

Autonomous Digital Experience Management (ADEM) At a Glance

The Challenges of Hybrid Workforces

Organizations have transformed their IT infrastructure to provide users access to work-place resources and data from anywhere. Employees access applications from different locations, on various devices, over countless unknown networks and Wi-Fi connections while expecting little or no interruptions in application performance and availability. This new reality makes troubleshooting more complex for IT teams. Administrators using legacy monitoring solutions to troubleshoot today's user-to-application experience find themselves overwhelmed by data from multiple siloed tools and managing and maintaining different software/hardware solutions. Relying on this approach is time-consuming, complex, and error-prone. Without a way to identify and resolve an issue with ease and speed, IT teams risk losing productivity and increasing downtime.

Complete Digital Experience Management for SASE

Palo Alto Networks Prisma SASE is the industry's most complete secure access service edge (SASE) solution delivering:

- **Superior ZTNA 2.0 security:** Consistently protect the hybrid workforce with the superior security of ZTNA 2.0.
- **Simplified operations:** Enable IT agility with a fully converged SASE solution.
- **Exceptional user experience:** Cloud-native architecture with integrated ADEM ensures the best user experiences.

Prisma SASE Autonomous Digital Experience Management

Autonomous Digital Experience Management (ADEM) empowers IT teams to deliver exceptional user experience and optimal productivity. The SASE-native platform provides administrators with rich multidomain analysis across endpoint devices, synthetic tests, and real-user traffic insights to immediately uncover the root cause of experience issues without having to install any additional software or hardware. An intuitive visualization of segment-wise insights from the user to their application, including the underlying IT infrastructure, empowers teams to spot service degradation fast and drill down to the user,

branch site, or application with ease when troubleshooting. Customers using ADEM have experienced the following results:

- Increased IT and workforce productivity
- Reduced ticket escalations by 50%
- Improved mean time to resolution (MTTR)
- Reduced ticket volume

Solution Highlights

- **SASE-native DEM:** Integrated with Prisma SASE, including GlobalProtect, Prisma Access, and Prisma SD-WAN, to deliver exceptional user experience with operational simplicity.
- **Segment-wise insights:** Segment-wise insights across everything from the user to their application finds issues and determines root causes fast to shorten MTTR.
- **Empowering IT and end users:** Simple workflows and curated insights for service desk, IT managers, and end users drive team efficiency and productivity.

Proactive Remediation with Self-Serve

ADEM Self-Serve empowers employees to remediate issues independently by proactively notifying users of what could be wrong and guiding them to resolutions.

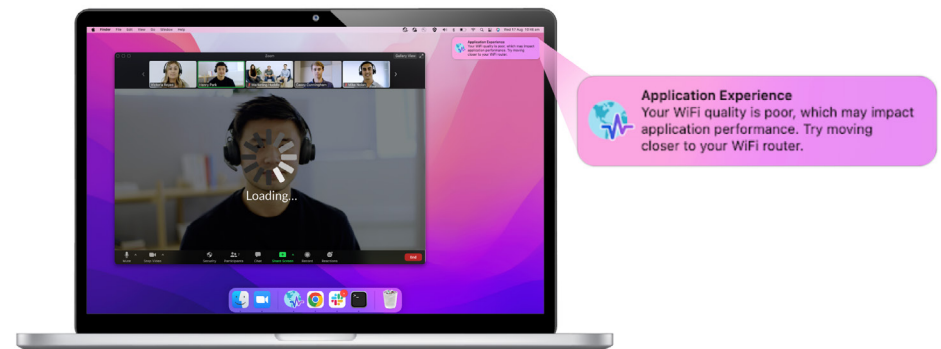


Figure 1: ADEM Self-Serve notification with remediation guidance

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Empowering Exceptional Zoom Meeting Experience

Together, ADEM and Zoom deliver exceptional meeting experience and provide critical insights to expedite troubleshooting for IT teams. By correlating Zoom Quality of Service (QoS) data with ADEM's endpoint, network, and application experience insights, the joint solutions offer unparalleled visibility into the causes impacting meeting quality by minute, in a single dashboard. Accelerate mean time to resolution of user experience issues, reduce the burden of support tickets, and proactively improve business outcomes.

Learn more about Prisma SASE Autonomous Digital Experience Management at paloaltonetworks.com/sase/adem.

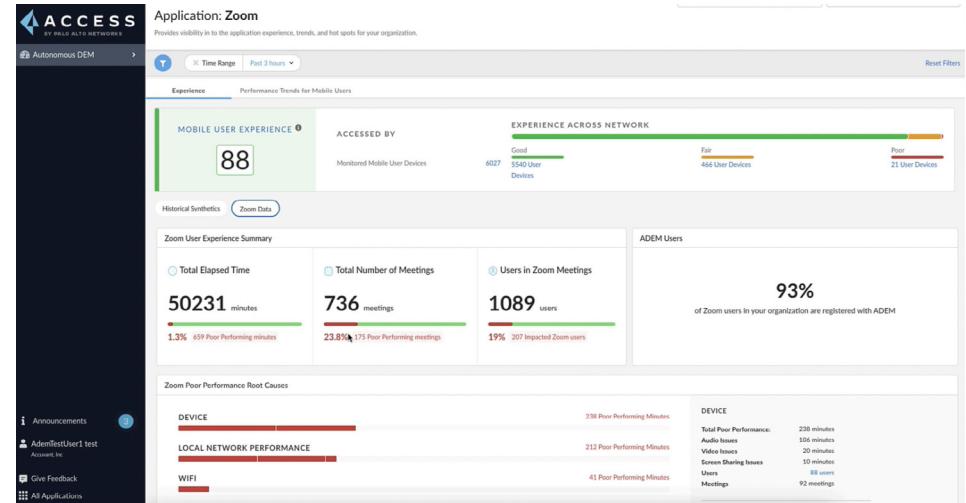


Figure 2: See the causes impacting organization-wide Zoom meeting quality