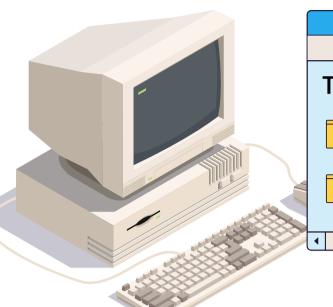


The Evolution of DEX From Inception to Present



THE MACHINE AGE (1990s)

- Hardware focused with emphasis on uptime and infrastructure.
- IT proudly manages equipment while users face frustrating experiences.

My Computer

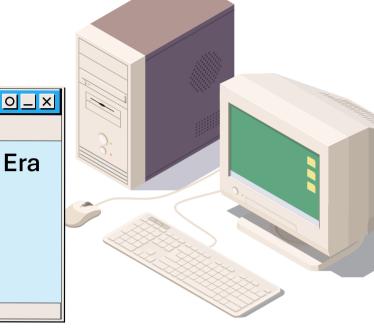
File Edit View Help

Early 2000s: The Service Desk Era



Focus on ticketing systems and processdriven IT support.

"Try Restarting Your Device." became the standard response.



2010-2015: The Mobility Revolution



御

(C)

Personal devices enter the workspace, creating security challenges.



IT struggles with compliance while employees demand flexibility.



2015-2018: The Human Focus



!=

Shift toward measuring user satisfaction and experience.

XLAs (Experience Level Agreements) begin replacing traditional SLAs (Service Level Agreements).



2019-2021: The Remote Revolution

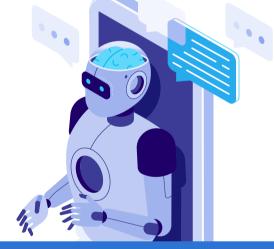
Pandemic forces rapid shift to remote work and digital collaboration.

Access from anywhere becomes critical for business continuity.

2022-Present: The Intelligent Age

(♥)

- Al-powered support predicts and resolves issues before user notices.
 - Self-healing systems and proactive experience management.



THE FOUR PILLARS OF MODERN DEX

()

٥Щ



DEX BY THE NUMBERS

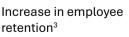


Connection between employee & customer experience¹



Reduction in support tickets²

26%









THE FUTURE OF DEX

