

# User Observability: Drive Competitive Advantage by Improving User Experience

October 01, 2021



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Submitted by [Keith Instone](#) on 1, Oct 2021

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# DIGITAL EXPERIENCE & AUTOMATION

## HORIZON REPORT

In an increasingly competitive landscape, IT leaders must do more for their businesses than providing platforms at the lowest cost. They need to deliver full observability, which allows organizations to create feedback loops that continually improve users' digital experiences.

Customer experiences aren't only a marketing problem, just as employee experiences aren't solely an HR problem. IT bears responsibility for user experiences too. Strategic IT leaders need to understand business issues, including user experience challenges, and be able to propose technology solutions.

In this Horizon Report from Stratascale (an SHI Company), our analysts focus on user observability and where organizations need to monitor user interactions to understand their behavior when utilizing technology.