

# Future Publishing



## Future Publishing Boosts Efficiency and Enhances Digital Employee Experience with Riverbed Aternity

As the largest magazine publisher in the UK with a combined circulation of more than 3 million readers across multiple publications, Future Publishing has grown to become a global platform for specialist media and is home to some of the world’s biggest media brands. With more than 3,000 employees across a portfolio of 200 high-profile brands, its websites, magazines, events and social spaces are viewed online by one in three UK and USA-based adults.

The company required a digital employee experience (DEX) solution that would help them to increase visibility into the end-user experience on any application or device. By implementing Riverbed Aternity Employee Experience, they now have full visibility of their PC estate enabling them to monitor and resolve IT issues quickly and efficiently. This has boosted productivity by mitigating downtime whilst also enabling them to hold software vendors to account.

**3,000** employees across a portfolio of 200 high-profile brands

### In Brief

#### Challenges

- Improve visibility across customer and employee devices
- Ensure effective monitoring and resolution of IT issues
- Reduce network performance challenges

#### Solution

- Riverbed® Aternity Digital Employee Experience (DEX)

#### Benefits

- Providing an optimal digital experience
- Ability to identify, prevent and resolve a range of IT issues
- Ability to hold software vendors to account
- Improved Digital Experience Index (DXI) scores

## Challenge: A Desire to Understand and Improve the Digital Employee Experience

Over recent years, flexible working has become normal working practice for many businesses. One of the biggest challenges organizations now face is effectively maintaining visibility of their PC estate and ensuring it has a clear view of the end user experience wherever their staff may be working.

“At Future Publishing, we operate a flexible way of working. When we initially put this into practice a few years ago, it created issues around our capacity to monitor what was happening across our PC estate,” says Nathan James, Director of IT Services at Future Publishing.

“I couldn’t see what my customers were experiencing daily, or fully understand how those issues may impact their efficiency or levels of frustration. Many users preferred to work in ‘uncontrolled’ environments, which eliminated any control we had over network access or over how good or bad any user’s service was. Often, what was initially perceived as an ‘IT issue’ was down to where users were working, for example a coffee shop, and had nothing to do with our corporate services.”

Future Publishing had been considering implementing a digital employee experience (DEX) solution for some time and contacted Softcat, a leading UK-based IT infrastructure provider and services company and longstanding Riverbed partner, for some help to resolve their challenge.

They wanted to improve the visibility of their PC estate, ensuring that all devices were easily tracked and managed whilst establishing effective monitoring and resolution of IT issues to minimize disruptions.

“I’ve been monitoring the evolution of DEX services for some time and, in my view, the solution provided by Softcat and Riverbed is one of the best available.”

Nathan James,  
Director of IT Services, Future Publishing



## Solution: Gaining Deep Employee Experience Visibility with Riverbed Aternity

After considering different tools from other providers, Softcat recommended Riverbed® Aternity, delivered through Softcat’s DEX service offering. The solution would enable Future Publishing to implement a broad range of telemetry across user devices, network, infrastructure, cloud and applications. It would provide Future Publishing with the intelligence it

needed to optimize user’s digital experience with the ability to identify, prevent and resolve a range of IT issues. Providing aggregated insights based on application and device performance data, Aternity delivers total experience management from the employee to the customer.

# Benefits: Improved Efficiency whilst Enhancing Employee Experience and Holding Software Vendors to Account

Addressing the complexities of diverse technology ecosystems, adapting to hybrid work environments, and ensuring seamless user experiences are key challenges organizations face when optimizing Digital Employee Experience.

“I’ve been monitoring the evolution of DEX services for some time and, in my view, the solution provided by Softcat and Riverbed is one of the best available,” states James.

“We actively use the Aternity (Digital Experience Index) DXI score to reflect the overall health of our Windows estate. By acting on insights from the Softcat DEX team, Riverbed Aternity helped to highlight a service relating to one of our PC management tools that was silently crashing. We used this data to drive service improvement from the software vendor.

“We were able to use Riverbed Aternity’s real-time data to highlight performance bottlenecks and suggest actions to improve users’ experience, such as running fewer tabs in the browser and rebooting if the last boot time date suggested it was required.”

Nathan James,  
Director of IT Services, Future Publishing

“Further, by using DXI data and filtering by device models and operating systems, we identified that device DXI scores are, on average, 10 points higher when running Windows 11 over Windows 10. We’re using this data to drive our approach to the upcoming Windows 11 upgrade program to ensure that the most performant and capable laptops are upgraded while others will fall into a device refresh program.”

“Month on month we’re seeing the Digital Experience Index (DXI) Score improve. It’s providing a quantitative measure of improvements and helping to reduce the impact on customers.”

Nathan James,  
Director of IT Services, Future Publishing

The device-specific data is also actively used to diagnose performance issues. “For example, a particularly widely used laptop model gathered many incidents to be logged with our service desk. We were able to use Aternity’s real-time data to highlight performance bottlenecks and suggest actions to improve users’ experience, such as running fewer tabs in the browser and rebooting if the last boot time date suggested it was required.

“Month on month we’re seeing the Digital Experience Index (DXI) Score improve. It’s providing a quantitative measure of improvements and helping to reduce the impact on customers,” concludes James.



## About Riverbed

Riverbed, the leader in AIOps for observability, helps organizations optimize their user’s experiences by leveraging AI automation for the prevention, identification, and resolution of IT issues. With over 20 years of experience in data collection and AI and machine learning, Riverbed’s open and AI-powered observability platform and solutions optimize digital experiences and greatly improves IT efficiency. Riverbed also offers industry-leading Acceleration solutions that provide fast, agile, secure acceleration of any app, over any network, to users anywhere. Together with our thousands of market-leading customers globally – including 95% of the FORTUNE 100 – we are empowering next-generation digital experiences. Learn more at [riverbed.com](https://riverbed.com).