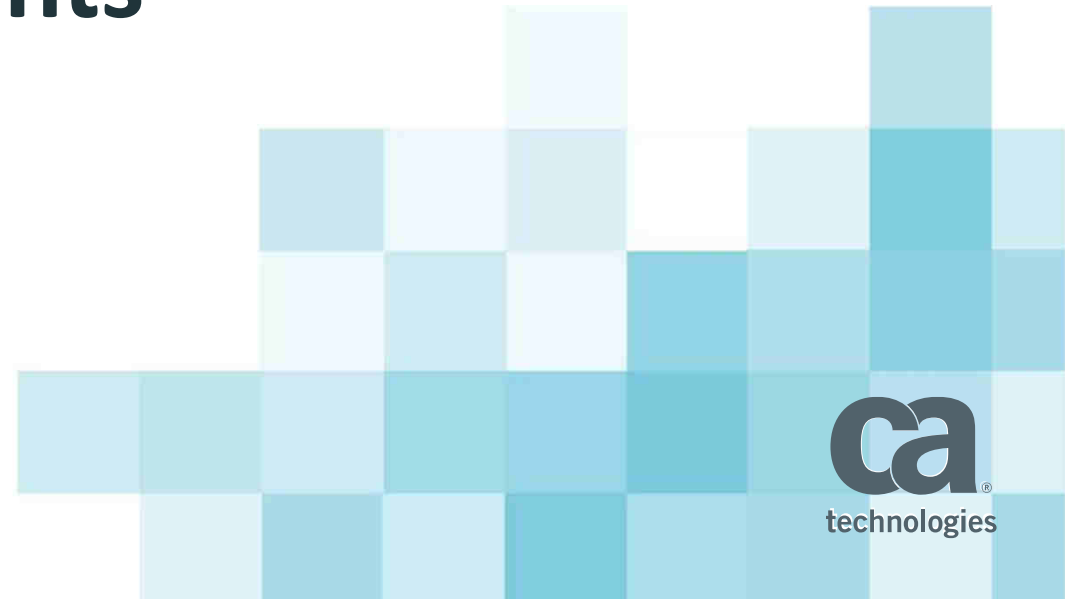


Club utilisateurs CA APM

Facilitez l'expérience multicanal de vos clients

Bilel SFAXI – Pr. Presales

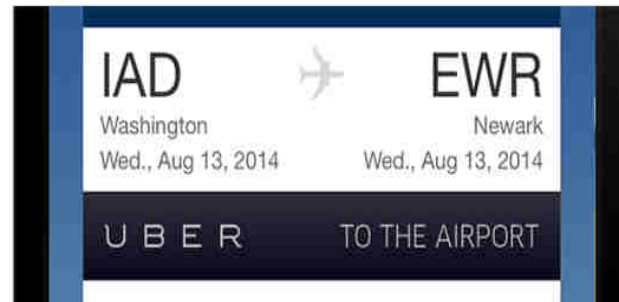
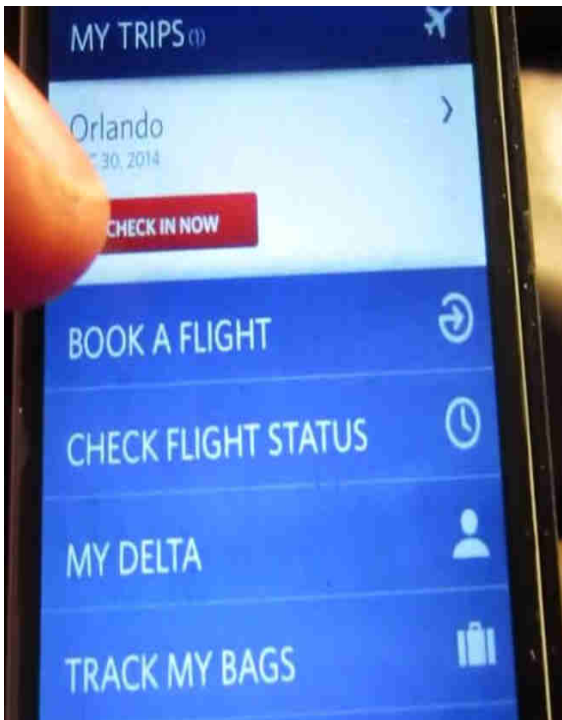
Paris - La Défense,
Jeudi 12 janvier 2017



Agenda

- 1 INTRODUCTION A L'ÉCONOMIE DES APPS– TRANSFORMER L'EXPÉRIENCE CLIENT
- 2 L'EXPÉRIENCE MULTI-CANAUX
- 3 DESIGN – AVEC LE CLIENT EN TÊTE
- 4 CA APP EXPERIENCE ANALYTICS – CAPACITÉS CLEFS
- 5 DEMO
- 6 CONCLUSION – QUESTIONS & RÉPONSES

L'économie des applications- une expérience client transformée



PLUS d'utilisateurs, d'applications, d'équipements et de partenaires TOUS les jours

Tout est dans l'expérience client

APPORTER DU CHIFFRE D'AFFAIRES, RESTER COMPÉTITIF



POUR 69%

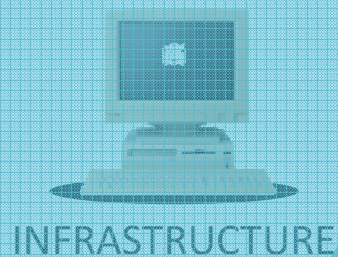
Améliorer l'expérience client est dans les priorités¹

