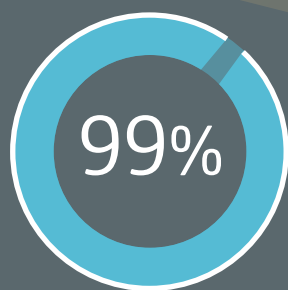
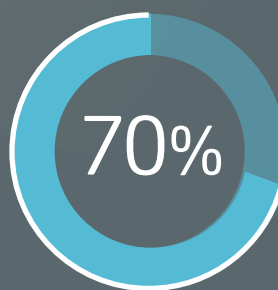


The Data Behind **Exceptional** Digital Experiences

THE BENEFITS OF DIGITAL TRANSFORMATION ARE CLEAR:



OF U.S. BUSINESSES EXPECT AN AVERAGE **21% INCREASE IN REVENUE**



BELIEVE **IMPROVING THE DIGITAL EXPERIENCE** WILL ATTRACT NEW CUSTOMERS

But the road to success isn't.

If you've **struggled with digital transformation**, you're not alone.



HERE'S WHAT ORGS LIKE YOURS ARE EXPERIENCING:



Over **90%** face business and technological **obstacles**.

Most notably:

- A RESISTANCE TO CHANGE
- INCREASED TECHNOLOGICAL COMPLEXITY
- SLOW TIME-TO-MARKET



Difficulty providing a unified customer experience across all channels and platforms.



In fact, **only 20%** rate themselves as **"Very Good"** at delivering a seamless digital experience.

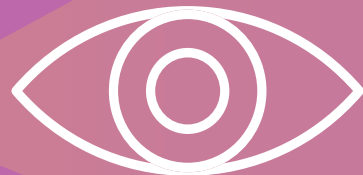


90% feel they lack insight into their customers' digital experiences.

Not surprisingly,

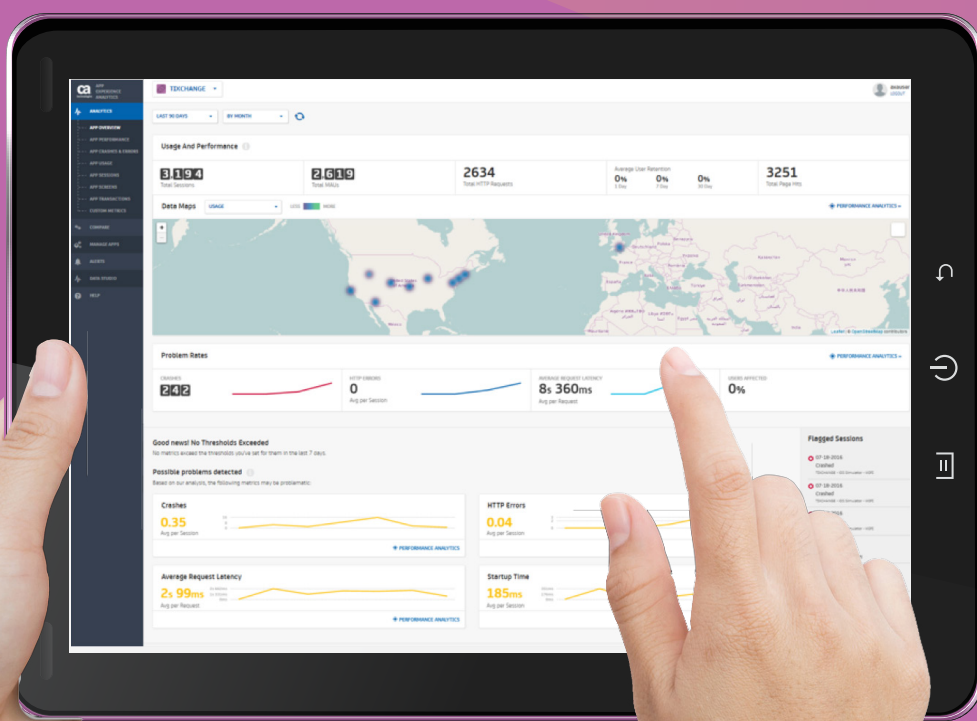


93% believe they **could improve** the way they measure the customer experience across digital channels. **Could you?**



GREAT USER EXPERIENCES REQUIRE **GREATER INSIGHT**

CA App Experience Analytics provides proactive, real-time insights into real user behavior, buyer trends and omnichannel performance.



SO YOU CAN:

- Improve** digital performance with breakthrough visibility
- Optimize** the user experience with greater insight
- Design** for the experience with heightened understanding

WANT PROOF?

Businesses that chose **CA App Experience Analytics** and **CA Application Performance Management** over competitive solutions are...

More likely to rate themselves as completely successful:

App **2.3x** MORE LIKELY TO SPEED TIME TO MARKET FOR NEW APPS AND PRODUCTS

1.9x MORE LIKELY TO GAIN ANALYTIC INSIGHT ACROSS CHANNELS

1.5x MORE LIKELY TO LEVERAGE CONTINUOUS FEEDBACK FROM REAL USER EXPERIENCES

1.8x MORE LIKELY TO PROVIDE A SEAMLESS CUSTOMER EXPERIENCE ACROSS PLATFORMS

1.4x MORE LIKELY TO CONSIDER THEMSELVES COMPLETELY SUCCESSFUL AT APP INNOVATION

1.7x MORE LIKELY TO ENHANCE APP RELIABILITY



Discover what CA App Experience Analytics can do for you. **Start your free trial.**

*All data extracted from Building a Better Digital Experience: Tough challenges, better benefits, and why it all matters, Vanson Bourne Survey Commissioned by CA Technologies, October 2016.