

## SOLUTION BRIEF



To learn more about Catchpoint IPM, please visit [www.catchpoint.com](http://www.catchpoint.com)

# Real User Monitoring (RUM)

Monitor user interactions from where they occur to ensure smooth, delightful, and seamless digital experiences



Catchpoint's Real User Monitoring (RUM) powers your observability frameworks with real user measurements from where they occur. By capturing observations through the eyes of your users, IT can ground their frameworks with real user insights to power business outcomes. This enables them to enhance user satisfaction, increase customer retention, and improve overall digital performance.

RUM provides valuable data that can guide strategic decisions, optimize resource allocation, and identify performance bottlenecks before they impact end-users. By leveraging real user insights, companies can proactively address issues and maintain a competitive edge.



Actionable User Intelligence

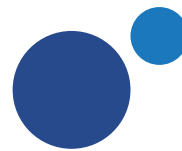


Catalyze IT-to-Business Conversations



Flexible Deployment

# Real User Monitoring for Real Business Results



## Actionable User Intelligence

Quickly pinpoint issues affecting user experience

Gain the advantage with actionable intelligence and prompt, clear communication during and after outages.

Key benefits:

- Quickly isolate issues to specific stacks and understand user impact
- Use advanced alerts to quickly detect failing – or degrading – components
- Outage analyzer shows real time, real user, location-based health status
- Manage incidents and events within the portal or via integrations
- Gain insights through AI-powered smartboards or pre-built views
- Compare previous time periods to instantly identify deviations
- Securely and easily share data among relevant, applicable teams and vendors
- View and act on intelligence by application, host, provider, or other levels



## Flexible Deployment Options

Customize deployment to fit your needs and use cases

Maintain confidence in knowing you can customize – and adjust – deployment and configuration options to capture only the data you need

Key benefits:

- Capture or report on all real user data, or sample to fit your needs
- Optionally deploy site reachability diagnostics to capture network errors that may occur before users even reach your products or services
- Have an infinite array of custom indicators and metrics to track – in addition to standard, out of the box indicators and metrics
- Choose to specify and capture groups' (e.g., domains, pages, or requests) performance to augment individual performance for optimized performance incident isolation
- Select detailed app configuration options such as IP masking, multi-variate, and AJAX collection settings for nuanced performance measurements



## Catalyze IT-to-Business Conversations

IT and Business KPI based on real user observations

Transform IT from a cost center to a value center

Key benefits:

- Forecast web performance optimization impact on bounce rate, conversions, and other critical business KPI
- View detailed records of user interactions to understand what impacted their journey
- Understand user behavior by browser, device, location and other dimensions to identify and rank critical revenue sources
- Made data driven decisions to choose the best vendors and protect expensive third-party investments
- Track real user experiences across versions to balance business innovation with systems reliability
- Measure core web vitals through your user's eyes for optimizing SEO and spend



*Synthetic monitoring enables us to make data-informed decisions, while RUM lets us easily see the performance of different scenarios and edge cases. This includes comparing cities and continents, comparing specific pages, and more."*

**Idan Warshawski**  
VP of Engineering, iSeatz

In today's exacting digital age, performance is paramount. The top online retailers, Global2000, CDNs, cloud service providers, and xSPs all rely on Catchpoint to ensure high performance and digital resilience by catching issues across the Internet Stack before they impact their customers, workforce or digital experiences. Catchpoint's Internet Performance Monitoring (IPM) suite offers Internet Synthetics, RUM, BGP, Tracing, performance optimization, high fidelity data and flexible visualizations with advanced analytics derived from the world's largest, most detailed, active agent network. Today's digital world requires resilience and exceptional performance, which is why The Internet Relies on Catchpoint.