

VMWARE WORKSPACE ONE INTELLIGENCE FOR CONSUMER APPS

App analytics for consumer-facing apps

AT A GLANCE

Workspace ONE Intelligence for Consumer Apps helps organizations automatically capture and interpret consumer-facing app data to resolve issues faster, increase conversions, and reduce churn.

KEY BENEFITS

Leverage app performance insights to improve user experience.

Increase app adoption, engagement, and mobile app conversion.

Reduce user churn based on data and user flows.

Get specific and actionable intelligence to deliver higher quality apps.

Key Trends

The rise of mobility has given consumers access to mobile applications from anywhere. While enterprise organizations build their own mobile apps to embrace consumer use, they must consider providing the best user experience to their apps or risk decrease in app adoption, engagement, and conversions. Negative end-user experience can directly affect business goals. The lack of insights into app performance and user behavior can even impact an organization's revenue. To ensure the success of mobile business strategy and to create superior consumer user experiences with mobile apps, organizations need a solution that delivers accurate and actionable intelligence – direct from the device – in real-time.

What Is Workspace ONE Intelligence for Consumer Apps?

VMware Workspace ONE® Intelligence for Consumer Apps is a service that empowers organizations with consumer-facing app data that helps them make data-driven decisions to resolve issues faster, increase conversions, and reduce churn. By analyzing and correlating mobile app performance, organizations can maximize mobile revenues, improve engagement, and increase retention. The most important flows in apps can be easily identified to determine the impact of app crashes that help reduce user churn. Insights from app performance that can negatively impact user experience can be leveraged to allow developers to quickly fix issues and prioritize development efforts based on user impact.

One line of code enables developers to find and fix issues fast. By proactively monitoring all service and API metrics for consumer-facing apps, including error rates and response times, developers can quickly diagnose crashes and failed flows, and easily identify problems in their apps. User Flows allows mobile business owners to understand what affects the most critical interactions in their apps, such as Login, Checkout, and Billing, so they can prioritize the issues their development team should work on. Relevant information about critical apps are available in rich, customizable dashboards and reports for complete, unified visibility across mobile operating systems including iOS and Android. With Workspace ONE Intelligence for Consumer Apps, organizations can simply take advantage of business insights to create higher quality consumer-facing apps.

VMWARE WORKSPACE ONE INTELLIGENCE FOR CONSUMER APPS

SOFTWARE

-Workspace ONE Intelligence for Consumer Apps is available as a standalone offering.

LEARN MORE

Find out more about VMware Workspace ONE Intelligence for Consumer Apps by visiting <https://www.vmware.com/products/workspace-one/intelligence-consumer-apps.html>

FOR MORE INFORMATION OR TO PURCHASE VMWARE PRODUCTS

Call 877-4 -VMWARE (outside North America, +1-650 -427-5000).

Key Features

FEATURE	DESCRIPTION
App Overview	In one glance, monitor app adoption & engagement with metrics such as daily active users (DAU), rolling monthly active users (MAU), app loads, and DAU/MAU ratio.
Network Insights	Detect and accelerate troubleshooting of performance issues and outages of cloud services and specific endpoints by monitoring response time, error rates, request volume, and data in/out.
User Flows	Understand what affects the most critical interactions in mobile apps, such as login, checkout, and billing, to prioritize development efforts. Drill down to get details on each successful and failed user flow.
Crash Monitoring	Improve customer satisfaction by proactively monitoring uptime and impact to users. Accelerate root cause analysis with stacktraces and device diagnostics including app versions, OS, device, and users that provide detailed troubleshooting information. This feature is currently available in the legacy Aptelligent console.
Alerts	Proactively identify issues before they affect the end-user experience by setting alerts based on any metric—latencies, errors, crashes, exceptions, and specific endpoints, like checkout or In-App purchases. This feature is currently available in the legacy Aptelligent console.
Breadcrumbs	Accelerate troubleshooting by using breadcrumbs to retrace the exact steps users took that led to performance or web service issues.
Customizable Dashboards and On-Demand Reports	Create dashboards, widgets, and drill-downs to get quick insights with rich visualization to app performance, crashes, issues, and more. Pull on-demand reports for app metrics that matter the most. Reports are currently available in the legacy Aptelligent console.

