

# Autonomous Digital Experience Management for Prisma SASE and NGFW

## Streamline and Automate IT Operations

**Autonomous Digital Experience Management (ADEM)** empowers IT operations teams to increase productivity and deliver exceptional application experiences for users working from anywhere, whether they're secured by Prisma® SASE or NGFW. With ADEM's comprehensive observability, administrators can easily visualize segment-wise insights, from the user to the application, with a hop-by-hop view. This enables teams to quickly identify service degradation and efficiently drill down to the user, branch site, or application during troubleshooting. ADEM helps businesses automate complex IT operations, reduce ticket volume, and shorten mean time to remediation (MTTR).

## Business Challenge

Enterprises depend on IT operations to keep mission-critical applications and services flowing, but when service interruptions and outages occur, IT teams often turn to complicated workflows and siloed data from disparate tools, delaying incident detection, diagnosis, and resolution. Administrators are often blinded by unforeseen and—even more frustrating—repeat problems. Rather than acting quickly, they are overwhelmed by events as they look to detect, diagnose, and resolve critical incidents that cause downtime.

In addition to this challenge, modern applications are becoming more complex. Monitoring browser-based interactions in today's distributed and cloud-based application environments has grown even more challenging; traditional monitoring tools struggle to keep up with real-time performance tracking across fragmented microservices, which complicates troubleshooting and extends recovery times, ultimately impacting user experience and operational efficiency.

### Key Benefits

- Increase IT and workforce productivity.
- Proactively fix organization-wide performance degradations.
- Deliver exceptional user experience.
- Shortened ticket mean time to detect (MTTD) and mean time to remediation (MTTR).
- Get immediate results, reducing TCO.

### Feature Highlights

- Unified dashboard
- ML Powered Event Correlation and Anomaly Detection
- Browser based RUM
- UCaaS Application Integration
- Automated root cause and remediation
- Native ITSM integration

## The Palo Alto Networks Solution

### Rapid Discovery

Take proactive measures before minor issues escalate into major problems. With comprehensive monitoring for mobile users and SD-WAN deployments secured via SASE or NGFW, managed from a centralized dashboard in Strata™ Cloud Manager, IT teams gain full visibility into network health. Quickly understand overall network health and pinpoint issues related to user devices, Wi-Fi networks, hop-by-hop internet nodes, or applications.

### AI-Driven Remediation

Free up your time to focus on what matters most. Take advantage of intelligent suggestions and guided playbooks to streamline troubleshooting processes.

### Native Integrations

Simplify your operations without extra hassle. ADEM seamlessly integrates with your existing infrastructure, so you can optimize user and app performance without additional hardware or software installations. Plus, get the best possible meeting experiences with powerful UCaaS integrations like Microsoft Teams and Zoom.

## How It Works



**Comprehensive monitoring and segment wise insights:** ADEM provides advanced monitoring capabilities and detailed segment-wise insights, including a hop-by-hop view of user or site connections to applications secured by SASE or NGFW.



**Browser-based real user monitoring (RUM) with real-time user interactions:**

Collect real-world user data on metrics like page load times, responsiveness, and interaction delays from browser-based activities for every application transaction, providing a precise view of user experiences.



**Root cause identification and business impact:** By combining synthetic monitoring with RUM insights, ADEM helps IT teams pinpoint the specific issues within the service delivery chain, facilitating faster, more accurate troubleshooting and ultimately improving overall user experience and application performance.



**Proactive remediation enabled by ADEM Self-Serve:** Proactive notifications of what could be wrong with guided remediation steps empower end users to resolve problems within their control without IT assistance, reducing ticket volume and freeing staff to focus on more complex problems.



**Exceptional meeting experience:** Together, ADEM and UCaaS solutions, like Microsoft Teams and Zoom, deliver

exceptional meeting experience and provide critical insights to expedite troubleshooting for IT teams. By correlating call quality data from Microsoft Teams and Zoom UCaaS applications with ADEM's endpoint, network, and application experience insights, the joint solutions offer unparalleled visibility into the causes impacting meeting quality.



**Modernizing service desk operations:**

Automate service desk operations with Access Analyzer interface that automatically correlates data across discrete domains and gives administrators deep insights into a problem. Ask a question in simple language like "Can Bob access Outlook?" and have an answer instantly. The automated workflows, combined with native ITSM integration, increase efficiency and team collaboration while reducing manual toil.



**Capacity forecasting with predictive analytics:** Stay ahead of demands and avoid capacity shortages by using time series machine learning algorithms that empower data-driven decisions for network capacity.



**Playbook-driven automatic remediation:** Playbooks with predefined remediation steps guide administrators to resolutions, helping to streamline workflows and minimize the time spent resolving common issues.

## Get Started Today

Native integrations, built-in AI algorithms, and automated IT workflows make it easy to get started and see results. For Prisma SASE and NGFW customers, there is no additional software or hardware to install. For more information, visit <https://www.paloaltonetworks.com/sase/adem>.

