

Winning the Digital Experience Race

Digital Experience Defines Retail Success

To say that the retail industry hinges on digital experiences is no understatement. E-commerce continues to grow at double digit rates per year, projected to grow from \$2.8T in 2018 to \$4.5T in 2021. Meanwhile, pressured by fierce competition from the likes of Amazon, retail chains are racing to adapt and maintain competitiveness. While in-store purchases still account for the vast majority of retail revenues, organizations that master digital and omni-channel experiences will own the future.

The Internet is a Critical Dependency

Delivering digital experience is a massively interconnected and complicated process that is 100% reliant on the Internet, a “best effort” network of myriads of providers (Public Cloud, ISP, DNS, BGP, CDN, DDOS mitigation, SaaS and security gateways). And that interconnectivity is growing. E-commerce sites increased usage of third parties (SaaS) in 2018 by 50% YoY to an average of 30-40 integrated partners.

Yet the Internet is as unpredictable as it is critical. There were 14,000 reported routing irregularities, leaks and hijacks in 2017, and untold numbers of traffic and infrastructure outages. 451 Research found that 31% of downtime incidents are now due to external providers and a further 30% are due to network issues.

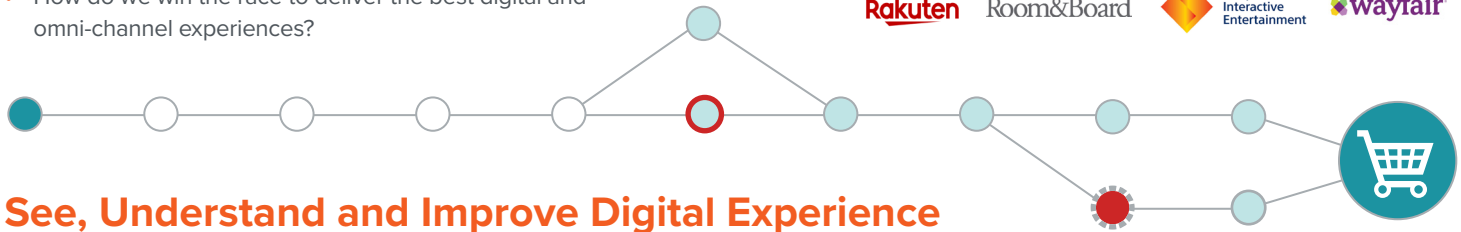
“ThousandEyes Network Intelligence helps us bulletproof the quality of our service, which in turn enables our customers to drive revenue and brand engagement.”



Kevin Duffey, VP of IT Operations

Key Business Problems

- How do we deliver a predictable digital experience when we depend on providers, networks and infrastructure we don't control?
- Can we see if attackers are attempting to compromise or disrupt key Internet infrastructures and dependencies?
- How do we win the race to deliver the best digital and omni-channel experiences?



See, Understand and Improve Digital Experience

ThousandEyes helps your IT and digital production teams:

- Understand third party provider apps as if they live in your datacenter.
- Manage and govern the new ecosystem that you have become dependent on, including internal IT, SaaS vendors and service providers.