

## Product Brief

# DX App Experience Analytics

### Key Benefits

- **Understand and improve the customer journey** across Web and mobile apps to help deliver a five-star customer experience.
- **Gain-real time insight into digital performance** to quickly determine the root cause of issues, whether it be an issue with the design, code, or the infrastructure.
- **Enhance application development** based on real user session and usage data.

### Key Features

- **App Flows & Funnel Analysis.** Gain insight, track, report, and analyze data to help better understand the user journey, app usage, and app “stickiness.”
- **Session Playback.** View video playback of real user sessions with app screens and user gestures.
- **End-to-End Performance Analytics.** Gain end-to-end performance details from mobile and Web applications to the back-end systems—including mainframe and cloud. Continually monitor and measure key performance metrics and help address incidents before they impact the user experience.
- **Data Studio.** Leverage out-of-the-box or create custom business and performance dashboards in Kibana.

### Overview

In the app economy, the end-user experience is key. Despite the complexity of today's application delivery chain, end users expect a first-rate experience, no matter how, when, or where they access your app. DX App Experience Analytics is the one platform you need for end-user analytics. The platform combines crash and performance analytics with advanced user journey monitoring to provide the metrics application owners, IT operations, and developers need to understand and enable continuous improvement of the user experience across Web and mobile devices.

### Business Challenges

In this age of rapid adoption and rapid rejection, gaining insight into user behavior is essential to delivering the best customer experience. Given the growing number of digital channels to maintain and optimize, it's increasingly difficult to provide a great user experience. The majority of users only give an app about three seconds before deciding if it's delivering the experience they expect. Moreover, there are no second chances with the end-user experience.

#### What Makes a Great User Experience?

An intuitive design, error-free code, and superb performance are the keys to delivering the experience your users expect. To achieve that, you need an analytics solution that delivers digital experience insights and helps you quickly determine if an issue with an application lies in the design, code, or infrastructure so you can triage the problem before it impacts the customer experience.

### Solution Overview

Built on an open, flexible SaaS analytics foundation that uniquely combines user behavior with operational performance, DX App Experience Analytics, an integral part the DX AIOps Platform, provides intuitive reports to reveal a deeper understanding of customers' overall digital experience. Using these insights to improve the user journey helps you retain and attract new customers, increase revenue, achieve faster resolution times, and deliver innovations quickly by boosting development productivity.

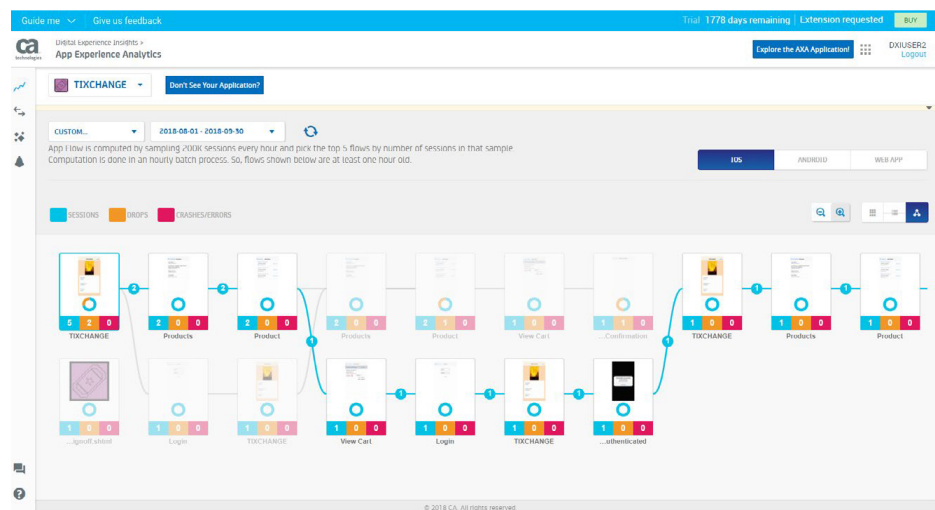
With visibility throughout the app lifecycle, you can continuously improve quality, design, performance, and user experience.

## Critical Differentiators

DX App Experience Analytics uniquely provides real-time end-user analytics, combining performance, crash, and advanced user journey monitoring in one platform to help organizations:

- **Gain insight into usage and user-experience metrics to help increase top-line revenue.**
  - Identify popular business flows to understand the user journey across Web and mobile devices.
  - Organize, filter, or pivot by user segment or dimension.
  - Use heatmaps to view performance problems, popular app screens, and usage data.
- **Capture real-time performance metrics to help identify issues and speed triage.**
  - Gain visibility into back-end services and infrastructure that affect app performance through integration with DX Application Performance Management.
- **Gain code-level visibility into Web errors and mobile app.**
  - View video session playback to see real user experiences.
  - For Web apps, view page resources in a waterfall representation to help determine which components are causing slow load times.
  - Gain code-level visibility into issues with stack traces and detailed activity logs.
- **Create customizable dashboards using Kibana.**
  - Out-of-the-box templates that are easily customizable to fit business needs.

Use App Flows to Identify Popular Screens, View the Performance of Various Screens, or Identify Screens with Dropoffs or Errors.



## Supported Environments

- All major Web browsers
- All Web applications (including Single Page Applications)
- Android and iOS mobile operating systems

DX App Experience Analytics also supports Appcelerator/Titanium, Apache Cordova Software, PhoneGap, Kony, IBM Worklight, Ionic, and Xamarin.

## Related Products and Solutions

- **DX AIOps Platform** provides analytics, machine learning, and automation across users, apps, infrastructures, and networks, for autonomous remediation helping to improve operational efficiencies and delivers faster business outcomes.
- **DX Application Performance Management** provides analytics-driven insights into end-to-end application performance to proactively identify and resolve issues across physical, virtual, containers, cloud, and mobile applications.
- **DX App Synthetic Monitor** provides synthetic transaction monitoring from a global network.

For more information, please visit [ca.com/axa](https://ca.com/axa).