1 "Forrester: Business Technographics Global Priorities & Journey Survey", 2015

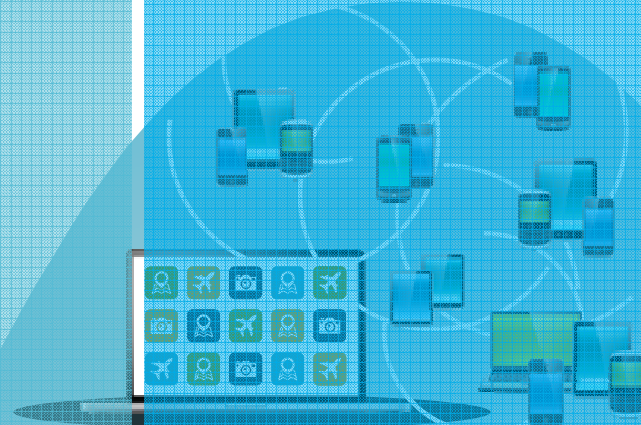
Le Succès dépend de l'alignement organisationnel

De l'étude "2016 IDC FutureScape CIO Agenda Prediction 4" Bill Keyworth, Jeff Rivkin, November 2015 IDC#US40550115

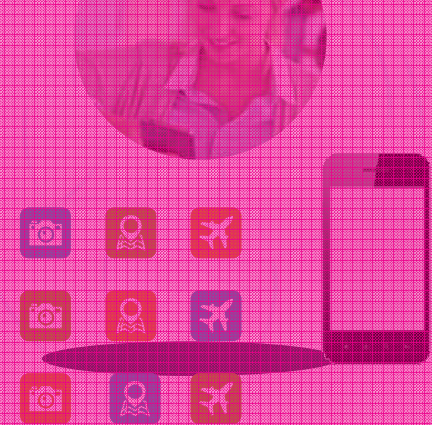
Performance Opérationnelle



Performance Digitale



Parcours client



70% échouent!

Les initiatives de transformation digitale en silos **échoueront** faute de collaboration suffisante

