

Videns IT Services and InfoVista present benchmark report 'ICT as Stage Director of End User Experience'

September 8, 2015

FOR IMMEDIATE RELEASE

Utrecht, the Netherlands – How can businesses ensure the desired end-user application experience while being challenged by new forms of communication and budget constraints? This was the question that formed the basis of the [benchmark study on application performance and network management](#), conducted by Videns IT Services and InfoVista.

More than 100 companies contributed to the study and showed strong interest in the subject. This confirms our belief that application performance and end user experience is a trending topic.

“94% of our survey respondents think that end users will demand higher performance and availability of applications.”

All but 6 percent of respondents to the study said that their end users demand higher app performance and availability – which shines a light on the importance of a reliable network infrastructure.

Yet, as the report also says, “Measuring and acting on user experiences is not yet a permanent component of IT governance, despite a definite need for it”. Here are three ways IT can use information and communications technology (ICT) to improve application performance and enhance the end user experience:

1. Implement and improve visibility into app performance

Visibility into application environments will only be as clear as ICT tools allow. At the moment, most administrators simply don't have the right tools. The benchmark report found that half of respondents have no insight into application performance, meaning they have no idea how any one app may be affecting the greater network, nor how an app's performance impacts the user experience.

2. Establish a hybrid environment with dynamic WAN selection

Administrators today manage complex, heterogeneous, hybrid WAN networks, comprising applications that connect to the network via MPLS connections and Internet VPN. To maximize application performance in hybrid environments, administrators require a dynamic WAN selection tool that allows them to unify application performance and optimize the usage of each available path, based on current data traffic and the criticality of the application.

3. Rationalize enterprise applications

Another factor that complicates network management and could ultimately erode the end user experience are redundant or out-of-date applications. As the benchmark report found, "speed, proper running of the application(s) and availability" all contribute to a negative user experience and less productivity. The lesson for administrators? Rationalize applications, and remove those that aren't helping business users.

Download the benchmark report

To learn more, [download the full report](#): 'ICT as Stage Director of End User Experience: Benchmark Report on Application & Network Management'.

About Videns IT Services

It's a challenge for administrators to guarantee application and network performance, particularly in the face of declining budgets and increased network and infrastructure complexity. [Videns IT Services](#) provides next-generation solutions for mid-sized and large organisations to have full control and visibility of your global Wide Area Network; private cloud, public cloud or both. We are an Ipanema MSP and currently delivering full managed Ipanema services to more than 25 customers in Belgium, the Netherlands, Germany, United Kingdom and Scandinavia.

Contact

Please contact us to learn more about this benchmark study or if you would like to discuss the outcomes.

Videns IT Services BV

Orteliuslaan 850
3528 BB Utrecht
The Netherlands

T: +31 30 767 1067

E: welcome@videns-it.com

www.videns-it.com