

Target Customer

Business Function

CMO / Chief Digital Officer
(Line of Business)

Engineering

IT Operations

Titles

CMO / VP of MKTG / Mobile PM

VP of Engineering / Dir of Engineering
Dev Manager

VP of IT OPs / OPs Manager

Role in the buying process

Economic buyer

End-user / Decision maker

Tech Evaluator / Influencer

Value Messaging

Revenue / Engagement / Retention

Agility (Faster Dev Cycles)

Visibility

Value Statement

(Revenue) Minimize revenue at risk by proactively monitoring transaction success rates

(Engagement) Improve user engagement by correlating behavior and operational metrics

Iterate faster by reducing time-to-detect, diagnose, prioritize and resolve bugs, errors, and crashes

Gain end-to-end visibility of your mobile app performance, including the impact of backend servers and 3rd party API calls

Value Bullet points

- Revenue growth/loss due to app performance and performance issues

- Engagement loss due to app crashes and performance issues

- App downtime = business downtime

- Slow user base growth due to slow app performance and crashes

- Long product development and QA cycles: devices, networks, OS;
- Less time in QA = Faster Product Releases
- Rapidly identify the root cause of issues
- Reduce the time to detect, triage, diagnose and resolve experience problems
- Quickly resolve crashes through stack traces and user flows
- OOTB support for new device and OS releases
- Prioritization of issues based on - scale of impacted users - revenue at risk

- Measure performance impact of 3rd party systems/SOA APIs
- Management tool integrations: monitoring tools, alerting consoles
- Internal API endpoints (ex. server talking to a mobile app)
- Mobile app "last mile" visibility (data traffic from cloud to device)
- Integrated REST APIs
- End-to-end view of mobile to backend servers performance

Product Features

- Transaction monitoring

- Breadcrumbs
 - + how user flow cause crashes & exceptions
 - + visualize API issues in context
 - + what actions lead to transaction failures
- Multiple OS & Device support
- Root Cause determination

- Cloud Service API Monitoring
APIs and service monitoring

Proof points / Metrics

- Daily Active Users
- Revenue / DAU
- Avg. app downtime
- Abandonment Rate
- Customer Lifetime Value (LTV)
- Retention Rate
- App Adoption Rate

- Avg. time of a release cycle
- Avg. # of Support Requests

- App Time Availability Alerts

Steven K Scott Vision Mapping Journal

Anthony S. Fauci



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