S'aligner sur l'expérience client

PERFORMANCE OPERATIONNELLE

Vue de l'intérieur vers l'extérieur



COMPORTEMENT DES UTILISATEURS ET EXPERIENCE

Vue de l'extérieur vers l'intérieur



Optimiser

Le parcours client

Améliorer

La performance
digitale

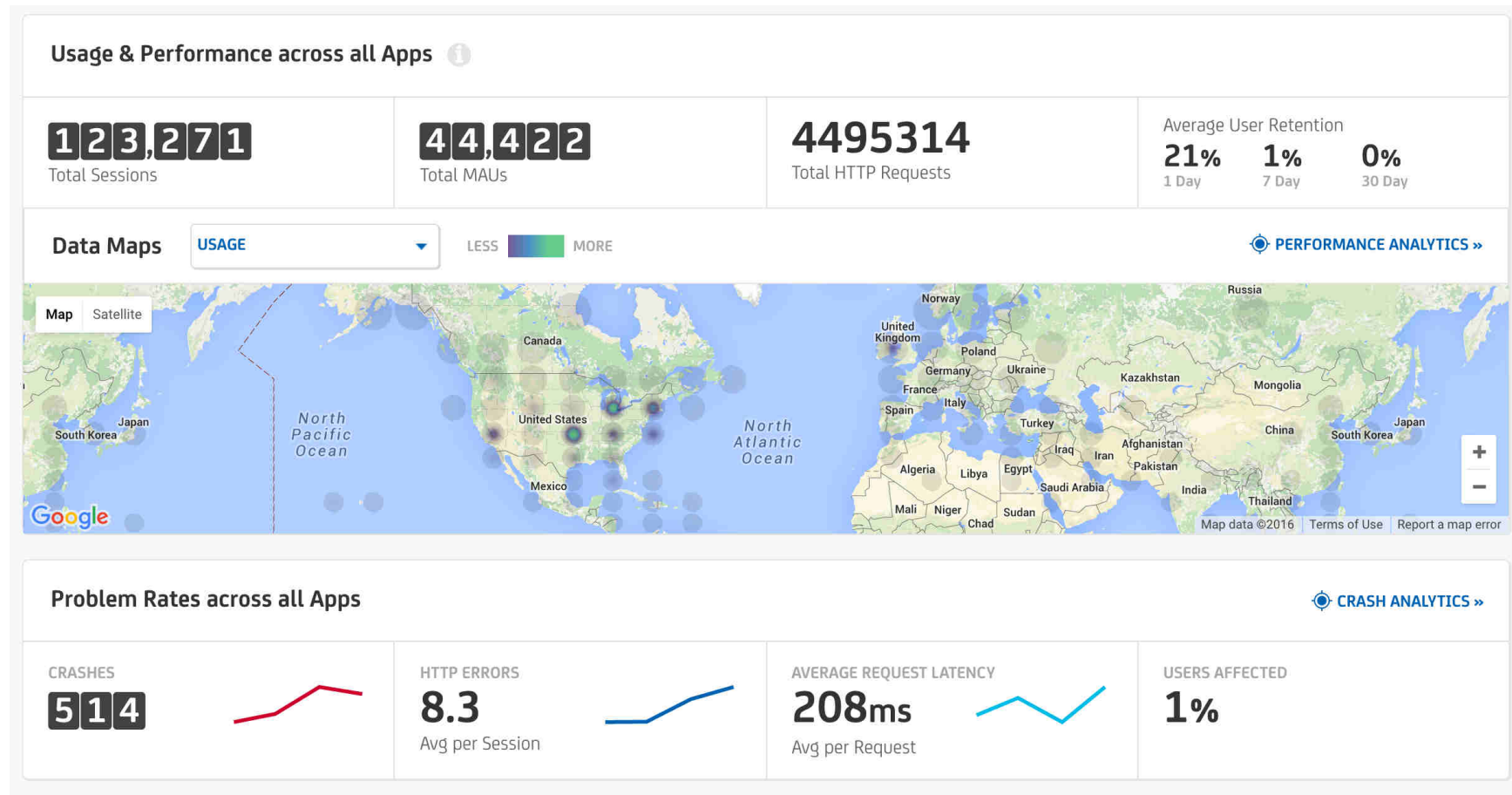
Design

Avec l'expérience
comme guide

CA App Experience Analytics

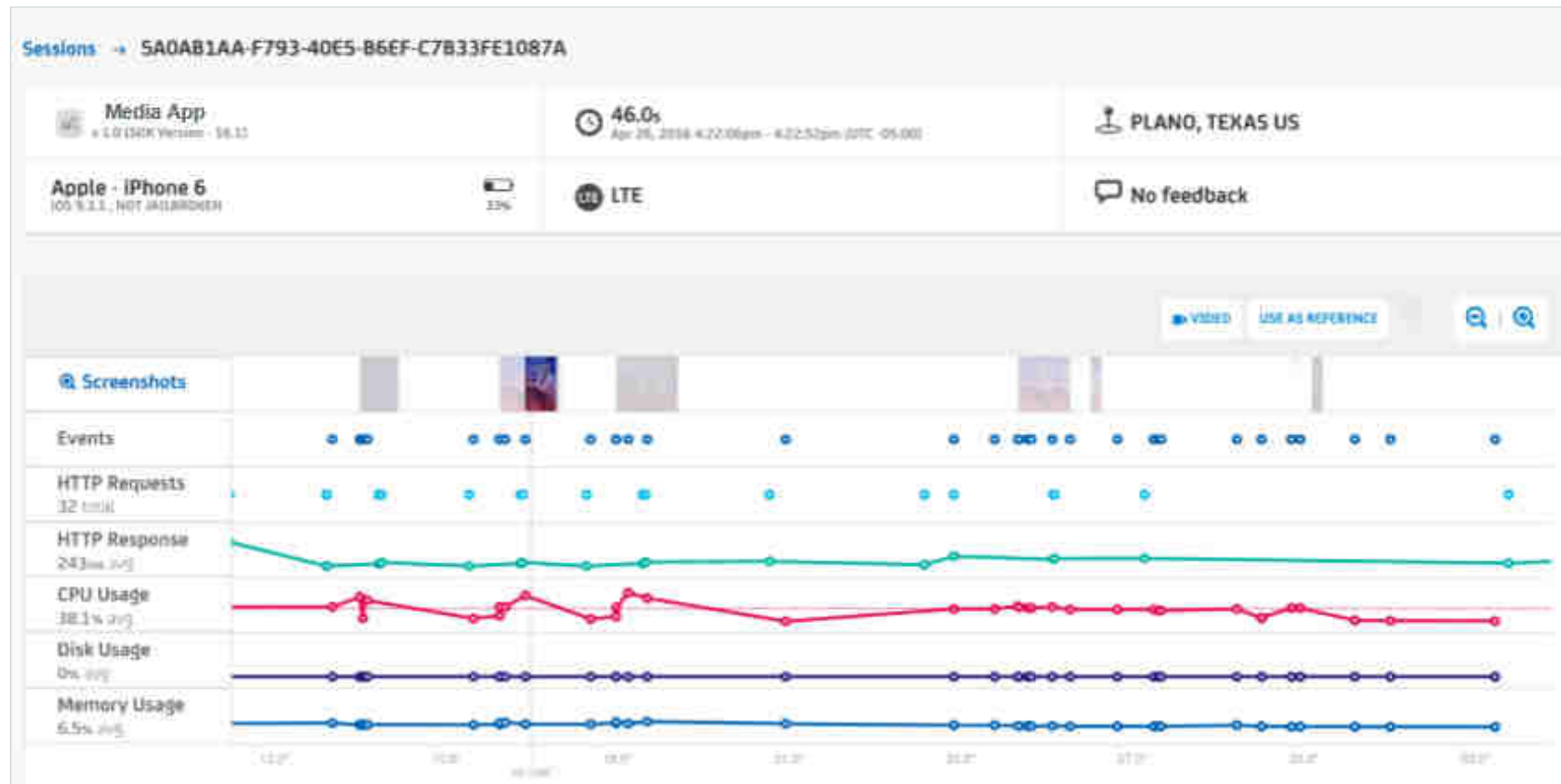
Optimiser le parcours client

Mesurer et comprendre l'expérience client



Améliorer la performance digitale et la disponibilité

Lever le voile sur les opérations et la performance



Le Design avec le client en tête

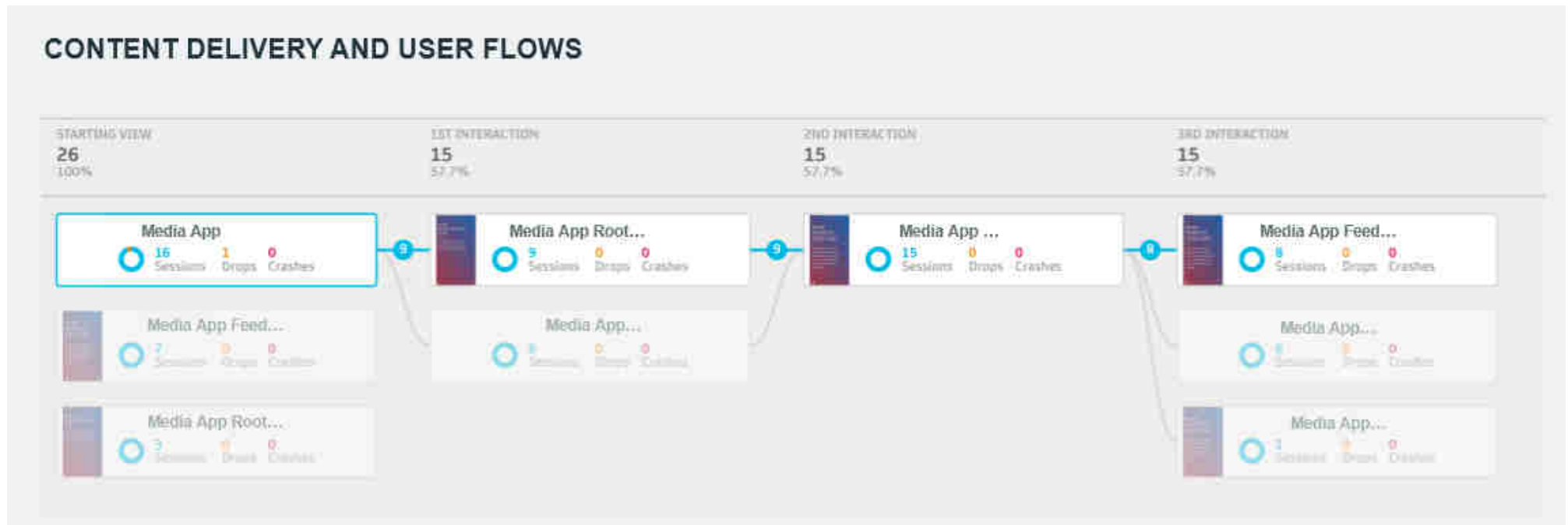
Lever le voile sur les chemins applicatifs, la cartographie des points chauds et les crashes



