

# CA App Experience Analytics Managed Service Offering



## At a Glance

For your customers, virtually every facet of business success is now in some way contingent upon a single key aspect: the users' application experience. Brand affinity, staff efficiency, revenues and many other key factors can be shaped by whether an application falls short of or exceeds user expectations. However, within many businesses today, it is difficult to find the time and expertise needed to track the users' application experience. Now, with the CA App Experience Analytics managed service offering (MSO), your organization can quickly and efficiently deliver the sophisticated analytics services that customers urgently need today.

### The Market

In today's application economy, the end-user experience is key. However, as the complexity of application portfolios continues to grow, tracking and managing the user experience becomes increasingly challenging for businesses. As a result, there's a rapidly rising demand for application experience analytics services.

### The Need

Managing and optimizing digital experiences is challenging for businesses and continues to get more so as the number of supported applications, releases and channels continues to see explosive proliferation.

### The Opportunity

By delivering high-value application experience analytics services, service providers can address an urgent demand, and position their organizations to capitalize on a rapidly growing market.

## Why Application Experience Analytics Matters

### Application experience: The new currency in the application economy

In today's application economy, enterprises will increasingly be evaluated and valued based on the user experience that their applications deliver.

In just about every market, the competition continues to intensify, and consumers have an increasingly broad array of options. With millions of web, mobile and wearable applications available, we're in an era of rapid access and adoption, and rapid rejection.

Businesses have seconds to deliver a positive experience that's differentiated from the other options available, and must address the expectations of a user community that continues to get more demanding. Users are accustomed to intuitive, fast, engaging and stable application experiences—and are increasingly unforgiving when those expectations aren't met. Even slight delays or sub-par experiences can immediately get a customer to move to the next alternative. Further, the damage of a single negative user experience can quickly escalate as low user rankings and critical comments are disseminated.

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Quite simply, in the application economy, the user experience is the new currency. To succeed, businesses need to deliver a winning experience immediately, and every time.

### Application experience analytics: Integral to digital business transformation

In the application economy, poor user experiences can erode a business' brand, customer satisfaction, employee productivity, revenues and profits. To contend with these new realities, businesses need to undertake a fundamental digital business transformation; and application experience analytics play a fundamental role in this effort.

When issues arise, analytics are essential in rapidly determining whether it is a factor of design, code or infrastructure. These insights, along with the ability to track the buyer's journey and identify how, when and where customers use an application, will be increasingly strategic in enabling businesses to deliver an optimized experience across web, mobile and wearable applications.

Now, application owners, developers, architects, IT operations and digital business teams all have a stake and role in the experience that applications deliver. Application experience analytics play a critical part in whether all these stakeholders make optimal decisions and investments—and whether they, and the business as a whole, succeed.

### The application experience analytics opportunity

Application experience analytics represents an approach for monitoring what's most important: how users are actually interacting with an application and their experience when doing so. Effective analytics can deliver significant value to these groups within an enterprise:

- **Operations.** With effective analytics, operations teams get the vital insights they need to track and manage the performance of their applications. They can track such factors as whether an API call made it to the data center, whether it was completed and, if so, the complete round-trip response time.
- **Developers.** Application experience analytics can provide invaluable insights for developers, including details on where users encounter crashes, activity logs that help pinpoint code issues and so on. All these aspects can be invaluable in boosting developer productivity and fueling enhanced development, design and delivery.

- **Business leadership.** Today, application issues are business issues. Analytics equip business leaders with the essential insights they need to track the business performance they're receiving from their applications. With these services, they can track and manage customer retention rates, user rankings, completed transactions and more.
- **Application owners.** For application owners, application experience analytics deliver insights that can help fuel improved adoption, engagement and conversions. As opposed to limited, pre-production testing, these analytics reveal how the entire user community interacts with an application. Analytics can cover such topics as application design, engagement and intuitiveness. With these insights, application owners can more effectively track how users are engaging with applications, for example, whether they're using browsers, mobile devices or wearables.

