## Apteligent

# Remind101 Case Study

"We selected Apteligent because they are the de facto mobile application performance management solution. Apteligent is fundamental to enhancing the end user experience with our mobile apps."

ADITYA BANSOD, VICE PRESIDENT OF PRODUCT

Remind101 is an educational technology provider focused on improving student outcomes by increasing communication among teachers, students, and parents. Remind101 offers a safe and easy communication tool that lets teachers send messages to students and their parents. The service is free and is used by over 600,000 teachers – over 15% of teachers in the United States – to send millions of messages every month to over ten million students and parents.

## The Challenge

Teachers use the Remind101 mobile app to schedule and send one-way messages such as reminders about homework, quizzes, or field trips. Students and parents can choose to receive these messages via the mobile app, SMS, or email. As a safety precaution, teachers never see their students' telephone numbers, and students never their see teacher's number. In addition, only oneway messaging is permitted.

The Remind101 team measures their success in terms of user acquisition and messages sent per teacher. To drive adoption of the service, Remind101 users must find the app experience to be simple, fast, and predictably stable. If the mobile app crashes or lags, user acceptance will suffer. When issues do arise, Remind101's target audience is not likely to be able to provide much assistance regarding the source of these problems. Without additional diagnostic or troubleshooting information, the job of debugging and resolving these flaws is a laborious, error-prone process for Remind101's team. These time-consuming detours waste precious engineering energies that should be spent developing new features.

Although Remind101 initially employed existing tools from the Android Play store and Apple, they realized that neither of these resources provided sufficient insight into critical metrics such as failure diagnostics and end-user performance. This lack of visibility

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### WHY APTELIGENT?

After thoroughly researching the alternatives, Remind101 selected Apteligent because of its:
• Position as the leading solution
• Large customer base
• Strong developer adoption
• Rich feature set

degraded the team's ability to quickly uncover, triage, and resolve app crash or throughput problems. Detecting and correcting defects has special urgency for Remind101, since they deliver new versions of their app every two weeks on Android, and once a month on iOS. This accelerated release schedule helps quickly roll out new features to the user base while ensuring that no bug or deficiency lingers on user devices for too long.

To maintain this pace, Remind101 required visibility into how changes impacted the app's performance and stability. Being able to quickly monitor, troubleshoot, and resolve performance issues in new releases is fundamental to a high velocity, continuous delivery model.

## The Solution

From the outset, Remind101 recognized that a mobile application intelligence solution was a must-have technology to attain detailed visibility into their app's behavior and performance.

Using Apteligent has freed Remind101 to efficiently address stability and speed issues with their app. For example, the team uses breadcrumbs to trace the exact buttons, screens, and actions a user took before running into a crash or performance issue. This makes it easy to reproduce problems and reduce troubleshooting time.

## The Results

After deploying Apteligent's solution which lets Remind101 identify and prioritize issues very rapidly, they have never had a performance issue or bug in production longer than one release cycle (about two to four weeks). This has made it possible for Remind101 to rapidly fix defects, leading to a stable app that has enjoyed widespread acclaim from teachers, parents, and students.

These efficiencies also mean that Remind101 has been able to focus their engineering bandwidth on delivering new features, rather than getting bogged down in debugging hard-to-reproduce mobile app crash and performance problems. In addition, this has led to a high performing app that is getting great reviews: both the iOS and Android apps have 4.5+ star rating.

By delivering a great product that is also fast and stable, Remind101 is achieving tremendous momentum in the education market and helping students to succeed.