App Crashes HTTP Errors		
Crash Report		
Crashes → java.lang.NullPointerException		
 POWEREDGE v 4.0	 1m 12s Mar 26, 2016 11:30:35am - 11:31:47am (UTC -04:00)	 LOLAVILLE, TEXAS US
SAMSUNG-SM-G920A Android 5.1.1, NOT JAILBROKEN	 846m	 WIFI
 No feedback		
SEND REQUEST		
java.lang.NullPointerException com.eaton.poweredge.ui.LocatorMapFragment\$NetworkTaskNew		
17.05% CPU Usage	8.81% Memory Usage	14.33% Disk Usage
Crashed java.lang.NullPointerException		
USER_CRASH_DATE=2016-03-28T10:31:45.000-05:00		
java.lang.RuntimeException: An error occurred while executing doInBackground()		
at android.os.AsyncTask\$3.done(AsyncTask.java:304)		
at java.util.concurrent.FutureTask\$finishCompletion(FutureTask.java:355)		
at java.util.concurrent.FutureTask.setException(FutureTask.java:222)		
at java.util.concurrent.FutureTask.run(FutureTask.java:242)		
at android.os.AsyncTask\$SerialExecutor\$1.run(AsyncTask.java:231)		

Le Design avec le client en tête

Lever le voile sur le parcours client et l'expérience utilisateur



26

Utilisateurs ayant démarré l'application

57.7%

Sont allés au bout de la première interaction

1

Session abandonnée

15

Utilisateurs ayant été au bout du parcours

Experience Multi-canaux – Suivre le parcours client

Les crashes applicatifs sont groupés pour identifier plus rapidement les problèmes

Investiguer jusqu'au niveau d'un incident individuel pour comprendre les événements de la session ayant conduit au crash

La ligne de code où l'application est tombée peut être détectée

Télécharge le rapport d'incident à fin de débogage ou laissez CA App Experience Analytics faire l'opération de "symbolisation" automatiquement

The screenshot displays the 'List of POSMobile_UAT Crash Types' dashboard. It features a table with columns for APPS, PLATFORM, COUNT, CRASH TYPE, % OF AFFECTED USERS, TOTAL AFFECTED USERS, FIRST OCCURRENCE, and LAST OCCURRENCE. The first entry shows a SIGSEGV crash for POSMobile_UAT (v15.1.7) on iOS, affecting 6% of users.

Below this, a 'List of crash incidents' table shows individual crash events. The first incident is a SIGABRT crash for POSMobile_UAT (v15.1.4) on iOS, occurring on Dec 19th, 2014, at 10:45:00pm.

The detailed view of this incident shows the following information:

- Incident Identifier:** 9BF13233-SBFB-4283-82D8-45A19F41C2E6
- CrashReporter Key:** TODO
- Hardware Model:** iPad2,3
- Process:** POSMobile [582]
- Path:** /var/mobile/Applications/A80D8D2C-FCFA-49CF-ABBC-012AD464BE15/POSMobile.app
- Identifier:** com.vzw.pos.mobilepos
- SessionId:** 025517AE-9702-463B-BD25-F7F76FC8215F
- Version:** 15.1.4
- Code Type:** ARM
- Parent Process:** launchd [1]
- Date/Time:** 2014-12-19 22:45:00 +0000
- OS Version:** iPhone OS 7.1.1 (11D201)
- Report Version:** 104
- Exception Type:** SIGABRT
- Exception Codes:** #0 at 0x3aeff1f0
- Crashed Thread:** 0

The application specific information indicates a 'Terminating app due to uncaught exception 'NSRangeException'' with the reason: '*** -[__NSArrayI objectAtIndex:] index 3 beyond bounds [0 .. 1]'.

The last exception backtrace shows the following frames:

