



# ZIF™ Digital Xperience (Dx)



## Digital Xperience (Dx) – ZIF™



ZIF™ is a prominent player in the Digital Experience space, helping organizations to continuously assess and optimize Digital Experiences across the entire customer life cycle and all digital channels of interaction. ZIF™ makes it possible to view Infra and Application performance issues from a user experience perspective and provides actionable insights to improve the same.

### What is Digital Xperience?

An engagement between a person and an organization made possible by digital technologies is referred to as Digital Experience. The customer, partner, or employee dealing with a business would typically have digital experiences through websites, applications, cloud consoles, desktops, laptops, and mobile devices.

### The Importance of Digital Experience

Users may use applications, services, servers, and other IT environment components directly or indirectly. The application or service could be desktop applications, web or cloud-based SaaS applications, PaaS/SaaS-based web services such as payment gateways, APIs, and so on. The big question is – how satisfied are users with these Digital Experiences?

### ZIF™ – Solution for Digital Xperience

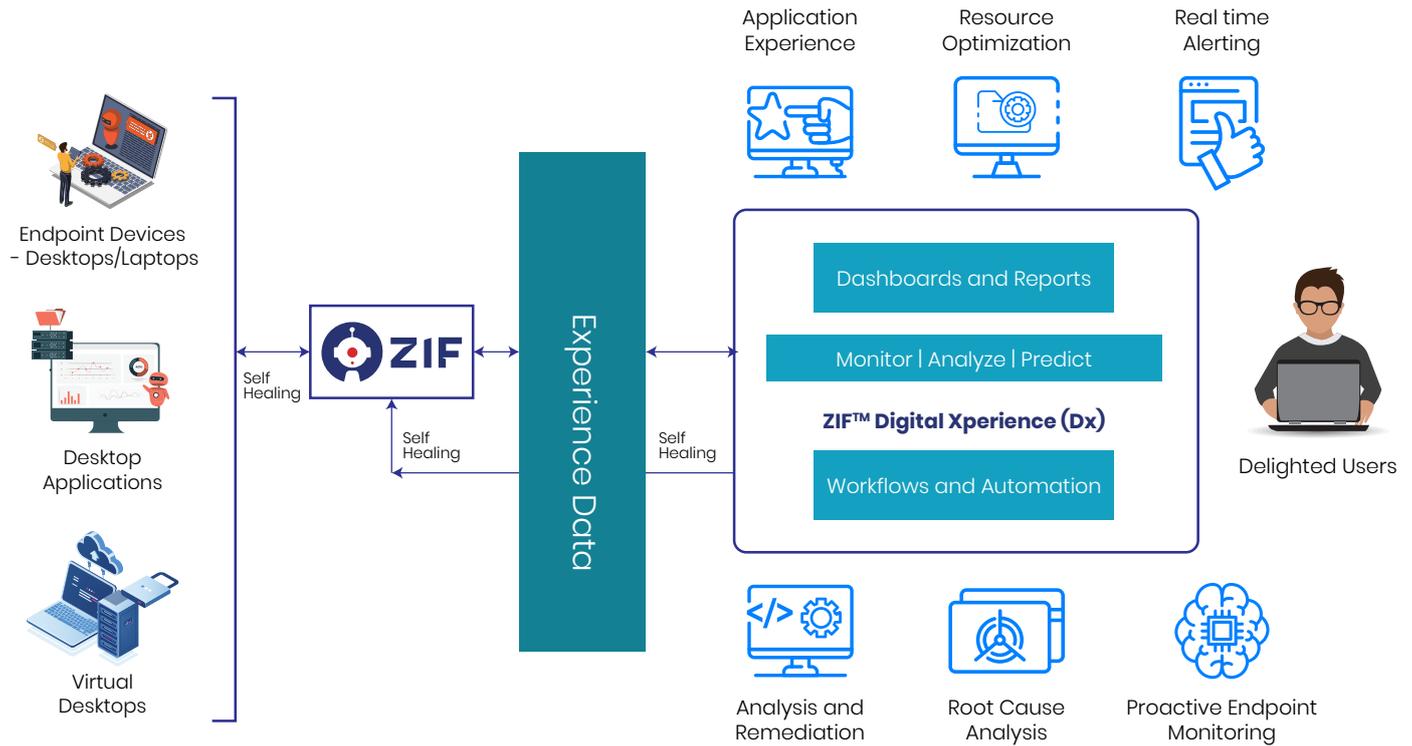
The expansion of digital touchpoints has made it difficult for organizations to provide a consistent user experience across different channels and platforms. Technologies like AI/ML now play a key role in improving customer experiences and addressing customer needs.

