

CA App Experience Analytics: Digital Experience Done Right



At a Glance

In today's app economy, the end-user experience is key. Despite the complexity of today's application delivery chain, end users expect a flawless experience, no matter how, when or where they access your app. For application owners and IT operations teams who are responsible for digital transformations and who need to deliver a five-star customer experience across web, mobile and wearable devices, CA App Experience Analytics provides proactive, real-time insights into real user behavior, buyer trends, and omnichannel performance.

Key Benefits/Results

Optimize the customer journey. Improve user experience across web, mobile and wearable apps to deliver a five-star customer experience.

Improve digital performance. Gain insights into performance to determine if the issue is with design, code or infrastructure.

Design for the experience: Enhance application development based on real user insights.

Key Features

User experience analytics across web, mobile and wearables. Gain insight, track, report and analyze data and determine stickiness based on user visits, the user's journey and usage.

Data studio. Use flexible and dynamic dashboards to easily view and combine user experience and performance data with out-of-the-box, role-based templates.

Web errors and mobile crash analytics. Analyze and identify root causes and business impacts to continually improve the end-user experience for mobile and web applications.

Performance analytics. Gain end-to-end performance details from mobile and web all the way to back-end systems, including mainframe and cloud, to address incidents before they impact user experience.

User session playback. View a video animation 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 insights on user behavior is key 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.* And there are no second chances with the end-user experience.

What makes a great user experience? An intuitive design, error-free code and flawless performance. 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 optimize 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. 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, like platinum customers. Optimize business outcomes by gaining insights on usage metrics, user engagement, user activity and retention. Get code-level visibility into issues, activity logs and real user data to improve the next version of the app.

Critical Differentiators

Usage and user-experience analytics.

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

- Identify popular business flows in the app, usage and user journey across web, mobile and wearables.
- Use heatmaps to view performance, problems, popular app screens and usage data.
- Easily extend the solution to track user activity across channels.

Performance analytics.

Capture performance metrics to speed triage for improved user experience.

- 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.

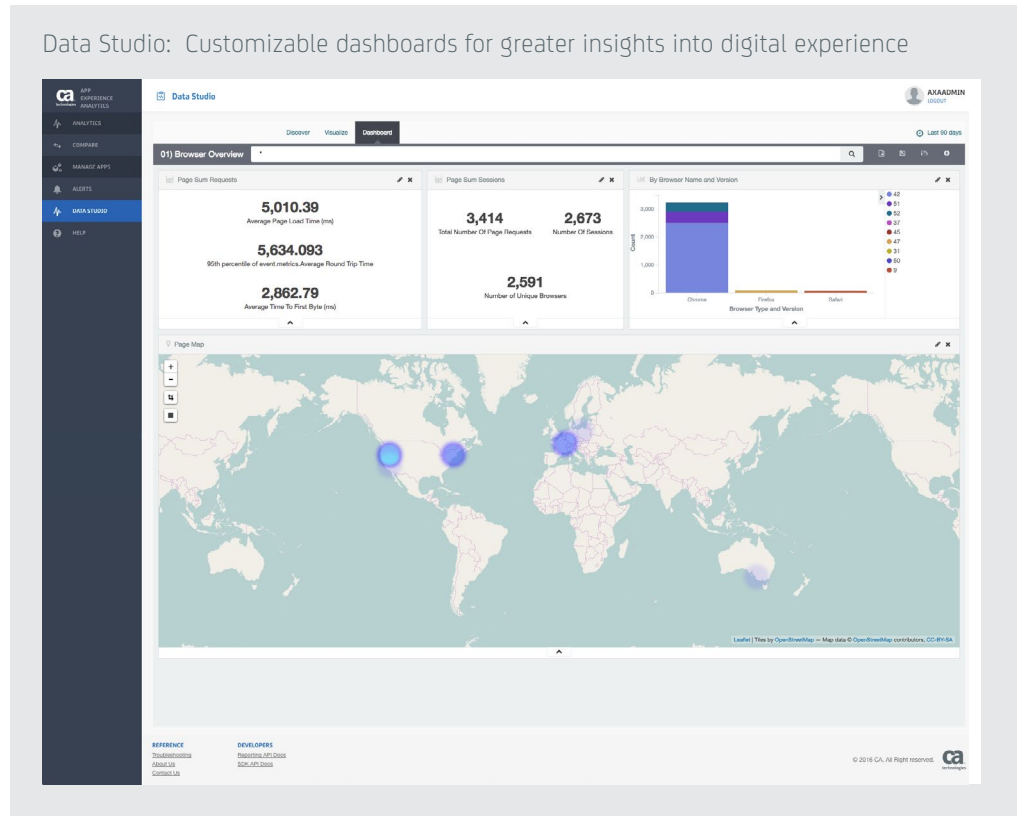
Mobile crash analytics.

Capture app crashes and code-level details needed to provide the best end-user experience.

- Use video session playback to see real user experience.
- Gain code-level visibility into issues with symbolicated stack traces and detailed activity logs.

Customizable, role-based analytics.

Customizable dashboards designed for better insights.



- Get started quickly with out-of-the-box templates that are easily customizable to fit any business need.
- Understand the entire digital user experience with dynamic, contextual dashboards.

Supported Environments

- All major web browsers
- All web applications (including Single Page Applications)
- Android and iOS mobile operating systems
- Watch OS (Apple Watch)

CA App Experience Analytics supports Appcelerator/Tinanium, Cordova, PhoneGap, Kony, IBM Worklight, Ionic, and Xamarin.

Get started with CA App Experience Analytics

Developers: The SDK-based **CA App Experience Analytics Free Trial** takes less than five minutes to implement.

App owners and IT operations: The **CA App Experience Analytics Test Drive** allows you to explore the solution's environment without downloading any software.

For more information, please visit ca.com/axa

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*CA Newsroom, "CA Technologies Study Finds that Brand Loyalty has a Six Second Shelf Life," March 2015