Table 1: Feature Highlights		
 <b>Unified Dashboard</b> Gain visibility into critical incidents impacting the user experience and application SLAs from a single pane of glass.	 <b>Automated Event Correlation</b> Access correlated event data without manual lift. The platform quickly isolates a problem from symptoms, reducing the alerts and noise for IT.	 <b>Automated Root Cause Analysis</b> Pinpoint the underlying reasons to performance issues automatically, accelerating resolution.
 <b>UCaaS Integration</b> Deliver real-time exceptional Zoom and MS Teams meeting experiences to users anywhere with integrations.	 <b>Prisma SASE and NGFW support</b> Simplify operations and reduce TCO with native integrations with Prisma Access and Prisma SD-WAN, PAN-OS® SD-WAN, and NGFW gateways.	 <b>Synthetic, Real-User, and Endpoint Monitoring</b> Gain visibility into the user-to-application service delivery path, including intelligence gathered from endpoint devices, synthetic tests, and real-user traffic.
 <b>Browser-Based Real User Monitoring</b> Capture real-world user data on metrics like page load times, responsiveness, and interaction delays, providing a precise view of user experiences for every transaction.	 <b>Organization-Wide Experience Score</b> Gain an accurate pulse of organization-wide experience using a health score as your guide.	 <b>Contextual Multidomain Troubleshooting</b> Troubleshoot across endpoints, networks, applications, and underlying infrastructure with the context required to resolve issues.
 <b>Segment-Wise Insights</b> Know the segment (endpoint, Wi-Fi, network, application, or infrastructure) causing a degraded user experience to identify if the problem domain is within the end user's or IT's control.	 <b>ML-Powered Anomaly Detection</b> Uncover unforeseen issues by applying a dynamic, adaptive approach to baselining.	 <b>Native ITSM Integration</b> Automate and streamline IT workflows with bidirectional ServiceNow integration.
 <b>Application SLA Management</b> Streamline and manage application SLAs from one dashboard for efficiency.	 <b>Predictive Capacity Planning</b> Forecast future impairments from capacity issues using historical trends with seasonality.	 <b>Notifications</b> Keep teams up to date with prompt notifications shared with triaging-related updates for critical incidents.
 <b>Self-Serve</b> Empower end users to resolve application experience issues within their environment and control by guiding them to resolutions proactively without IT intervention, reducing ticket volume.	 <b>Playbook-Driven Automatic Remediation</b> Drive NetSec operators to solutions quickly using prebuilt remediation playbooks to accelerate a fix.	 <b>Continuous Impact Analysis</b> Determine incident impact with instant analysis of all potentially affected services and users.

## Product Plans

ADEM is available for NGFW and SASE:

- Gain end-user monitoring of user-to-application health and performance with synthetic tests and browser-based real user monitoring.
- Receive full ADEM functionality through Strata Cloud Manager licenses:
  - › Strata Cloud Manager Pro for SASE
  - › Strata Cloud Manager Pro for NGFW

**Table 2: Product Plan Comparison and Capabilities**

Capabilities*	ADEM for SASE	ADEM for NGFW
Unified Dashboard: User-to-App Connectivity and Experience	✓	✓
Organization-Wide Experience Score	✓	✓
Segment-Wise Insights: Endpoint, Wi-Fi, LAN, Internet Application, and Infrastructure Insights	✓	✓
Self-Serve	✓	✓
Incident Notifications	✓	✓
Synthetic Tests for SaaS, Internet, and Private Apps	✓	✓
Endpoint Monitoring: Device CPU	✓	✓
Endpoint Monitoring: Memory	✓	✓
Endpoint Monitoring: Wi-Fi	✓	✓
Network Monitoring: LAN	✓	✓
Network Monitoring: Internet	✓	✓
SaaS and Private Application Monitoring	✓	✓
Application Performance Monitoring from Prisma Access Cloud Agents	✓	—
UCaaS Monitoring (Zoom and Microsoft Teams Integration)	✓	✓
Polling Time Interval of Layer 7 Performance Tests to Applications Every 5 Minutes	✓	✓
Polling Time Interval of Network Performance Tests to Applications	✓	✓
Data Retention Period: 30 Days	✓	✓

**Table 2: Product Plan Comparison and Capabilities (continued)**

Capabilities*	ADEM for SASE	ADEM for NGFW
Browser-Based Real User Monitoring	✓	✓
Native ITSM Integration (ServiceNow)	✓	✓
Webhook Integration	✓	✓
API Integration	✓	✓
ML-Powered Anomaly Detection	✓	✓
Automated Event Correlation	✓	✓
Predictive Capacity Planning	✓	✓
Playbook-Driven Remediation	✓	✓
Contextual, Multidomain Troubleshooting with Access Analyzer	✓	—
Continuous Impact Analysis	✓	✓

\*For a comprehensive list of capabilities, see [the release notes](#).