The complete Digital Xperience (Dx) consists of the following four components: Data Collection and Aggregation, Analysis and Insights, Automation, and Reporting Capabilities. ZIF™ Digital Xperience (Dx) comprises of all these four integral components, helping organizations improve Digital Experiences on a day-to-day basis.

### Real-time Alerting of Incidents Impacting User Experience

ZIF™ Dx enables proactive detection and remediation of IT incidents, assisting organizations in developing a resilient and dependable digital environment. IT teams are notified of issues and their root causes in real time. Furthermore, the Predictive Analytics module notifies IT engineers when an issue is likely to occur in the future.

# ZIF™ Digital Xperience (Dx)



## ZIF™ Dx Features

### Resource Optimization

Identify available resource capacity on a single or group of machines (CPU, Disk, Memory) and optimize the usage.

### Software License and Patch Updates

Get notified about software and patches that are outdated per organization standards.

### User Productivity

Get real-time insight into parameters that reflect user productivity.

### Compliance

Track unwanted applications or processes that are running at endpoints.

### Facial Authentication

Monitor user identity at endpoint devices and verify user authenticity using facial recognition techniques.

### Endpoint Utilization

Determine the most frequently used and least frequently used endpoints for a given time period (typically for VDI users).

### System Insights

Get notified of key system events that occur at endpoints.

### Application Inventory

Track software inventory installed on each endpoint.

### Self Healing

Enable auto-remediation and self-healing capabilities through 250+ pre-built ITPA bots. The issues are thus resolved even before users are affected.

## Transaction Journey Mapper (TJM)

ZIF™ Dx has a feature called Transaction Journey Mapper (TJM) that captures the steady state (SS) of endpoints and detects any change in their behavior.

The changes could be any one or more of the following:

- Endpoints running a new application that is not part of SS within the endpoint – a new application may mean malware that could degrade performance, corrupt/delete files or data.
- Devices running a new application that is not part of SS, or communicating with new devices – a new application communicating with other devices or a new device may mean proliferation of performance degradation, data going out, or deletion of files.
- Device taking longer time than usual to communicate with other devices – this could mean either a network choke or more data transmission.
- Device sending or receiving more data than usual – change in quantum of data transfer could mean confidential and important data is being sent out.

### Benefits of ZIF™ Dx

- Increased User Engagement
- Increased User Productivity and Agility
- Enhanced Business Outcomes
- Reduced Downtime
- Improved Profitability due to Increased Customer Satisfaction
- Reduced Operational Costs
- Accelerated Digital Transformation Journey for Organizations



ZIF™ (Zero Incident Framework™), is an award-winning AIOps platform for IT Operations. ZIF™ delivers business outcomes by leveraging unsupervised pattern-based machine learning algorithms. Infrastructure and application telemetry data are aggregated, correlated, and potential failures are predicted. To enable faster resolution and better user experience, ZIF™ deploys intelligent bots for proactive remediation. Developed by GAVS Technologies (www.gavstech.com), ZIF™ is available as an on-premises and SaaS solution.

**Contact us now for personalized onboarding service!**

To find out more about ZIF™, please visit [www.zif.ai](http://www.zif.ai) or write to [inquiry@zif.ai](mailto:inquiry@zif.ai)