powwow mobile

SmartUX: App Analytics

An advanced analytics suite that provides comprehensive, real-time and historical insights into the adoption, usage and performance of enterprise mobile apps deployed with the SmartUX Platform.

Business Challenges

In today's rapidly changing mobile app economy, end-user experience is key, no matter how, when or where they access your app. Whether your mobile users are approving a purchase order or accessing mission-critical data at a point of sale location, they need quick and accurate transaction response times with fast end-to-end performance.

According to the industry analyst firm Gartner, "mobile app analytics are essential to understanding how employees work at critical business moments and are essential for monitoring app quality, shaping user experiences and measuring performance." However, one of the barriers to universal adoption of enterprise mobility in the inability to measure the mobile app's true impact and adoption. Since performance and in-app usage are rarely collected and integrated within enterprise mobile apps, measuring their return on investment can be extremely difficult.

Solution Overview

SmartUX App Analytics is an advanced analytics suite that provides customers with comprehensive, real-time and historical insights into the adoption, usage, and performance of their enterprise mobile apps deployed with the SmartUX Platform. With Analtyics, enterprises have maximum visibility into how its mobile apps are performing and being used, from the end user transactions that originate on the mobile endpoint and get fulfilled by backend systems.

Mobile App Analytics Designed for the Enterprise

The SmartUX Platform provides the enterprise with the ability to quickly, simply and cost-effectively configure and deploy enterprise mobile apps and now, combined with SmartUX App Analytics, provides customers with complete end-to-end visibility across the entire mobile app ecosystem.

SmartUX App Analytics offers the following benefits to its customers:

- Mobile App Adoption & Usage
- Comprehensive Session Data
- End-To-End System Performance
- Detailed & Customized Reporting

# SmartUX App Analytics Key Benefits
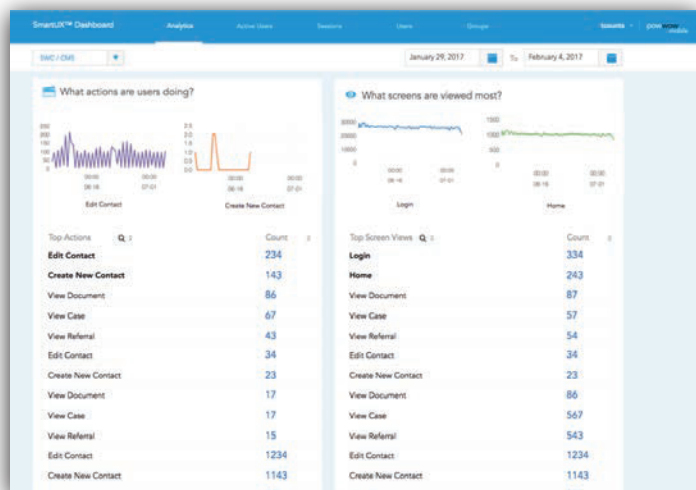
Mobile App Adoption & Usage

Gain detailed insights into mobile app adoption, usage, activity and retention. Analyze engagement level by understanding how the user is experiencing the app with screen usage heat maps, indicating what actions were taken, what areas of the app are accessed the most and where users get stuck or abandon the app.

Comprehensive Session Data

Segment data by sessions for a more granular viewpoint of a specific user or class of users within an indicated date range. Use geo-spatial heat maps to view usage data down to city-level.
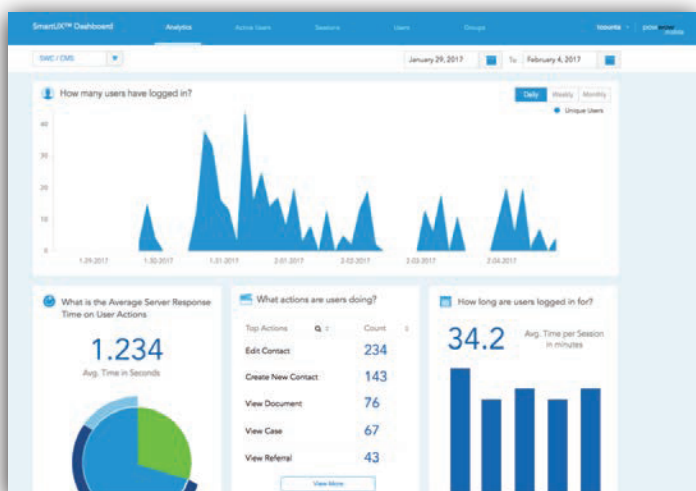
End-To-End System Performance

Monitor business transactions from backend application to mobile endpoint. Pinpoint latency or performance issues related to the connectivity or health of your systems to ensure no down time for the end user. Segment app performance by version, carrier, geo, OS, device and identify threshold violated impacting SLAs.
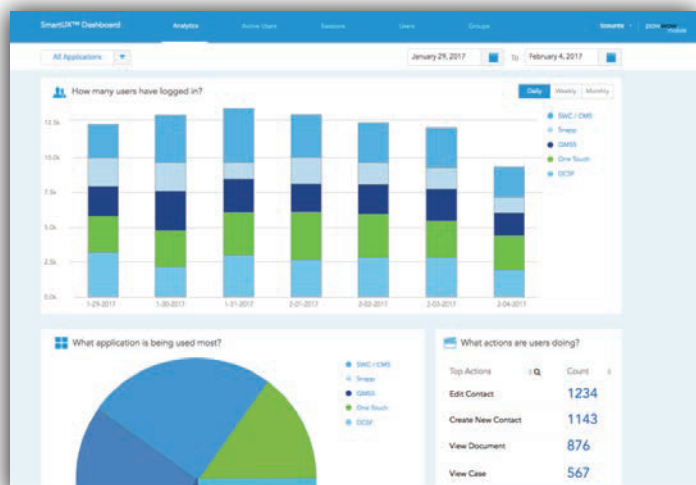
Detailed and Customized Reporting

Access to a rich set of data that allows users to customize and create a myriad of reports and graphs based on desired criteria for a specific user or an entire organization. Using SmartUX's easy to implement RESTful APIs, users can seamlessly pull all data from the SmartUX Dashboard into any of their third-party analytics products such as SAP Business Objects, Tableau and Qlik.