

Aptelligent Mobile App Intelligence

The Single Source of Mobile Truth

“People’s experience using our mobile apps is of utmost importance to us and solutions like Aptelligent give us deeper visibility into our app performance.”

PINTEREST

To ensure the success of your mobile business strategy and to create superior user experiences, you need a solution that delivers accurate and actionable intelligence – direct from the device – in real-time.

Generating real-time insights spanning the app life-cycle, Aptelligent enables enterprises to continuously improve, optimize, and monetize business critical mobile apps across devices, carriers, OS’s, and cloud services.

What is Aptelligent Mobile App Intelligence?

Aptelligent delivers deep visibility throughout the mobile business cycle. From userflows to service monitoring, to crash reporting, Aptelligent enables organizations to maximize mobile revenues, improve engagement, and increase retention.

USERFLOWS

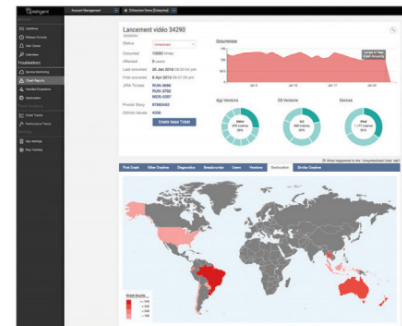
- Minimize revenue risk
- Improve user engagement
- Increase user retention

SERVICE MONITORING

- Improve resolution time
- Monitor 3rd party cloud services
- Integrate with leading APM vendors

CRASH REPORTING

- Identify fatal and non-fatal crashes
- Understand root-cause
- Conduct trend analysis



BENEFITS

- Increased revenues and customer retention by improving app quality and responsiveness
- Superior user experience, customer ratings and brand image with rapid and continuous app improvements and enhancements
- Decreased operational costs by faster prioritization and troubleshooting of issues

CUSTOMERS INCLUDE



THE APTELIGENT ADVANTAGE

- **Mobile Stack Complete** – Monitor metrics across the complete mobile stack including app versions, OS, device, network, API endpoints, & location
- **Mobile Scale** – Over 1 billion monthly average users and 3 billion events per day
- **Mobile First** – Support for all major mobile platforms: iOS, Android, and Hybrid
- **Single Pane of Glass** – Visibility into all mobile metrics, including crashes, handled exceptions, transactions, endpoint latency and errors

Platforms

iOS, Android, Hybrid apps

Features	Benefits
Service monitoring	Detect and accelerate troubleshooting of performance issues and outages of important cloud service and specific endpoints by monitoring latency, error rates, request volume and data in/out
Crash monitoring	Improve customer satisfaction by proactively monitoring uptime Quickly focus on the issues that matter most by prioritizing work by the number of users affected Accelerate root cause analysis with stacktraces and device diagnostics including app versions, OS, device, and users that give you detailed troubleshooting information
Performance trends	Focus efforts on the most popular or problematic device, OS, and carrier by trending web service performance data including latency, volume, and errors
Alerts	Proactively identify issues before they affect the end-user experience by setting alerts based on any metric—latencies, errors, crashes, exceptions, and specific endpoints, like checkout or In-App purchases
Breadcrumbs	Accelerate troubleshooting by using breadcrumbs to retrace the exact steps users took that led to performance or web service issues
Geolocation	Prioritize and troubleshoot issues by geography, even down to an individual location while maintaining full anonymity and privacy
Handled exception monitoring	Proactively identify potential hotspots where a performance issue might occur
Userviews	Improve customer satisfaction by identifying and contacting exact users affected by issues – when opted in
Crash trends	Prioritize development on the OS versions, devices, versions that have the most critical up-time performance
Release console	Understand how new app, OS, and device releases impact uptime and adoption of your app with real-time performance stats
Enterprise ready	Improve mobile business intelligence by integrating and correlating Aptelligent data with leading 3rd party APM vendors such as Splunk, New Relic, and AppD
Executive dashboard iPad app	Provide execs visibility into the health of their mobile strategy by monitoring ratings, adoption, and performance trends across their entire mobile app portfolio