

# Business Observability

December 10, 2021



Digital Experience Lead Research Analyst

Keith Instone has been practicing user experience for over 30 years, spanning academia (studying the science of human interaction with technology), industry (with IBM), and as a consultant (to startups, Fortune 100 companies, and in between).

Submitted by [Keith Instone](#) on 10, Dec 2021

Business Observability

# Stratascale Horizon Report Digital Experience & Automation (Vol. 5)

Business Observability

Read on 

Improve business outcomes by providing content to customer and employee experiences with Business Observability.

Digital agility requires more than reliable, usable IT systems. In a digital-first world, system and software engineering leaders must support effective business decisions—and to do that, they need business observability.

IT leaders must integrate with business teams, processes, and platforms to give the organization full visibility into its critical systems and improve business outcomes.