

Deliver better user experiences with CA App Experience Analytics

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 app 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.

Business Challenges

In this age of rapid adoption and rapid rejection, it's important to both deliver the best possible customer experience and gain key insights into the behaviors of your users in order to adjust to market demands. There are no second chances with end-user experience. Given the growing number of channels to maintain and optimize, it's increasingly difficult to provide a great user experience—and that can mean lost business. Before moving on, a majority of users only give an app about three seconds before deciding if it's delivering the experience they want.

What makes a great user experience? Whether your end user is a consumer trying to file a claim or make a purchase, or a business end user at a point-of-sale location, you need the insights to track the buyer's journey and understand how and where your customers are using the app, and if they encounter a poor experience, determine what caused the problem

OPERATIONAL PERFORMANCE

Inside-Out View



USER BEHAVIOR & EXPERIENCE

Outside-In View



Optimize
customer journey

Design
for the experience

Improve
digital performance

Key Benefits and Results

- **Optimize the customer journey.** Improve user experience across web, mobile and wearables 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

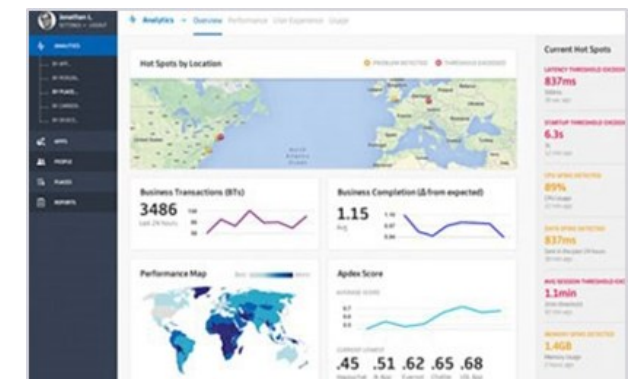
User experience analytics across web, mobile and wearables. Gain insight, track, report and analyze data and determine stickiness based on user visits, the user's journey and usage.

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.



Marquee benefits yielding **\$982,000** per year are detailed on the reverse side of this document in order to demonstrate examples of business value achievable through the use of CA App Experience Analytics.



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Business Value Estimations

CA App Experience Analytics benefits can be quantified via a wide range of benefit scenarios. A selection of these is listed below to show common areas measured.



Business Value Proposition	Business Value Enabler	Specific Measurement	Impact Range ¹	Key Resources Affected	Average Resource Value ²	Projected Impact ³ / yr
Increase customer satisfaction leading to customer retention and attraction of new customers by improving user reviewed customer ratings	<ul style="list-style-type: none"> Improves user experience Delivers continuous innovations that meet user expectations Rapidly evolves apps with changes in the market Monitors, maintains and manages customer's on-line transactions for improved experience Improves digital business operations using data analytics 	Revenue at risk due to customer turnover/ abandonment	1 - 3 %	Revenue at risk	\$9,000,000 ⁴	\$180,000
Increase revenue protection through improved business services and app availability and performance	<ul style="list-style-type: none"> Provides proactive real-time insights into real user behavior, buyer trends, and omnichannel performance Optimizes business outcomes by gaining insights into usage metrics about user engagement, activity and retention. Alerts real-time on threshold violations impacting SLAs, user experience, or revenue for website usage 	Revenue at risk due to sub-standard app performance	2 - 4%	Revenue at risk	\$9,000,000 ⁵	\$270,000
Enable faster time to market for online customer related revenue producing web, mobile, and IoT apps	<ul style="list-style-type: none"> Less cost and complexity with zero coding option Flexible and extensible through secure APIs Based on open source ELK Stack 	On time (as planned) or earlier revenue inflows due to on time or earlier release	3 - 5%	Revenue enhanced	\$4,500,000 ⁶	\$180,000
Reduce frequency and duration of triage/crisis/outage management calls	<ul style="list-style-type: none"> Captures mobile analytics and mobile app crashes, and offers code-level visibility for root cause Provides details on errors and network behavior to identify issues in code or back-end servers Helps meet service level agreements (SLAs) 	Cost reduction in crisis resolution staff resource labor	15 - 25%	Crisis resolution staff FTEs	4	\$88,000
Improve productivity for development and maintenance staff	<ul style="list-style-type: none"> Provides developers with effective tools to accelerate mobile development through easier data access, easier implementation of security, and easier implementation of core mobile capabilities 	Cost reduction in internal developer labor	15 - 25%	Developers FTEs	12	\$264,000

This table shows some **key benefits** of **CA App Experience Analytics**. Your Broadcom representative can also share additional and more detailed ROI business case examples for this solution by engaging the Broadcom Business Value Analytics Team. This team works with Broadcom's customers to develop and analyze a comprehensive set of assumptions and environment specific metrics in order to build customized projective business cases.

- The **Impact Ranges** shown above are typically estimations derived from the analysis of benchmark data which is a composite of data derived from industry analyst published information, interviews with subject matter experts and experiential data from prior projective analyses. The impact ranges shown have been intentionally lowered to show the financial impact of these small improvements.
- The **Average Resource** column shows resource values representative of those used in business case analyses by the Broadcom ROI & Business Value Analytics Team.
- The **Projected Financial Impact** (both savings and revenue enhancement) may be representative results for organizations whose Average Resource values are similar to those in this table. Labor rates for all FTEs are assumed to be \$55/hour. Actual calculations may include additional metrics and assumptions.
- and 5. The **Average Resource Value** selected for these two benefits are 1.0% of annual revenue of a \$900M enterprise.
- The **Average Resource Value** selected for this benefit is 10% of \$900M in annual revenue of which 5% is touched by the CA solution.



Please note, the values expressed in this table are not a guarantee of achievable results and will vary depending upon your current infrastructure, people, and processes as well as the appropriate, effective implementation, adoption, an use of the solution.