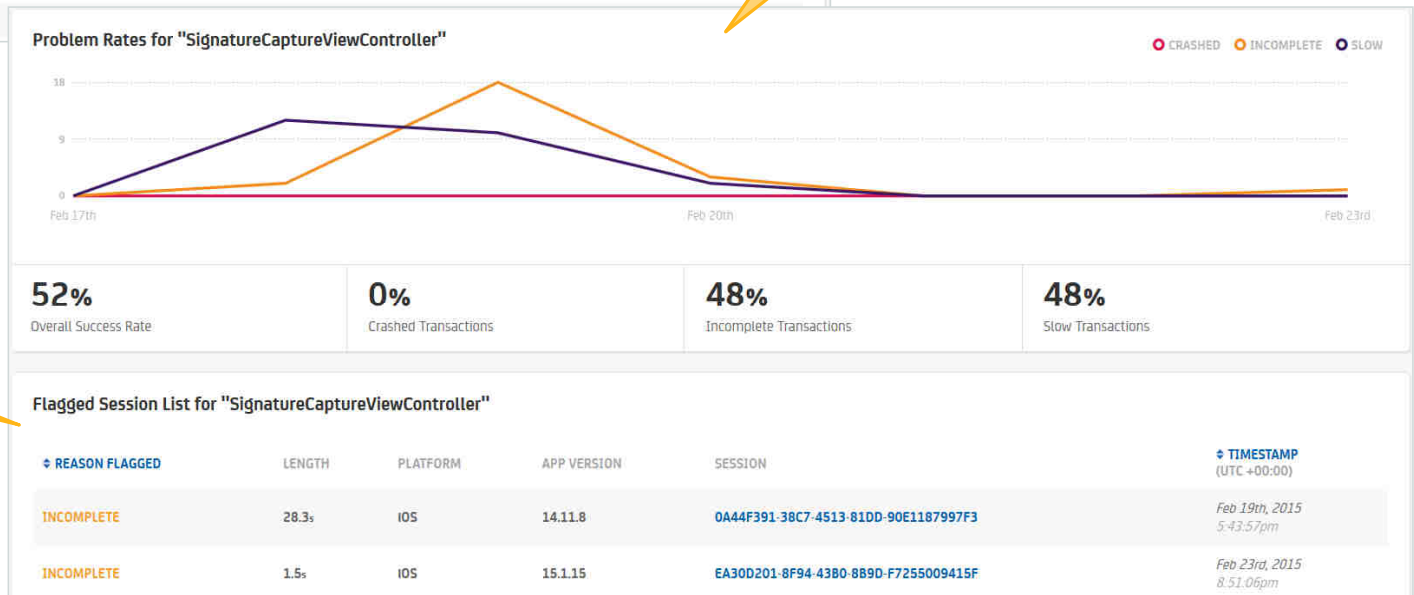
- 0 CoreFoundation 0x2fd44fd3 0x2fc71000 + 869307
- 1 libobjc.A.dylib 0x3a93cccf 0x3a939000 + 15567
- 2 CoreFoundation 0x2fc7ba89 0x2fc71000 + 43657
- 3 POSMobile 0x000aed7b 0xa0000 + 60795
- 4 UIKit 0x3295486f 0x32556000 + 4189271
- 5 Foundation 0x30724163 0x3065f000 + 807267
- 6 CoreFoundation 0x2fd101b7 0x2fc71000 + 651703
- 7 CoreFoundation 0x2fd0fdecf 0x2fc71000 + 650703
- 8 CoreFoundation 0x2fd0e1db 0x2fc71000 + 643435
- 9 CoreFoundation 0x2fc78f0f 0x2fc71000 + 32527
- 10 CoreFoundation 0x2fc78cf3 0x2fc71000 + 31987
- 11 GraphicsServices 0x34b7f663 0x34b76000 + 38499
- 12 UIKit 0x325c416d 0x32556000 + 450925
- 13 POSMobile 0x000a40c7 0xa0000 + 16593
- 14 POSMobile 0x000a4050 0xa0000 + 16464

Experience Multi-canaux – Suivre le parcours client

Transactions ⓘ						
NAME	INCLUDED IN SERVICES	AVG DURATION	VOLUME	#CRASHED	#INCOMPLETE	#SLOW
_UIAlertShimPresentingViewController	POSMobile	0ms	3	0	3	0
_UIModelItemAppViewController	POSMobile	8.1s	151	0	3	143
_UIModelItemsPresentingViewController	POSMobile	0ms	148	0	148	0
CreditCardSwipeViewController	POSMobile	5.0s	53	0	1	50
HelpViewController	POSMobile	11.5s	115	0	16	99
LocationViewController	POSMobile	2.1s	230	0	12	75
POSMobileViewController	POSMobile	0ms	562	0	562	0
SignatureCaptureViewController	POSMobile	34.0s	49	0	23	24
TSAlertViewController	POSMobile					

Toutes les transactions métiers sont regroupées pour fournir des données synthétiques sur le comportement de chaque transaction avec la capacité d'investiguer les transactions individuelles

Investigation sous forme de liste des sessions signalées associées à la transaction sélectionnée



