

CA App Experience Analytics

At A Glance

In the app economy, the end-user experience is key. Despite the complexity of today's application delivery chain, end users expect a first-rate experience, no matter how, when or where they access your app.

CA App Experience Analytics is the one platform needed for end-user analytics, combining crash and performance analytics with advanced user journey monitoring to provide application owners, IT operations and developers with the metrics needed to understand and enable continuous improvement of the user experience across Web, mobile and wearable devices.

KEY BENEFITS

- **Enhance the customer journey.** Understand and improve the user experience across Web, mobile and wearable apps to help deliver a five-star customer experience.
- **Improve digital performance.** Gain real-time insights into performance to help determine if the issue is with design, code or the infrastructure.
- **Design for the experience.** Enhance application development based on real user insights from app flows, heatmaps and usage data.

KEY FEATURES

- **User experience analytics across Web, mobile and wearables.** Gain insight, track, report and analyze data to help better understand the user journey, app usage and app 'stickiness.'
- **Web errors and mobile crash analytics.** Analyze and quickly identify the root cause of issues.
- **End-to-end performance analytics.** Gain end-to-end performance details from mobile and Web applications all the way to the back-end systems, including mainframe and cloud, to continually monitor and measure key performance metrics and help address incidents before they impact user experience.
- **User session playback.** View video playback of real user sessions with app screens and user gestures.
- **End-to-end encryption.** Rest assured that no matter where it is, data is secure and encrypted.

Business Challenges

In this age of rapid adoption and rapid rejection, gaining insight into user behavior is essential to delivering the best customer experience. Given the growing number of digital channels to maintain and optimize, it's increasingly difficult to provide a great user experience. The majority of users only give an app about three seconds before deciding if it's delivering the experience they expect.¹ And there are no second chances with the end-user experience.

What makes a great user experience?

An intuitive design, error-free code and superb performance are keys to delivering the experience your users expect. To achieve that, you need an analytics solution that delivers digital experience insights and helps you quickly determine if an issue with an app lies in the design, code or infrastructure so you can triage the problem before it impacts the customer experience. These insights, along with the ability to track the buyer's journey and identify how, when and where your customers use the app, help you better understand your users and provide them with a five-star experience across Web, mobile and wearable apps.

Solution Overview

Built on an open, flexible SaaS analytics foundation that uniquely combines user behavior with operational performance, CA App Experience Analytics provides intuitive reports to reveal a deeper understanding of customers' overall digital experience. Using these insights to improve the user journey helps you retain and attract new customers, increase revenue, achieve faster resolution times, and deliver innovations quickly by boosting development productivity.

With visibility throughout the app lifecycle, you can continuously improve quality, design, performance and user experience. You can triage and fix performance issues faster by segmenting performance and analytics by various dimensions, including network/carrier, geo, OS, device type, and even custom dimensions, such as platinum customers. By gaining insights into usage metrics, user engagement, user activity and retention, you can improve business outcomes. In addition, you can get code-level visibility into issues, activity logs and real user data to improve the next version of the app.

Critical Differentiators

CA App Experience Analytics uniquely provides real-time end-user analytics, combining performance, crash, and advanced user journey monitoring in one platform.

Capture usage and user-experience metrics to help increase top-line revenue.

- Identify popular business flows to better understand the user journey across Web, mobile and wearables.
- Organize, filter or pivot by user segment or dimension.
- Use heatmaps to view performance problems, popular app screens and usage data.

Capture performance metrics to help identify issues in real time and speed triage.

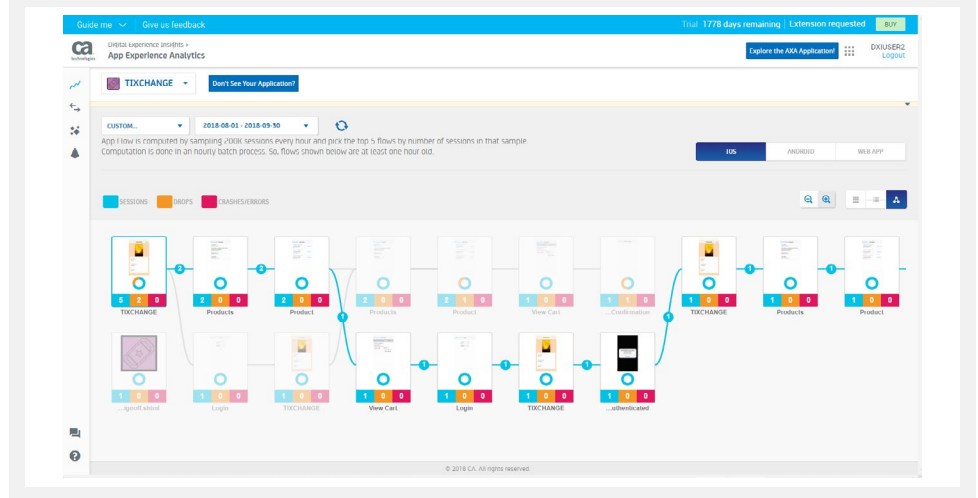
- Get real-time alerts on threshold violations impacting SLAs, user experience or revenue.
- Gain visibility into back-end services and infrastructure that affect app performance via integration with CA Application Performance Management.

Capture Web errors and mobile app crashes with code-level visibility.

- View video session playback to see real user experience.
- For Web apps, view page resources in a waterfall representation to help determine which components are causing slow load times.
- Gain code-level visibility into issues with symbolicated stack traces and detailed activity logs.

For more information, please visit ca.com/axa

App Flows: Identify popular screens, the performance of various screens, or screens with dropoffs or errors.



Create customizable dashboards using Kibana®.

- Get started quickly with out-of-the-box templates that are easily customizable to fit business needs.

Related Products

- **CA Application Performance Management.** Proactively identify and resolve issues across physical, virtual, containers, cloud and mobile applications with end-to-end visibility.
- **CA App Synthetic Monitor.** Provides synthetic transaction monitoring from a global network.
- **CA Digital Experience Insights.** Fully integrated digital experience monitoring and analytics solution combining app analytics, application performance management and infrastructure management capabilities.

Supported Environments

- All major Web browsers
- All Web applications (including Single Page Applications)
- Android™ and iOS mobile operating systems
- The Apple watchOS® platform (Apple Watch)

CA App Experience Analytics also supports Appcelerator®/Titanium®, Apache Cordova™ Software, PhoneGap™, Kony™, IBM® Worklight®, Ionic, and Xamarin®.

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1 CA Newsroom, "CA Technologies Study Finds That Brand Loyalty Has a Six-Second Shelf Life," March 2015