



# 8 Reasons Why Customers Choose ControlUp

Get more from your digital experience  
monitoring and optimization solution.

March 2022



# Why Customers Choose ControlUp



**ControlUp gives you the tools to observe, analyze, and optimize digital experiences anytime, anywhere, and on any workspace**  
**8 reasons why customers choose ControlUp:**

- 1 Real-time, end-to-end monitoring
- 2 Physical device optimization
- 3 Virtualization monitoring
- 4 Easy to deploy
- 5 Synthetic monitoring
- 6 Community driven scripts
- 7 Strong alliances
- 8 No hidden fees

# #1 ControlUp Real Time End-To-End Monitoring

## 3-second data refresh to console

IT administrators need to know what's happening in their environments as it is happening, so they can investigate and fix problems before they impact employee productivity.

ControlUp collects 1000+ data points that refresh in the Real-Time DX Console every [3 seconds](#) and holds the data for up to a year to ensure that IT never misses important metrics, metadata, or events that impact the employee experience. This enables IT to deliver solutions quickly, putting an end to employee frustration and giving them a smooth, seamless digital experience, so they can stay productive.



# #2 ControlUp Physical Device Optimization

## Today's digital experience in the workplace

Having a deep understanding of physical endpoint operating systems and environmental variables is critical to maintaining a frictionless work environment. ControlUp offers in-depth monitoring and advanced management actions to support physical endpoint visibility.

With a lightweight, non-intrusive user-mode agent, ControlUp gathers hundreds of physical endpoint metrics every minute. By collecting this data, the [ControlUp Agent](#) helps detect critical issues, such as network latency, internet gateway bandwidth, application response time, and CPU load in real time with no OS compatibility issues or corporate security concerns.



# #3 ControlUp Virtualization Monitoring

## A digital workspace is both physical *and* virtual

Providing a great digital employee experience requires the ability to observe all end-to-end solutions in real time.

ControlUp has provided extensive metrics and [management actions for VDI](#) environments, like Citrix and VMware Horizon, for years. It supports [hypervisors by Citrix, Microsoft, Nutanix and VMware](#) that allow ControlUp to assess critical data across the virtualization stack. ControlUp also provides [high availability](#) with [management components](#) like Delivery Controllers, License Servers and monitoring the health of Citrix ADC and VMware Horizon.



# #4 ControlUp Easy To Configure, Use & Buy

## Deployment should be as easy as 1-2-3

Management software used to require complicated prerequisites and long deployment times with expensive consultants. In today's SaaS-based world, you expect software to be easy to configure, try, and buy.

With ControlUp, setup is a snap. You download, install, and start to see the users' digital experience in [10 minutes](#). You don't have to deal with a sales team, get involved with consulting agreements, and there are no hidden costs. After your trial, simply purchase ControlUp and move your PoC into production.

# #5 ControlUp Proactive Synthetic Monitoring

## When you get complaints from your end-users, it's already too late

Your business runs on local, remote, and SaaS applications. Knowing that all these are available, at any time of the day or night before your users even attempt to log in, is the key to keeping employees productive and reducing help desk calls.

[ControlUp Scoutbees](#) provides end-to-end proactive synthetic monitoring and testing of applications that your end-users depend on to stay productive. It then monitors the availability of services and provides early warning of outages or performance issues before your users notice a problem.



# #6 ControlUp Community-Driven Script Library



## Fixing a user issue shouldn't require consulting

IT has a long history of creating ad hoc fixes for common problems. In years past, admins may search for a vbscript or PowerShell example, take that, modify it a little for their exact use case and use it to resolve their problem

ControlUp has hundreds of out-of-the-box scripts and a community-driven program that adds new script actions. [ControlUp Script Based Actions](#) are executed manually or triggered automatically based on metrics or events. Scripts can leverage ControlUp metrics simply by adding an argument and selecting the metrics you want. All this without the need for engaging with support or consultants. [Community scripts](#) can be modified and repurposed by admins if required or used in their original form.



# #7 ControlUp Has Strong Alliances

## Longstanding partnerships help build strong solutions.

Many technology solutions encompass your end-user computing environment. You need a vendor who has strong alliances to eliminate finger-pointing and solve issues.

At ControlUp, we know VDI and physical desktops. We have deep technical roots with industry-leading organizations. Our partnership with VMware and relationships with industry leaders like Citrix, Microsoft, Nutanix, IGEL, and Amazon are a strong indicator of how well we work across the industry.

**citrix**<sup>™</sup>

**vmware**<sup>®</sup>

 **Microsoft**

**NUTANIX**

 **IGEL**<sup>®</sup>

 **amazonWorkSpaces**



# #8 ControlUp No Hidden Fees

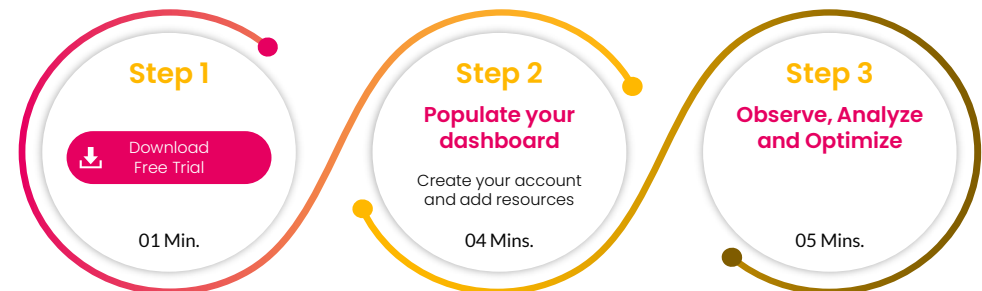


**No risk. Full transparency. Try before you buy.**

Many software companies lock in customers to their solution by adding hidden costs to their offerings.

With ControlUp, you get out-of-the-box product readiness and custom reporting. There are no consulting agreements, no annual maintenance fees or hidden costs. With ControlUp's Ultimate packaging, you get a free physical client license with every virtual desktop license.

[Download the free trial today and get it running in 10 minutes.](#)



# Conclusion

ControlUp gives you the tools to observe, analyze, and optimize digital experiences anytime, anywhere, and on any workspace.

## 8 reasons why customers choose ControlUp:

- ✓ Real-time, end-to-end monitoring
- ✓ Physical device optimization
- ✓ Virtualization monitoring
- ✓ Easy to deploy
- ✓ Synthetic monitoring
- ✓ Community driven scripts
- ✓ Strong alliances
- ✓ No hidden fees

[Schedule a Demo](#)

[Download Free Trial](#)