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### Application experience analytics challenges

For enterprises, the stakes for managing the user experience are high. However, getting an accurate understanding of the user experience is a significant challenge in many organizations. Following is just a sampling of the issues that make application experience analytics difficult:

- **Complex application portfolios.** For today's businesses, each distinct application needs to be available on web browsers, multiple mobile device platforms and, increasingly, wearable devices. For each platform, multiple operating systems and version variants may need to be supported. Further, for each specific version, multiple releases will always need to be supported at any given time. Finally, to support DevOps initiatives, it is increasingly vital that user experience monitoring is employed throughout the software development lifecycle, further expanding the effort and complexity.
- **Large upfront and ongoing infrastructure investment.** To establish the analytics capabilities required, organizations need to evaluate, procure, configure and deploy the required hardware and software, and maintain these systems over time.
- **Massive event volumes.** Across today's hybrid IT environments, a massive volume of event data may be generated, making it difficult to sift through disparate reports, spot and track trends and prioritize efforts. Further, these challenges only grow more difficult as the number of users, applications and devices continue to come online in an enterprise.
- **Myriad toolsets.** Different application experience analytics tools may need to be procured, deployed and maintained in order to support different application types.
- **Lack of internal expertise.** For most organizations, acquiring the internal expertise required to establish and maintain sophisticated application experience analytics is a challenge. Further, technological advances and innovations continue to come at a faster pace, which makes it difficult for internal staff to keep up, especially given the breadth of responsibilities they have to contend with.

All of these elements contribute to the difficulties internal teams face in marshaling the necessary staff, time and expertise to manage analytics across all of an organization's proliferating applications and releases. However, while these challenges are significant, so are the risks of not employing application experience analytics. Without this visibility, organizations are simply flying blind as to how applications are being used, and the experience they're delivering. This leaves businesses exposed to poor user ratings, brand damage, eroding market share and lost revenues.

## Monetizing Application Experience Analytics Services: The Requirements and Value

Today, there's a massive and urgent demand for specialized application experience analytics services within your markets, which presents a compelling opportunity for your business. By delivering high-value analytics services, your organization can meet a significant market demand, and realize substantial business growth.

To deliver advanced application experience analytics services that fuel real value and real profits, service providers need to offer the following compelling capabilities to clients:

- **Monitor the applications that matter most.** Within your markets, your customers' most-critical applications may now be mobile, web or wearable-based. To set the stage for maximum service adoption, it is important to deliver analytics capabilities that can address all these environments.
- **Accommodate massive scale.** To realize long-term success with your offerings, you must be able to monitor massive event volumes associated with large user bases.
- **Deliver intelligent visibility.** Look to deliver on-demand, automated views and analytics that can easily be tailored to specific user roles, locations, business units, operating systems and more. Equip users

with the ability to do analysis by various dimensions that matter to their business and users, including technologies, customer ratings and user activities. Provide intuitive dashboards that make it faster and easier to monitor, triage and diagnose user experience issues. This is vital to ensuring that both your internal staff and customer personnel can gain maximum insights from application experience analytics.

- **Maximize efficiency.** To realize optimal customer service and maximum margins, you need to establish central consoles and streamlined workflows. For example, you should leverage SaaS-based delivery options and intuitive, centralized administration consoles whenever possible. With these capabilities, service providers can speed and streamline customer onboarding, monitoring implementation and ongoing operation.
- **Facilitate DevOps collaboration.** In the application economy, it is vital to provide developers and operations with detailed insights into actual application usage. This visibility is critical to enabling faster application development, delivery and innovation.

With these capabilities, service providers can deliver the following benefits to customers:

### Realize fast time to value

Help your customers start leveraging sophisticated application experience analytics fast, so they can quickly harness its benefits in their business. By relying on your services, customers can avoid the laborious, multi-month effort of setting up analytics capabilities internally. Not only does this reduce upfront cost, but it minimizes the opportunity costs associated with the delay in gaining critical application experience insights. Organizations can get started more quickly and leverage an optimized implementation that yields useful insights on day one.

### Improve service levels

These services help customers triage and fix performance issues faster by segmenting performance and analytics by various dimensions, including network/carrier, location, operating system and device type. Customers gain the insights they need to preempt issues, reduce downtime, enhance performance and optimize the end user's experience. Your customers gain the peace of mind that comes with predictable, reliable service levels and dedicated, 24/7/365 support.

