Autonomous Digital Experience Management (ADEM)
At a Glance

The Challenge of Balancing User Experience and Security

The emergence of a hybrid workforce combined with branch office transformation is increasing cloud adoption across businesses of all sizes. As a result, applications and services are now located everywhere, making the corporate network more distributed than ever before. Voice and video collaboration and software-as-a-service (SaaS) application usage are soaring as well. Consequently, IT teams are struggling to quickly identify and diagnose end user, device, and application experience problems when they arise. Businesses are expected to deliver exceptional digital experiences to their employees and customers whether they are on campus, at home, at branch locations, or on the go—but they're facing several new challenges, including:

- **Security and user experience are seen as a tradeoff**. Legacy remote access solutions create latency and connectivity issues for users as traffic has to be backhauled to corporate data centers for security inspection. Network administrators typically have to choose between security or performance for their users.

- **Problem isolation is challenging**. Wi-Fi networks, routers, and internet service providers are just a few of the stops between users and the resources they need. Identifying points of failure at each segment of the journey is difficult, especially when combining multiple point products that require manual efforts to troubleshoot and remediate.

- **Existing Digital Experience Monitoring (DEM) solutions lack visibility**. Legacy systems rely on simulations of user traffic to identify the potential impact on user experience. They require the deployment of additional agents and appliances to monitor the health of customer networks, adding complexity to network architectures.

Complete Digital Experience Management for Prisma Access

Palo Alto Networks Prisma® SASE is the industry's only complete secure access service edge (SASE) solution, converging network security, SD-WAN, and Autonomous Digital Experience Management into a single cloud-delivered service. Only Prisma SASE uniquely provides convergence without compromise, complete, best-in-class security and exceptional user experience.

Prisma® Access, the industry's most complete cloud-delivered security platform, provides best-in-class security across all protocols and applications while delivering a seamless and consistent user experience. Together with Prisma SD-WAN, the industry's first next-generation SD-WAN solution that uses machine learning and automation, they deliver the industry's most complete SASE solution.

The ADEM add-on for Prisma SASE helps IT teams see, understand, and improve digital experiences for all their users and branch locations. ADEM delivers SASE-native visibility into digital experience, with segment-wise insights across the entire service delivery path, including intelligence gathered from endpoint devices, synthetic tests, and real user traffic. It also monitors application and endpoint performance at branch locations and natively integrates with Prisma SD-WAN for comprehensive overlay and underlay remote network performance visibility on all configured WAN paths. With ADEM, IT can solve application performance problems quickly and keep their business flowing.

ADEM Highlights

Unlike competing solutions that require advanced IT specialization and separate agent management on endpoints and branches, ADEM's ease of use allows even the most novice of analysts to derive deep insights into application performance. By leveraging GlobalProtect™ agents for endpoint visibility and native Prisma SD-WAN integration for remote sites and branches, ADEM ensures the lightest footprint possible. It provides:

- **Segment-wise insights**: Distinct visibility per segment across the application delivery path for all branch and mobile users expedites troubleshooting and remediation.

- **Endpoint, synthetic, and real user traffic visibility**: Monitoring data collection from endpoint devices, synthetic tests, and real user traffic provides the most comprehensive digital experience visibility in a single solution.

- **SASE-native DEM**: ADEM integrates with Prisma SASE for deeper visibility into SASE-based service delivery and operational simplicity.

Figure 1: ADEM Application Experience Monitoring

ADEM provides SASE-native digital experience monitoring and complete visibility to autonomously remediate user connectivity issues before or when they arise. It uplevels your IT teams with easy-to-use, single-pane visibility that leverages endpoint, simulated, and real-time user traffic data to provide the most complete picture of user traffic flows possible.

Learn more at paloaltonetworks.com/prisma/access.