Experience Multi-canaux – Suivre le parcours client

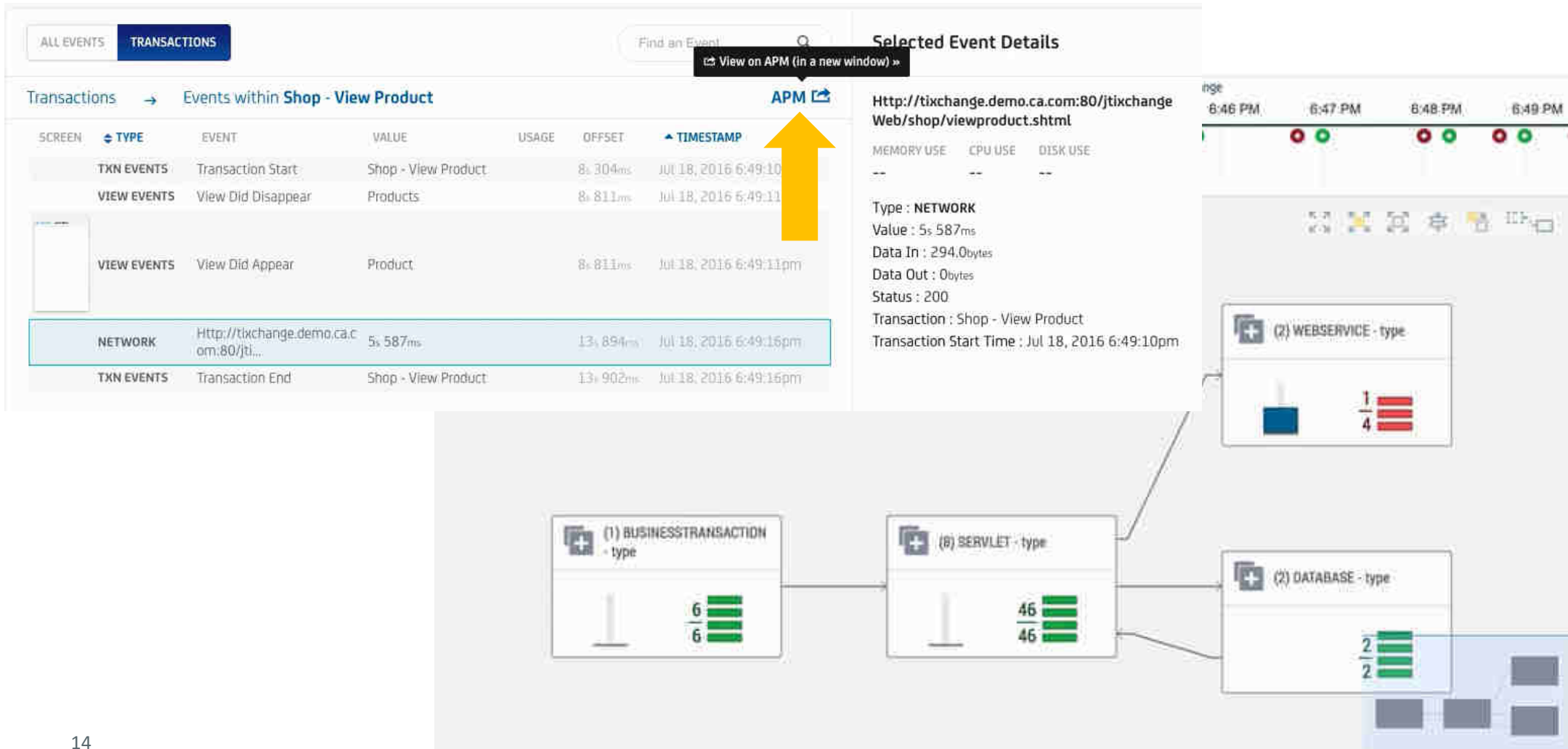
TRANSACTIONS		ALL EVENTS						nwe	
SCREEN	TYPE	EVENT	VALUE	CPU USAGE	DISK	MEMORY	OFFSET	TIMESTAMP (UTC +00:00)	
NETWORK		https://sposstore.vzwcorp.com/retail/mobilepos/mobile.do	NWE - 0	--	--	--	19.5s	Jan 22nd, 2015 10:05:33pm	
NETWORK		https://sposstore.vzwcorp.com/retail/mobilepos/mobile.do	NWE - 0	0.9%	0.2%	9.3%	19.6s	Jan 22nd, 2015 10:05:34pm	
NETWORK		https://sposstore.vzwcorp.com/staticContentBuild/images/homeloc.png	NWE - 404	--	--	--	23.8s	Jan 22nd, 2015 10:05:38pm	
NETWORK		https://sposstore.vzwcorp.com/staticContentBuild/images/homeloc.png	NWE - 404	--	--	--	23.8s	Jan 22nd, 2015 10:05:38pm	
NETWORK		https://sposstore.vzwcorp.com/staticContentBuild/images/orderloc.png	NWE - 404	--	--	--	23.8s	Jan 22nd, 2015 10:05:38pm	
NETWORK		https://sposstore.vzwcorp.com/staticContentBuild/images/orderloc.png	NWE - 404	--	--	--	23.8s	Jan 22nd, 2015 10:05:38pm	
NETWORK		https://sposstore.vzwcorp.com/retail/mobilepos/mobile.do	NWE - 0	0.9%	0.2%	23.6%	39.3s	Jan 22nd, 2015 10:05:41pm	
NETWORK		https://sposstore.vzwcorp.com/retail/mobilepos/POSMobileController	NWE - -1005	--	--	--	1.9m	Jan 22nd, 2015 10:07:05pm	
NETWORK		https://documatic.vzwcorp.com/userview/WAAV3INT.aspx	NWE - -999	0.7%	--	30.1%	2.1m	Jan 22nd, 2015 10:07:22pm	
NETWORK		https://documatic.vzwcorp.com/userview/(S(1e2xupy4npxzjer1nuyw5zw)) /WAAV3INT.aspx	NWE - -999	0%	--	--	--	Jan 22nd, 2015 10:07:23pm	
NETWORK		https://documatic.vzwcorp.com/userview/(S(1e2xupy4npxzjer1nuyw5zw)) /images/error-page-header-brick.jpg	NWE - 404	--	--	--	--	Jan 22nd, 2015 10:07:24pm	

Recherche/filtrage sur les événements

Tous les événements sont listés dans l'ordre chronologique et peuvent être filtrés