### Enhance cost efficiency and predictability

Through advanced analytics, customers will be able to reduce costs by minimizing the frequency and duration of outages—and all the efforts associated with triage and emergency calls. Customers can leverage the vital analytics they need to optimize digital business operations. By employing your services, your customers can leverage application experience analytics as an ongoing operational expense versus capital investments, and therefore gain increased budgetary predictability. Customers eliminate the upfront and ongoing cost of procuring, implementing, supporting and hosting an application experience analytics platform internally.

### Boost revenue retention and growth

By delivering enhanced user experiences, your customers will reduce the financial risks associated with negative user ratings. Through these services, you give customers the insights they need to speed the delivery of the most important features and services, so they can accelerate revenue growth.

### Optimize business outcomes

Application experience analytics go beyond data on crashes; they provide visibility into the complete user's journey from initial download to completed transactions and return visits. These analytics enable customers to analyze the application

experience across various dimensions, including usage metrics as well as user engagement, activity and retention. By delivering granular visibility into user issues, activities and habits, your customers can more intelligently manage ongoing application enhancements. Using these insights to optimize the user journey, your customers can enhance offerings and services, retain and attract new customers, increase revenue, achieve faster resolution times and speed digital business transformation.

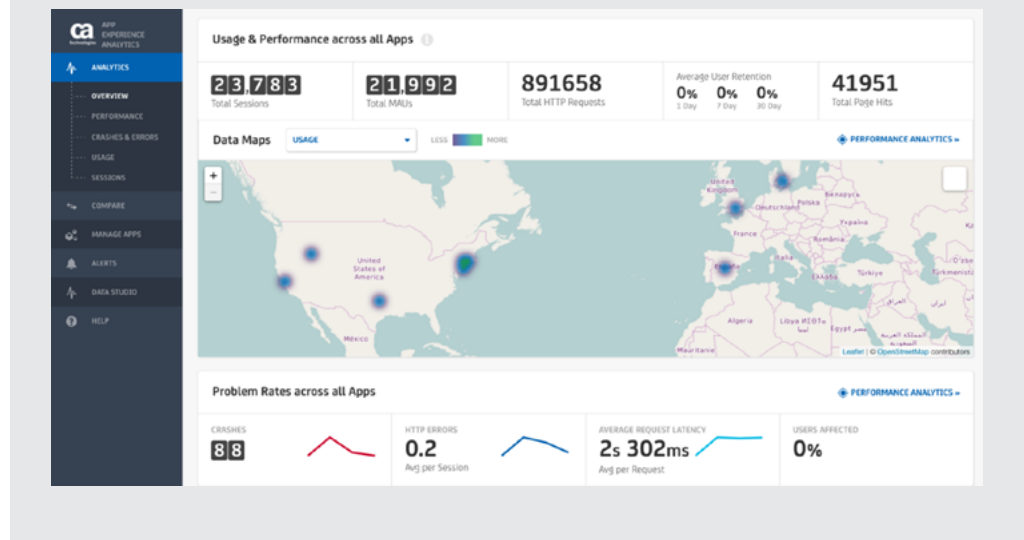
### Strengthen staff's strategic focus

Help your customers' internal teams to offload all the effort associated with managing monitoring implementation, maintenance and reporting—so they can focus on innovating applications and other strategic efforts. By leveraging advanced analytics services, the customer's internal staff members don't have to manage tool or vendor selection, procure or host application experience analytics software or handle ongoing tool maintenance.

### How CA App Experience Analytics MSO Benefits Your Business

In recent years, traditional, infrastructure-centric managed services have become highly competitive and increasingly commoditized. At the same time, in the application economy, customers are increasingly focused on digital transformation and application experience. By delivering higher-level, higher-value, application-experience-focused services, service providers can align optimally with current customer priorities. Through these services, they can expand out of highly commoditized markets, deliver critical services that provide real customer value and position their businesses for expanding revenues and market share.

With CA App Experience Analytics you can help your customers deliver an exceptional digital experience.



**“CA App Experience Analytics definitely has a more advanced visualization than anything we’ve used before, and it’s easier to get an understanding of what the data means.”**

**—Chris Kilroy, director of client integration and activation, CNN**

Now you can harness the tools and resources your organization needs to deliver high-value, differentiated and profitable analytics services—with the CA App Experience Analytics MSO. This MSO is a complete, packaged bundle that provides the products, sales playbook and presentation, marketing guide, white-label collateral and business enablement resources you need. Put these resources to work, and your organization can:

- **Increase revenues.** By delivering application experience analytics services, you’ll address an urgent and growing

demand in your markets. Capitalize on the capabilities and resources of the CA App Experience Analytics MSO to quickly and efficiently bring new services online. Take advantage of more cross-sell and up-sell opportunities within your existing accounts, and win bigger, more complex and more profitable deals with new clients.

