

B&H Photo Case Study

“Aptelligent has been a big factor in ensuring a 5 star mobile experience for our customers.”

ELI WEISS, HEAD OF MOBILE STRATEGY & PRODUCTS

B&H opened its original storefront in 1973. Their reputation for extensive inventory and intelligent conversation about photography began with their first customer. They grew from a small photography shop in Manhattan's Financial District to a major supplier of photo, video and audio equipment on 17th Street, with customers returning again and again for their low pricing and high reliability. The new millennium's explosion of affordable technology for pros and consumers alike brought new lines of computers, home entertainment, and consumer devices. In response, B&H opened its SuperStore on 34th Street and opened their cyber-doors at www.bhphotovideo.com. They continue to expand to meet their customers' needs with showrooms, classes, educational and social media, and more.

The Challenge

Retail has always been a very competitive marketplace. Customers are increasingly demanding, sophisticated, and always on the lookout for new options. They now expect to be able to communicate and shop with their retailers through a broad range of channels.

If they can't interact with a given retailer through their preferred channel, there are many competitors willing to vie for their business. Rather than constricting choice, the most successful retailers embrace this reality and deploy a broad range of technology to make things convenient for their customers. Mobile users represent an increasingly important consumer sector that's only growing in value.

B&H has long been a technology leader: for example, they were one of the first retailers to offer online ordering. B&H's foresight and innovation continue; they've been offering mobile applications beginning in 2009 with iOS and 2010 with Android. These have been well embraced by the market, with more than 250,000 downloads per year. Mobile is an



WHY APTELIGENT?

B&H evaluated other solutions but selected Aptelligent because of its:

- Unified interface for crash and error monitoring
- Breadcrumbs technology
- Proven scalability to support Groupon's massive user base.
- Clear ownership of data, mobile benchmarks, and laser-focus on mobile innovation and customer support

important channel for B&H's business with mobile revenue growing substantially each year.

Despite the success of their mobile apps, B&H's IT team found it difficult to gauge the quality and performance of these widely adopted solutions. For example, customers generally didn't contact B&H to make them aware of app flaws and crashes. Operating in the dark made it hard for the IT team to respond. In addition, certain key APIs were experiencing slow performance, yet it was difficult to ascertain the exact cause of these issues. This translated into increased latency, and slow apps alienate customers.

The Solution

B&H was dedicating crucial development talent to deciphering their app issues, instead of devoting them to innovation and new features. In an effort to proactively untangle and correct these types of problems, B&H evaluated and then implemented Mobile Application Intelligence from Aptelligent.

The Results

Deploying Aptelligent mobile app intelligence yielded immediate results. First, simply knowing about and then resolving app crashes reduced the overall number of app failures by 50%. For example, if a particular user experiences an app problem, B&H's technical team is now able to interact with them in real-time to pinpoint the issue. B&H was also able to track API performance and thus eliminate performance-draining bottlenecks.

Customers responded positively: previously, B&H apps received, on average, a 3.5 star rating, yet new apps now receive a 5 star rating. B&H was able to focus on innovation, rather than building and maintaining SDK/app quality and monitoring tools. New apps have significantly more capabilities, enabling shopping on the go. They offer an intuitive user experience, providing immediate access to all relevant data such as:

Product information

Guides and manuals

High resolution, zoom-able images

All of which translates to a better sales conversion ratio and more revenue, and increases the likelihood of repeat customer business. Freeing up internal expertise has also given B&H the freedom to plan new apps for the future.

ABOUT APTELLIGENT

Aptelligent is the App Intelligence company trusted by the largest mobile apps in the world. Aptelligent's software provides actionable mobile app insights to improve digital business on iOS, Android, and Hybrid apps. Product managers and developers use Aptelligent's insights to diagnose app performance issues that impact user experience. The platform collects and analyzes app performance issues and connects problems to key business metrics. Mobile teams also have access to Aptelligent's big data platform, as well as industry and app benchmarks. Aptelligent is based in San Francisco.

Learn more at www.apelligent.com.