experience. The IT team doesn’t have to chase down mysterious incidents or wait for employees to call. Instead, they can focus on larger strategic initiatives.

AI-based recommendations are built into Nexthink. For example, it uses benchmarking insights from across its cloud customers to help identify if a problem is specific to a user or if it’s an industry-wide issue. This cuts down on the time it takes to do environment analysis and trial-and-error troubleshooting. Nexthink can also provide a virtual assistant that responds to natural language questions; for example, we could ask it to show us all the applications that are crashing today and rank them by priority.

## **Role: Application and network owners**

### **We can reduce the impact that tech problems and calls to support have on employees.**

We’ll be able to provide full support for the sprawling number of devices, software, networks, and clouds we monitor. Nexthink provides a single-pane-of-glass view into the rapidly changing work environment.

Network teams and VDI teams are often blamed far too quickly for issues. As we see everything in real time, we can understand what *isn’t* the problem, facilitating better issue resolution and ownership. This helps us shift left and become more proactive.

## **Role: IT security**

### **We can make sure updates happen in a timely fashion.**

IT can set up automatic updates in Nexthink, which helps reduce security risks on applications and outdated software. Overall visibility benefits this team as well. For example, we can improve compliance with automated updates by creating a threshold within Nexthink where any employee who runs an instance of Google Chrome more than two versions old will automatically get an update.

**We know when software is not working.**

Nextthink helps identify when key UEM and security agents are not working properly. For example, if a security agent is not configured properly and can't connect to the relevant infrastructure, it cannot function. Nextthink highlights when other solutions are failing and allows for alerting to the problem, automated remediation of the issue, or disabling of functions until the security concern is addressed.

**We can easily adhere to and prove compliance.**

Nextthink lets IT security personnel remove some of the guesswork. They can improve compliance with automated updates by creating thresholds within Nextthink. End users will have more confidence in their digital experience, improving their outlook overall.

## STAGE 3

# Getting Buy-In and Commitment

At this stage, your buying committee should understand how a digital employee experience platform 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: CIO / business owner**

#### **Demonstrate business value**

End-user computing touches every part of modern business in many different ways. And when IT fails or presents hurdles, it can impact revenue and profitability. In particular, web applications are critical to business productivity. With Nexthink, we can quickly become aware of web and SaaS issues and cut down on the times when end-user computing problems cause customers to hesitate, revenue to stall before it can be booked, or products to pile up in a shipping hub. With integrations, we can also use Nexthink in concert with other platforms such as Qualtrics or ServiceNow.

### **Role: End-user computing specialists**

#### **Demonstrate business value**

DEX can make it easier to migrate critical computing resources, such as transitioning from Windows 10 to Windows 11, or other complex software refreshes. With Nexthink, we can monitor those transitions to make sure they run smoothly and catch problems as soon as they happen. This will allow us to pause and remediate before unintentionally rolling an issue out to more employees.

We can track device stability when transitioning to a new operating system, discovering whether certain older devices have issues like blue screens or slow logons. Discovering application crashes and assessing reliability when working with a new OS becomes easier and allows us to move more quickly with better confidence.

In addition, we can smooth out possible areas of cross-team interpretive conflict by making sure everyone has access to the same insights, avoiding specialist teams being engaged when not necessary.

## **Role: Application and network owners**

### **Demonstrate business value**

DEX helps ensure application and network owners can give IT teams the necessary means to service their employees and save the company money. We'll be able to demonstrate up to the C-suite how those changes have led to hard cost savings and improved user sentiment. User sentiment can come in through a variety of channels, including surveys and aggregated general feedback.

## **Role: IT security**

### **Demonstrate business value**

We'll be able to improve efficiency by working more closely with other teams, from across the IT portfolio to HR. DEX isn't a replacement for any existing security tools; instead, DEX helps us make sure we're compliant with security best practices.