Apteligent

DeNA
Mobile Internet Services Leader

"We have 100+ mobile apps and some issues take weeks to fix. Using Apteligent, we have been able to dramatically decrease the mean time to resolution. This was a big win for us."

HIROYUKI KAWAKAMI, MANAGER, PLATFORM SYSTEM DEPT.

DeNA develops and operates a wide range of mobile and online services including games, e-commerce and entertainment content distribution. Since its launch in Tokyo in 1999, DeNA has grown from a small online auction service to a hugely successful international organization with over 2,000 employees worldwide.

The Challenge

DeNA offers an impressive portfolio of mobile and online services. It boasts over 1,000 web games and 100 mobile apps developed natively, with many having upwards of 10 million downloads.. It has a diverse user base to match, running the gamut from games to e-commerce to entertainment content distribution. DeNA currently mobile apps on several platforms, focusing on Android and iOS.

Gaming apps require extremely detailed coding at every level. The user experience, which of course is of the utmost importance, hinges on this. Creating a successful app is one thing, but maintaining that success becomes a huge headache for developers. To DeNA's dismay, several of their creations received negative reviews in the App Store and Google Play. The feedback was mostly focused around the instability of their mobile apps, which caused many customers to abandon ship. DeNA needed a robust mobile-first solution that was capable of dissecting problems to understand real-time, real-world performance.

:DeNA

WHY APTELIGENT?

DeNA evaluated other solutions but selected Apteligent because of its:
• Richness of real-time data and user analytics
• Support of Android NDK
• Flexible go-to-market strategy

The Solution

DeNA's pressing challenge was to identify how and why users were experiencing errors. Errors often linger because quite simply, mobile teams are ignorant that a problem even exists. After implementing Apteligent however, DeNA was able to remove the barrier of the unknown. Using breadcrumbs, they gained deep insight into events leading to errors. These issues spanned the entire user flow, including user actions, network calls, and mobile state changes.

Armed with information gleaned through Apteligent, DeNAcwas able to identify and fix critical performance issues that were impacting users.. For instance, they discovered that over 20% of crashes were occurring when the app was loading. By performing detailed diagnostics and root cause analysis, they found that errors were primarily occurring on certain devices. In short, Apteligent helped DeNA achieve the following:

Quickly identify and prioritize business critical issues:
Using breadcrumbs and stack trace, DeNA found that the most amount of users on certain decives were being affected by issues more than others.

Accelerate time to fix issues:
With over 100 mobile apps to monitor, some issues took weeks to fix. Apteligent helped DeNA dramatically reduce the mean time to resolution.

Implement user analytics:
With new rollouts, DeNA now has visibility into new app, OS, and device releases - along with how they impact uptime and adoption.

The Results

In its quest to becoming the number one mobile internet company in the world, DeNA is fully committed to superior mobile app performance. By relying on Apteligent to deliver flawless mobile apps, DeNA has witnessed a sharp rise in active users, along with an increase in revenue.

The app market is still in its infancy. As new technologies make their way onto mobile phones and into our pockets, the scope of what apps will be able to achieve on the not-too-distant horizon is mind-numbing. Whatever the future brings, DeNA got ahead of the game by using a mobile application performance management solution to access unprecedented levels of rich user and performance data.