

# Company Overview

## Enabling Enterprises to Accelerate Mobile Business

“Aptelligent and its technology are widely adopted and provide value to those struggling with the emerging mobile application market.”

GARTNER

To ensure success of their mobile strategy, enterprises need solutions that deliver high-quality employee and consumer mobile app experiences.

Aptelligent helps mobile developers, operations and business teams to monitor and manage the performance and business success of their mobile apps. The Aptelligent mobile app intelligence solution provides granular transaction performance and diagnostic data, enabling teams to proactively identify and fix user experience issues that have the biggest impact on revenue.

Aptelligent provides the following benefits to its customers:

- Accelerate mobile revenues by identifying and optimizing service monitoring issues affecting the bottom line
- Superior user experience, increased customer rating and brand perception by proactively addressing performance issues
- Decrease operational costs by faster prioritization and troubleshooting of issues
- Mobile apps are a critical aspect to enterprise success today. To ensure success of their mobile strategy, enterprises require solutions that deliver a high quality mobile experience.

Mobile app intelligence solutions help mobile development and operations teams to monitor, prioritize, troubleshoot and trend their mobile apps. Accordingly, mobile teams are able to get their apps to market faster and focus on innovating, rather than just fixing.

Aptelligent mobile app intelligence delivers insights into all aspects of mobile service monitoring and responsiveness including:

- App, OS and device level metrics
- Carrier and network metrics
- User-level metrics
- Cloud service metrics
- Mobile transaction metrics

## Aptelligent Customers

Aptelligent monitors over 1B application instances and manages several thousand active customers. Including:

- **Technology Leaders:** ebay, Microsoft, Oracle, VMWare, Intuit, Snapchat, Zynga
- **Media Leaders:** Bloomberg, CNN, FOX, Netflix, Hearst, The Economist, Le Figaro, Sony Pictures
- **Retail Leaders:** Macy's, Nordstrom, Nike, Lululemon, Staples, QVC, Groupon, JC Penny, REI, Lego
- **Hospitality Leaders:** Marriott, Hilton, Universal Orlando, Enterprise, Orbitz, Azul Airlines, GoGo Air, Six Flags
- **FiServ Leaders:** Nationwide, StateFarm, Ally Bank, Experion, Scottrade, Capital One, BankInter, PayPal, CME
- **Telecom Leaders:** AT&T, Verizon, T-Mobile, Telstra, Telecom Italia, Deutsche Telekom

## Aptelligent Investors

The company's investors include Google Ventures, Scale Venture Partners, Opus Capital, Shasta Ventures, InterWest Partners and Accenture.

# Aptelligent Solution

## The Aptelligent Solution Includes the Following:

- Mobile app error (crash and handled exception) monitoring and reporting to ensure app stability and quality
- Service monitoring for mobile app cloud services and API requests, enabling enterprises to gain visibility and manage performance—response times, error rates, network/carrier latencies of any mobile app
- Userflow management to identify performance issues and highlight revenue impact of performance issues
- A highly scalable and reliable big-data storable platform-in-the-cloud for Aptelligent solutions

## Aptelligent Advantage

- Mobile Stack Complete—Monitor metrics across the complete mobile stack including app versions, OS, device, network, API endpoints, & location
- Mobile Scale—Over 100 billion monthly app launches across 120 countries
- Mobile First—Support for all major mobile platforms: iOS, Android, Windows Phone 10, HTML 5, NDK
- Single Pane of Glass—Visibility into all mobile metrics, including crashes, handled exceptions, userflows, endpoint latency and errors
- Mobile Business Optimized—Transaction management solution to enable business context driven service monitoring management