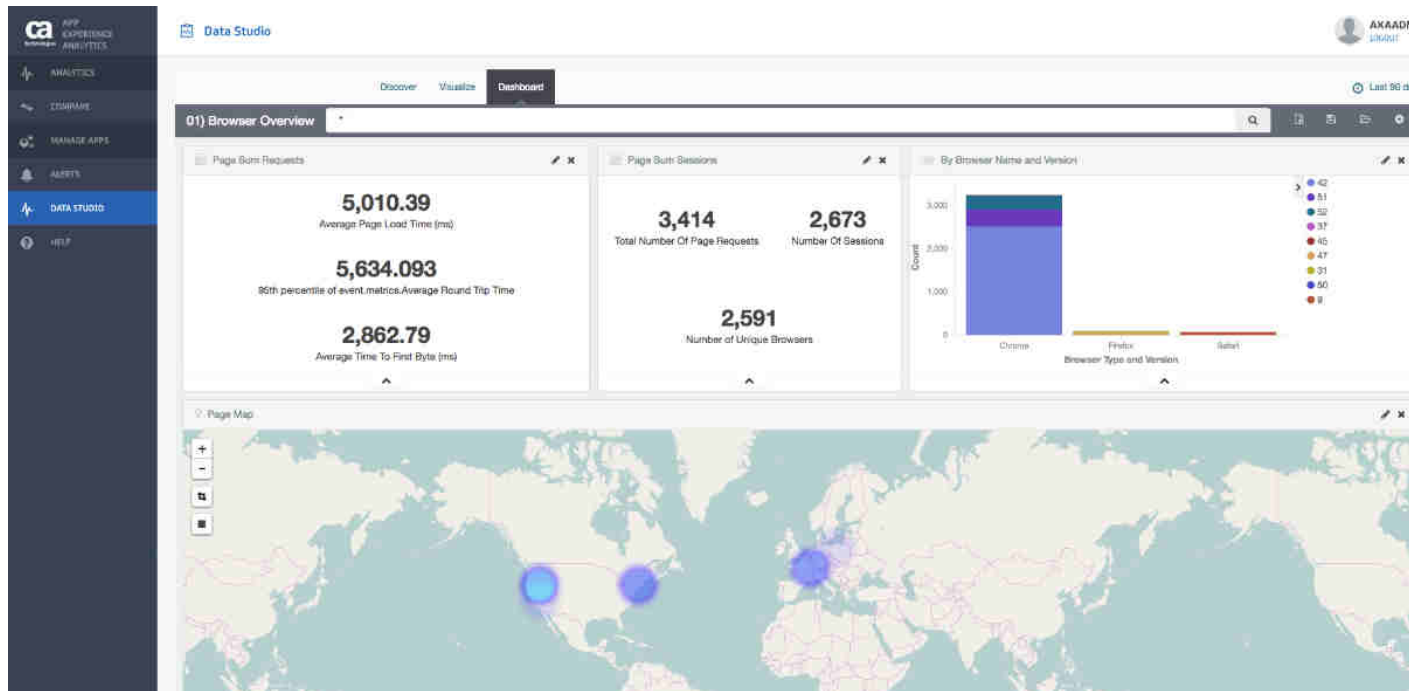
Erreur liée à la perte de connexion WiFi détectée– Apple iOS code d'erreur -1005

Visibilité de bout en bout



Greater Insights into Digital Experience

Data Studio & Blueprints

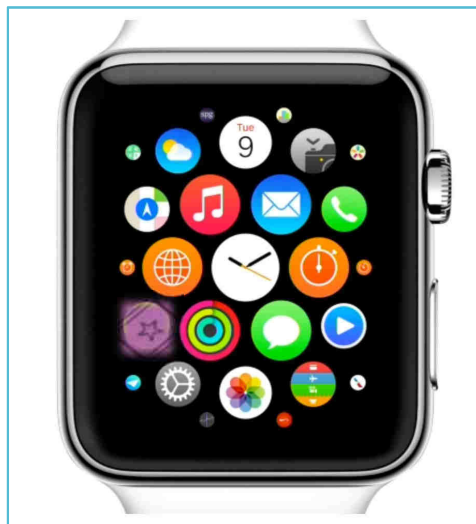
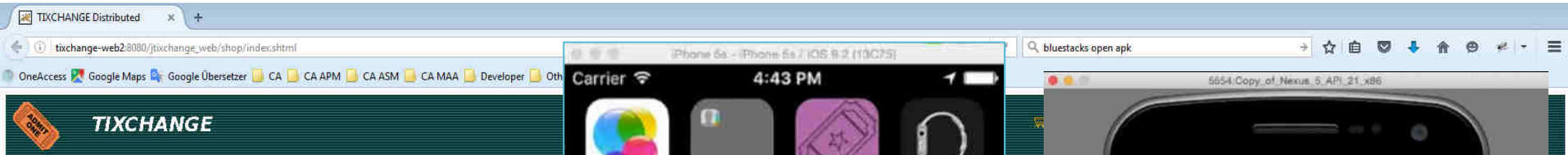


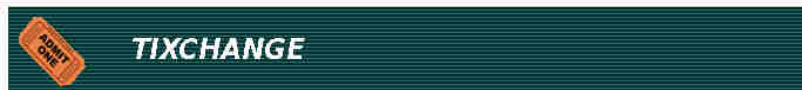
- Based on Open Source Analytics
 - Kafka, ELK, Kibana
- Customizable dashboards
- Quickly get started with Blueprints, or out-of-the-box templates that are easily customizable to fit any business need

