

The background features a hand holding a globe composed of many small user icons connected by a network of lines. To the right, there is a larger network diagram with glowing nodes and a triangle icon at the top. The overall color scheme is blue and green, with a bright light source at the bottom right.

DELIVERING THE BEST POSSIBLE USER EXPERIENCE THROUGH APPLICATION ASSURANCE

HIGHPOINT

USER EXPERIENCE IS CRITICAL!

YOUR CUSTOMERS AND END-USERS RELY ON YOUR BUSINESS APPLICATIONS, BUT HOW DO YOU KNOW IF YOU ARE DELIVERING THE BEST POSSIBLE EXPERIENCE?

Traditionally application performance was part of pre-production testing, where simulated load testing would provide you with an indication of whether systems could continue to perform within desired parameters while under peak demand conditions. Once in production, then the most likely detector of poor performance is when complaints are received.

In today's computing environments, life is not so straight forward. Applications are rarely self-contained and increasingly rely on data and interaction with other systems. They also operate in a highly dynamic environment with processing distributed over multiple virtual and physical environments, meaning that multiple factors can change at any time and be detrimental to the end-user experience.

It is imperative that you are proactive, know what your business-critical applications are, understand how they operate and more importantly, how this affects the customer experience they are delivering in real-time.





HOW ARE YOUR APPLICATIONS PERFORMING?

APPLICATION ASSURANCE LETS YOU ESTABLISH A BASELINE FOR OPTIMAL CUSTOMER EXPERIENCE, WITH THE CONFIDENCE THAT IT IS BEING DELIVERED CONSISTENTLY TO ALL OF YOUR CUSTOMERS, ALL OF THE TIME.

You know which applications are most critical to your business. However, the challenge is knowing how well they are performing for the customers and end-users that rely on them – particularly when access to these applications may not be across infrastructure that you control.

Modern applications are modular, mobile and distributed, and often rely on other data sources and services that themselves are modular and always being moved and changed. Having a clear and up-to-date understanding of the interactions between all of the components that combine to deliver your business-critical applications is key to measuring real-time performance and assuring your customer experience.

This is what we call Application Visibility. At HighPoint we use market-leading application analytics platforms, combined with our own expertise to provide deep visibility into your business applications and map precisely how they operate end-to-end across your infrastructure. We help you to identify and understand critical application dependencies, geographic placement of workloads, data sovereignty and application security so you can establish real-time control over the compliance, safety and performance of your applications.

ASSURING YOUR CUSTOMER EXPERIENCE

HAVING ESTABLISHED A PRECISE UNDERSTANDING OF HOW YOUR CRITICAL APPLICATIONS OPERATE, IT IS POSSIBLE TO ANALYSE PERFORMANCE AND REVIEW THE EXPERIENCE BEING DELIVERED IN REAL-TIME TO YOUR CUSTOMERS.

Armed with a deep understanding of how your applications work and a granular baseline of how they perform, enables you to assure your end-user experience. We use this analysis, gained through your engagement with HighPoint, to guide you through methods that assure delivery of the best possible customer experience, addressing key areas such as:



Application refactoring

To ensure the best possible performance of applications within the environments they reside in.



Data sovereignty

To ensure that data is kept and processed in compliance with policy and legislation.



Geo-placement of workloads

To ensure the right capabilities are placed closest to the end-users that need them.



Application delivery

To ensure your infrastructure is capable and tuned to deliver the desired access and performance, and that applications operate in a highly secure manner.



INCREASING YOUR VALUE TO CUSTOMERS

ACHIEVING EFFECTIVE APPLICATION ASSURANCE DOES NOT JUST DELIVER AN EXCEPTIONAL USER EXPERIENCE, BUT A MORE EFFICIENT, ROBUST AND SECURE ENVIRONMENT.

As you strive to be more agile in the way you adapt your environment, services and applications to the needs of the business, application assurance is key to ensuring you are always delivering the best possible user experience. In the constantly changing world of modern applications, it is imperative that you have a clear understanding of how your business-critical applications inter-operate, an established baseline for expected performance and the ability to continually monitor, analyse and optimise the experience being delivered to your users. Achieve this, and the benefits are far reaching:



Exceptional Customer Experience

Having a precise understanding of how your applications operate and perform enables you to proactively assure the user experience, giving you the opportunity to make it truly exceptional.



Improved Operational Efficiency

Switching the emphasis from fighting fires to proactively monitoring, managing and improving the performance of business-critical applications means more time and available budget to spend on developing applications that deliver real value and revenue growth to your business.



Robust Compliance & Security

Component level visibility of every element accurately maps applications and the interactions between them, allowing you to ensure that data is always retained and processed in a fully compliant and secure manner.



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10 20 30 40 50 60 70 80 90 100

AI

CYBERSECURITY

5G

MACHINE LEARNING

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HOW CAN HIGHPOINT HELP?

AT HIGHPOINT, WE HELP OUR CLIENTS USE DIGITAL TRANSFORMATION TO CREATE AGILITY WITHIN THEIR BUSINESS AND ENABLE THEM TO CONFIDENTLY DELIVER THE BEST POSSIBLE CUSTOMER EXPERIENCE AT ALL TIMES

The HighPoint team can help with every aspect of application assurance, from truly understanding how your core applications operate through to assisting you to deploy best practice in monitoring and continually optimising the performance of these applications.

Our experience, combined with the market-leading application analytics, enables us to perform a complete evaluation of your core applications and provide you with deep level visibility. We deliver a detailed map of how your applications operate end-to-end across your infrastructure.

We leverage this application visibility, combined with performance monitoring to establish a benchmark, then work with you to define the desired experience you want to deliver to customers and end-users. During this process we will flag any potential issues, and either advise you or work with you to address key areas such as application refactoring, geo-placement of workloads, data placement and sovereignty and application delivery across your infrastructure.

Our aim is clear: to enable you to deliver the best possible end-user experience, to all users, in any location, on any device, at all times.

For more information or to discuss your particular requirements, please contact our team:

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