Apteligent

Retail Case Study

"We saw a 7x improvement in the performance of our mobile app."

A leading specialty retail company that operates multiple brands, with annual revenues close to $3B relies heavily on mobile apps to reach more customers, build brand equity, and generate revenue. Apteligent was selected by the company to help deliver and ensure high-performing mobile apps.

The Challenge

The retailer offers a variety of mobile apps for both customers and employees. Customers use these mobile apps to access news, make purchases, and become ambassadors of the brand. Employees use mobile apps to access inventory and shipment information, and implement point-of-sale transactions. In short, mobile apps are helping the retailer streamline operations, improve profitability, and provide better customer service.

In order to deliver on a diverse set of applications with a relatively small in-house mobile group, the retailer adopted modern software development techniques such as Agile, Continuous Integration, and Continuous Delivery. However, the team still faced fundamental operational issues, such as understanding overall app stability, viewing network diagnostics, and conducting root cause analysis of crashes.

In earlier versions of the mobile app, customers commonly ran into stability issues. These problems led to bad reviews, which naturally suppressed the number of app downloads. Making a great first impression is particularly important in retail as transactions are intimately tied with mobile app usage. If a shopper opens an app for the first time and experiences an error, it is highly likely that he will never use it again. On the internal, employee-facing side, flaws with pilot projects took up to two weeks to identify and correct. Furthermore, the retailer was often left in the dark, relying on anecdotal evidence from store associates. Since field personnel are not trained software testers, they were unable to provide sufficient information to assist the IT team in identifying the sources of these problems.

WHY APTELIGENT?

After carefully analyzing the marketplace, the retailer selected Apteligent because of its extensive track record of success, along with features such as:

• Crash statistics

• Non-fatal crash logging

• Network API monitoring

• Crash breadcrumbs

• Symbolicated stack traces

Faced with such limited input, software developers were forced to apply a range of time-consuming investigative techniques such as telephoning stores, analyzing logs, running debuggers, and poring through thousands of lines of code—often with the fate of the entire app initiative hanging in the balance. Given the retailer's reliance on continual automation, this approach did not scale.

The Solution

The retailer sought a solution to bolster stability and performance. Their core requirements included a view into both live data as well as historical trends for app crashes and performance. They also wanted technology that would provide a single, company-wide platform that is capable of working with all of their brands.

The retailer's team uses Apteligent's capabilities to help optimize performance across their entire app portfolio and thereby deliver a great experience for the end user.

The Results

Prior to Apteligent, the retailer's apps experienced a 6% failure rate, and it was extremely difficult to pinpoint the sources of these outages. With Apteligent in place, they can

now identify and resolve app problems much faster. The rate has now plunged to less than 1%, a 7x improvement, thanks to better visibility into exceptions and network issues. The retailer's mobile apps also perform more efficiently, and breadcrumbs make it possible for them to gain insight into

user behavior. These apps now account for roughly 6% of the retailer's total digital transactions, compared with just 1% in earlier versions, all contributing positively to the retailers bottom line.