EBOOK

DIGITAL EXPERIENCE MONITORING: MAXIMIZING CLOUD SECURITY AND END-USER EXPERIENCE — NO COMPROMISES

AppNeta®
by Broadcom Software

Executive Summary

Avoiding Tradeoffs between Security and User Experience

We're living in a world in which devastating security breaches appear virtually every day. In an instant, customer trust, balance sheets and brands can be significantly, perhaps permanently, damaged.

Given these realities, it makes sense that many leaders prioritize security above all else, even if that means making compromises in the user experience. This dynamic is underscored as teams pursue security transformations, such as secure access service edge (SASE) adoption and zero-trust approaches. While these approaches offer compelling security advantages, they can also make it more difficult to monitor and manage the user experience.

How do teams address their critical security imperatives—without making compromises in the user experience?

The reality is that, with the right set of tools in place, teams can track and optimize the user experience, today and as their security approaches and networks evolve.

Prioritizing Security Above All Else

Creating a Different Kind of Business Risk

In a recent survey of over 500 enterprise security professionals, almost half of respondents indicated that they were willing to accept diminished user experiences, employee productivity, and customer satisfaction in order to realize enhanced security. (See footnote at end of this eBook.)

However, in spite of this stated prioritization, 46% have had to bypass security in order to make improvements in the user experience.

The reality is that these tradeoffs are unacceptable. Markets are too competitive to tolerate inferior user experiences. Security is too important to accept shortcuts.

The question is how do you avoid being forced to make these tradeoffs?

How do you knowledgeably, continuously track the user experience—no matter what security approaches are employed?

How do you ensure an optimal user experience is being delivered—or that teams will know immediately if not?

How do you proactively manage service levels—so you can preempt potential issues—before users experience a problem?

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Security Takes Precedence...

54%
are willing to adversely affect the user experience for the sake of increased security

46%
are willing to have productivity take a hit for improved security

44%
are willing to accept diminished customer satisfaction for increased security

...But Compromises are Made

46%
admit they have resorted to bypassing security to improve user experiences

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You Can't Improve What You Can't Measure

Visibility Across Modern, Multi-Vendor Networks is a Must

To improve experiences you must be able to measure them. Surveyed organizations strongly indicate that it is critical to monitor the impact security solutions have on user experiences.

Today, that means monitoring more than endpoints. It means tracing users' end- to-end access paths, including for cloud applications. This visibility needs to be complete, whether users are working at the office, at home, on a plane, or in a café.

Third party networks, ISPs, and even home wi-fi networks can create issues for users—so visibility across these environments is critical.

The Imperative

92%
state they must monitor the impact of security solutions on the user experience

90%
report they need to monitor end-to-end user access paths for cloud-based applications

The Problem

Hybrid workers, third-party networks, and public clouds utilize technologies that inhibit end-user experience visibility

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The Security Landscape Is Quickly Changing

Be Prepared for Zero-Trust and SASE Adoption

A tremendous shift is occurring as organizations adopt zero-trust and cloud security approaches such as SASE.

These approaches make it that much more critical to monitor service levels. However, these approaches also have the potential to further complicate these efforts.

To successfully adopt emerging network security solutions, visibility into the end user experience is an absolute requirement.

97%
will implement a zero-trust strategy

96%
plan on utilizing SASE

91%
note that visibility into the end-user experience is key to adopting SASE

Monitoring Can't Be One Dimensional

Get Complete Visibility Into Even The Most Complex Networks

Today's organizations operate in a hybrid, multi-vendor, and multi-technology world. While some monitoring solutions may cover a specific network security solution, these approaches don't suffice any more.

Monitoring solutions must now provide visibility into the entire network path and offer contextual insights based on the entire network ecosystem that user services rely upon.

This visibility is essential in enabling teams to determine the root cause of network performance issues and pinpoint the cause, even when the issue arises in networks managed by third parties.

68%

state it is very important to monitor network security within the context of the entire system

83%

of companies employ a hybrid network security approach

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AppNeta for Symantec Network Security

Security and Optimized User Experiences. No Compromises

To advance their digital transformations, organizations continue to migrate to the cloud and extend support for hybrid, work-from-anywhere approaches. By delivering comprehensive visibility for cloud, SASE, and modern networks, Broadcom helps customers ensure a positive digital experience and accelerate digital transformation.

AppNeta by Broadcom Software is a user-centric monitoring solution that delivers advanced digital experience management capabilities. Featuring patented TruPath™ technology, AppNeta provides complete, end-to-end network and application visibility.

AppNeta offers one-click troubleshooting for cloud, hybrid, and on-premises network architectures. The solution extends visibility beyond secure web gateways (SWG) and SASE deployments. It enables monitoring beyond the edge, extending coverage to SaaS and cloud delivery networks not under enterprise control.

AppNeta features integration with our industry-leading Symantec security solutions. Through this integration, organizations can fully leverage the advanced security capabilities of cloud-based solutions like Symantec Web Protection and gain the visibility needed to manage and optimize end user service levels.

AppNeta by Broadcom Software + Symantec by Broadcom Software

SEE FOR YOURSELF

See how you can gain end-to-end visibility into network performance and continuously track the real end-user experience.

GET A DEMO TODAY

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Statistic source: Dimensional Research, Sponsored by Broadcom, "How to Avoid Tradeoffs Between Security and the User Experience," June 2022

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About Broadcom Software

Broadcom Software is a world leader in business critical software that modernizes, optimizes, and protects the world's most complex hybrid environments. With its engineering-centered culture, Broadcom Software has an extensive portfolio of industry-leading infrastructure and security software, including AIOps, Cybersecurity, Value Stream Management, DevOps, Mainframe, and Payment Security. Our software portfolio enables scalability, agility, and security for the largest global companies in the world.

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