Joint Solution Brief

Understand Customers' True Online Experiences with IBM Watson Customer Experience Analytics and the Gigamon Visibility Platform

The Challenge

As brands and organizations across industries are looking to build deeper and more personal relationships with their customers, many are moving to automate and deliver more services and functionalities online. In doing so, they have to tread a fine line, weighing the value of a more compelling and engaging customer experience against both the risk and cost of online endeavors.

Integrated Solution

Integrated with the Gigamon Visibility Platform for intelligent traffic filtering and manipulation, IBM Watson CX Analytics provides companies with both the quantitative data, as well as the qualitative information that is essential to understanding customers' true online experiences—contextual insight that is critical when evaluating and analyzing the customer behavior.

Joint Solution Benefits

- Monitor physical, virtual and cloud traffic from a single source for unified insights into the customers' experience

- Mask sensitive packets according to industry regulations before sending them to Watson CX Analytics

- Aggregate, filter, and slice packets to maximize utilization of Watson CX Analytics processing power

Introduction

As brands and organizations across industries are looking to build deeper and more personal relationships with their customers, many are moving to automate and deliver more services and functionalities online. In doing so they have to tread a fine line, weighing the value of a more compelling and engaging customer experience against both the risk and cost of online endeavors. However, many organizations have made the improvement of the online customer experience a top priority and are investing in new and exciting service offerings for the customers and clients. IBM Watson Customer Experience (CX) Analytics and Gigamon have partnered to create an architecture that provides companies with both the quantitative data, as well as the qualitative information that is essential to understand the customers' true online experiences—contextual insight that is critical when evaluating and analyzing the customer behavior.

The Gigamon and Watson Customer Experience Analytics Joint Solution

IBM Watson CX Analytics and Gigamon® enable IT organizations to capture all visitor interactions with web-based applications of both employees and/or clients and customers from the digital channels. With the Gigamon Visibility Platform, relevant traffic is intelligently forwarded to Watson CX Analytics' customer behavior application so that it can provide the visual evidence required to create a full analysis of each customer's intent. In doing so, it is a rapid and accurate process to pinpoint any performance or application issue experienced by the client, customer, or employee and goes on to understand why a given user did or did not complete a transaction successfully. Armed with this information, the IT applications and infrastructure teams are empowered to take the necessary actions to optimize the online application and web experience to both improve the customer experience and the overall satisfaction with the transaction.

The customer behavior analysis capabilities in Watson CX Analytics coupled with the Gigamon Visibility Platform facilitates an unprecedented insight into the complete visitor lifecycle. By intelligently segregating, filtering, and load balancing relevant traffic, Gigamon helps enable Watson CX Analytics in providing IT organizations with immediate visibility and proactive diagnostics to improve online business application performance and end-user experience.
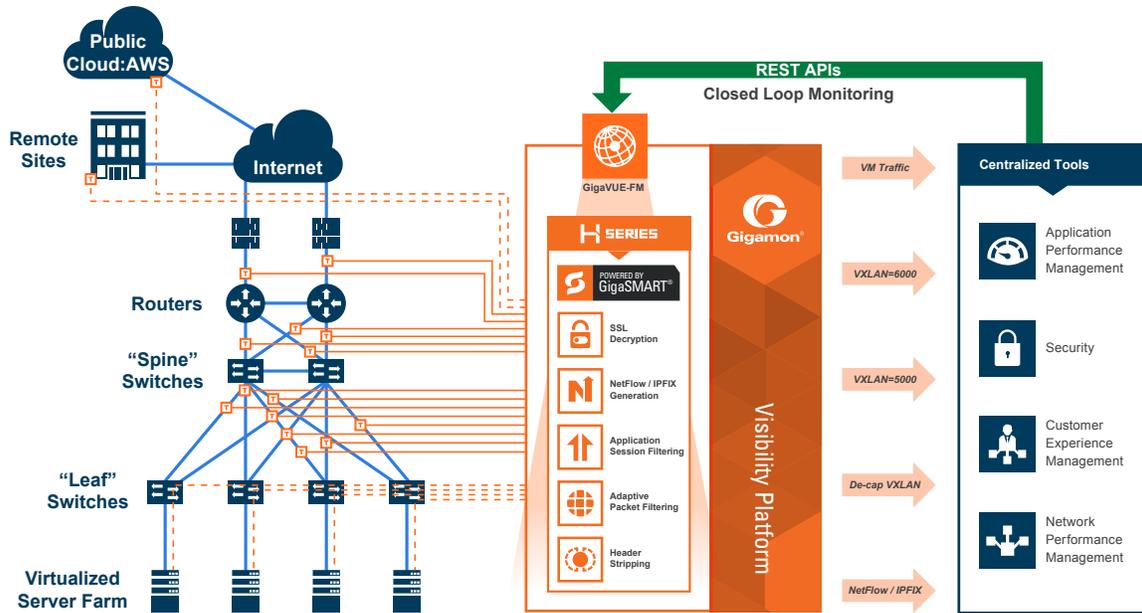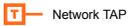
Key Gigamon Visibility Platform features that augment the value of Watson CX Analytics include:

Easy access to traffic from physical, virtual and cloud networks: Gigamon manages traffic from across the network and delivers it to Watson CX Analytics, efficiently and in the correct format. To monitor east-west data center traffic, and public cloud workloads, Gigamon taps virtual traffic and accesses and incorporates it into the Gigamon Visibilty Platform for delivery to Watson CX Analytics solutions, so that the traffic can be monitored and analyzed together.

Traffic filtering: The Visibility Platform can send specific traffic or sessions to connected Watson CX Analytics solutions so they do not become overloaded with irrelevant traffic.

Load balancing to spread traffic across multiple devices: When traffic flows are larger than a single tool can handle, the Visibility Platform nodes can split the flow across multiple tools while keeping sessions together and tool numbers can be incrementally grown by adding new devices to those already connected.

Aggregation to minimize tool port use: Where links have low traffic volumes, the Visibility Platform can aggregate these together before sending them to Watson CX Analytics tools to minimize the number of ports needed. By tagging the traffic, the Visibility Platform enables the identification of the traffic source.

Header stripping for efficiency: As needed, the Visibility Platform eliminates the need for Watson CX Analytics tools to decipher protocols, thus reducing their processing load and increasing efficiency.

Masking for compliance: The Visibility Platform is able to mask sensitive data (e.g., credit card numbers in e-commerce and patient identification in healthcare) within packets before sending them to other tools where operators or other unintended recipients may see them.

De-duplication: Pervasive visibility requires tapping or copying traffic from multiple points in the network, which, in turn, means tools may see the same packet more than once. To avoid the unnecessary packet processing overhead on Watson CX Analytics, the Visibility Fabric has a highly effective de-duplication engine that removes duplicates before they consume resources.

SSL decryption: Real-time SSL decryption integration increases traffic visibility for Watson CX Analytics solutions.

Learn More

For more information on IBM Watson CX Analytics and Gigamon solutions, contact:

www.ibm.com/cxanalytics   **www.gigamon.com**

3034-02 03/17