- **Evolve more rapidly.** CA App Experience Analytics provides the capabilities required to help you more rapidly adapt to new challenges and opportunities, and evolve your offerings so you can continue to deliver maximum customer value—and stay ahead of the commoditization curve.
- **Strengthen account control.** Through this offering, you’ll gain the ability to deliver more strategic, comprehensive services that offer more business-level benefits. These services will enable you to deliver value and establish relationships across the business, including with development teams, application owners, innovation centers and digital business staff. Consequently, these services can help you significantly expand your visibility and improve loyalty within your existing accounts.

- **Enhance margins.** By delivering application experience analytics services, you can deliver premium, high-value offerings that command higher pricing, particularly compared to more commoditized, infrastructure-centric services. CA App Experience Analytics offers the SaaS delivery, centralization and sophistication that will help your operations team boost efficiency, scalability and profits. As a result, the service will help you realize maximum profits and revenue growth.

## Powered by CA App Experience Analytics

This MSO is powered by CA App Experience Analytics. Built on an open, flexible SaaS foundation, the solution offers a distinct combination of intelligence on user behavior and operational performance. CA App Experience Analytics provides intuitive reports to reveal a deeper understanding of customers' overall digital experience—across web, mobile and wearables. With the solution, you can leverage these capabilities:

- **Usage and user-experience analytics.** Deliver the usage and user experience metrics that help customers increase top-line revenue. Provide real-time insights into real user behavior, buyer trends and channel performance. Help customers identify popular business flows in the application, usage and user journey. Deliver heatmaps that enable users to view performance, problems, popular application screens and usage data. Easily extend the solution to track user activity across channels.

- **Performance analytics.** Capture performance metrics that help speed triage for improved user experience. Deliver real-time alerts on threshold violations that effect SLAs, user experience or revenue.

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**“CA App Experience Analytics will provide us with the insights into buyer behaviors, crashes and application performance that will enable us to proactively solve any incidents that occur and improve the overall digital experience our customers receive.”**

**—Francisco Guirado, IT Monitoring Manager, Produban (IT Division of Santander Bank)**

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- **Mobile crash analytics.** Capture the application crash data and code-level details needed to provide the best end-user experience. Use video session playback to see real user interactions. Provide code-level visibility into issues with stack traces and detailed activity logs.
- **Customizable, role-based analytics.** Deliver customizable dashboards for tailored insights. Get started quickly with out-of-the-box templates that are easily customizable to fit any customer need.

Deliver dynamic, contextual dashboards that give your customers visibility into the entire digital user experience.

## Land with CA App Experience Analytics, Expand with Additional CA Solutions

With its compelling capabilities and business value, SaaS delivery and ease of use, CA App Experience Analytics enables you to quickly gain a strategic presence within new accounts. Further, with complementary CA solutions, your organization can quickly and easily expand within these accounts.

The reality is that CA App Experience Analytics will often uncover issues that may be associated with application environments or backend infrastructures. This opens up opportunities to offer expanded services in infrastructure monitoring and application performance management.

CA offers solutions that are integrated with CA App Experience Analytics, offering an ideal complement for service expansion. In addition to providing analytics services, you can deliver deep diagnostic analytics into application services and servers with **CA Application Performance Management**. You can also leverage **CA Unified Infrastructure Management** to deliver end-to-end visibility of backend servers and infrastructure.

## For More Information

Visit the service providers page at [ca.com/sp](https://ca.com/sp) to learn more about how CA is helping its service provider partners boost business results.

CA Technologies (NASDAQ: CA) creates software that fuels transformation for companies and enables them to seize the opportunities of the application economy. Software is at the heart of every business, in every industry. From planning to development to management and security, CA is working with companies worldwide to change the way we live, transact and communicate—across mobile, private and public cloud, distributed and mainframe environments. Learn more at [ca.com](https://ca.com).