DEMO

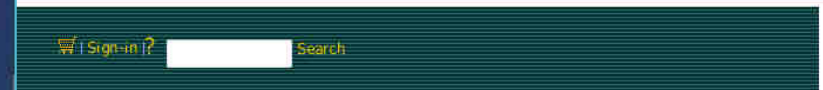
-

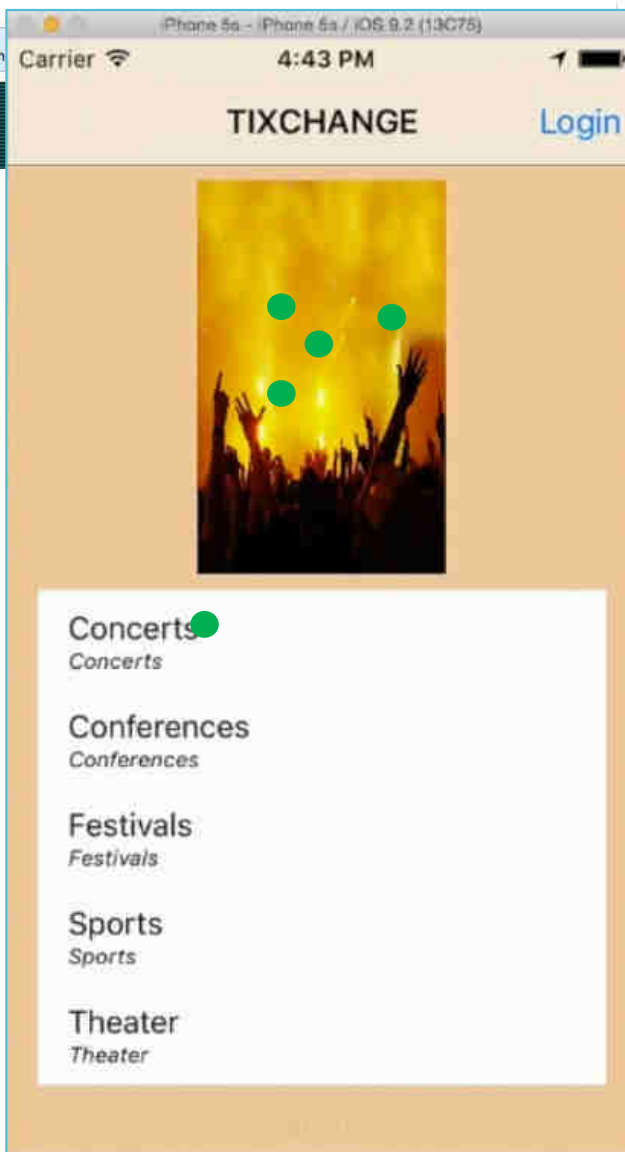
Bying concert tickets ...





- Concerts**
Live Music
- Conferences**
Technical Conferences
- Festivals**
Multi-Day Concerts
- Sports**
Sporting Events
- Theater**
Broadway, Musicals





- Concerts**
Live Music
- Conferences**
Technical Conferences
- Festivals**
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- Theater**
Broadway, Musicals



- Concerts**
Live Music
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Technical Conferences
- Festivals**
Multi-Day Concerts
- Sports**
Sporting Events
- Theater**
Broadway, Musicals

Carrier 4:44 PM

 **TIXCHANGE Concerts**

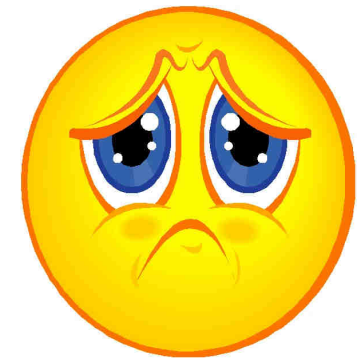
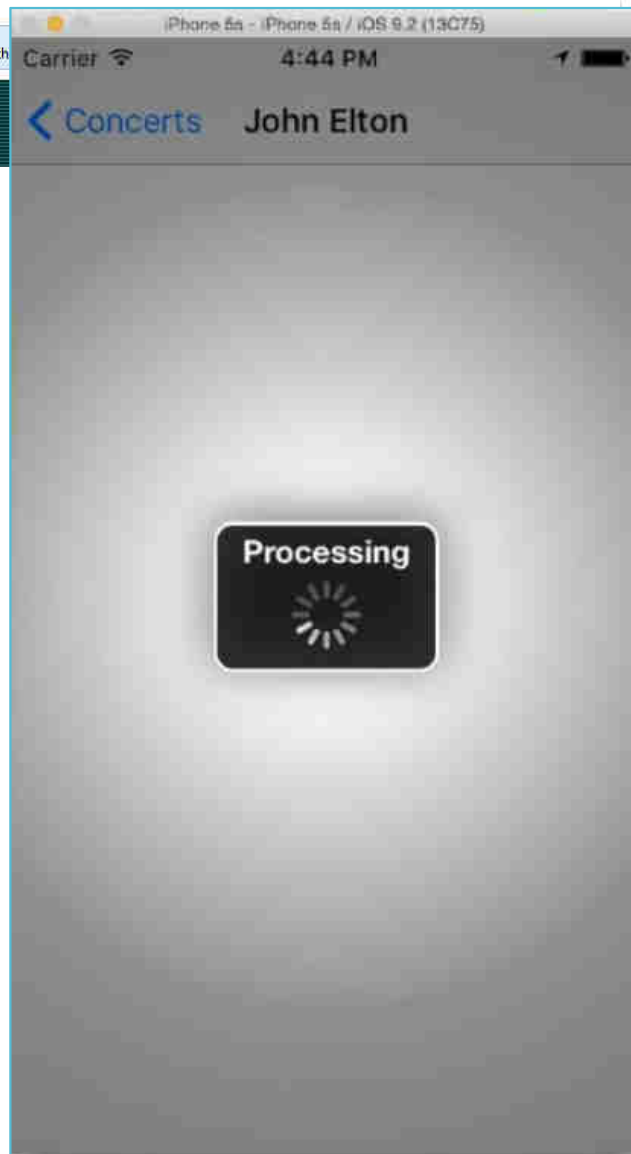
John Elton  
Product ID: MU-EL-01

**Jeff Morris A Cappella Speed-Metal
Karaoke Extravaganza** 
Product ID: MU-JM-01

Princes of Leo 
Product ID: MU-KL-01

Lady Baba 
Product ID: MU-LG-01

- Concerts**
Live Music
- Conferences**
Technical Conferences
- Festivals**
Multi-Day Concerts
- Sports**
Sporting Events
- Theater**
Broadway, Musicals



- Concerts**
Live Music
- Conferences**
Technical Conferences
- Festivals**
Multi-Day Concerts
- Sports**
Sporting Events
- Theater**
Broadway, Musicals

 **Concerts** **John Elton**

Section 111, Row 11

List Price: \$20.50  [Add to Cart](#)

Item ID: EST-13

Section 224, Row 5

List Price: \$18.50 [Add to Cart](#)

Item ID: EST-14

Section 302, Row 8

List Price: \$16.50 [Add to Cart](#)

Item ID: EST-15

Concerts
Live Music

Conferences
Technical Conferences

Festivals
Multi-Day Concerts

Sports
Sporting Events

Theater
Broadway, Musicals

Carrier 4:45 PM

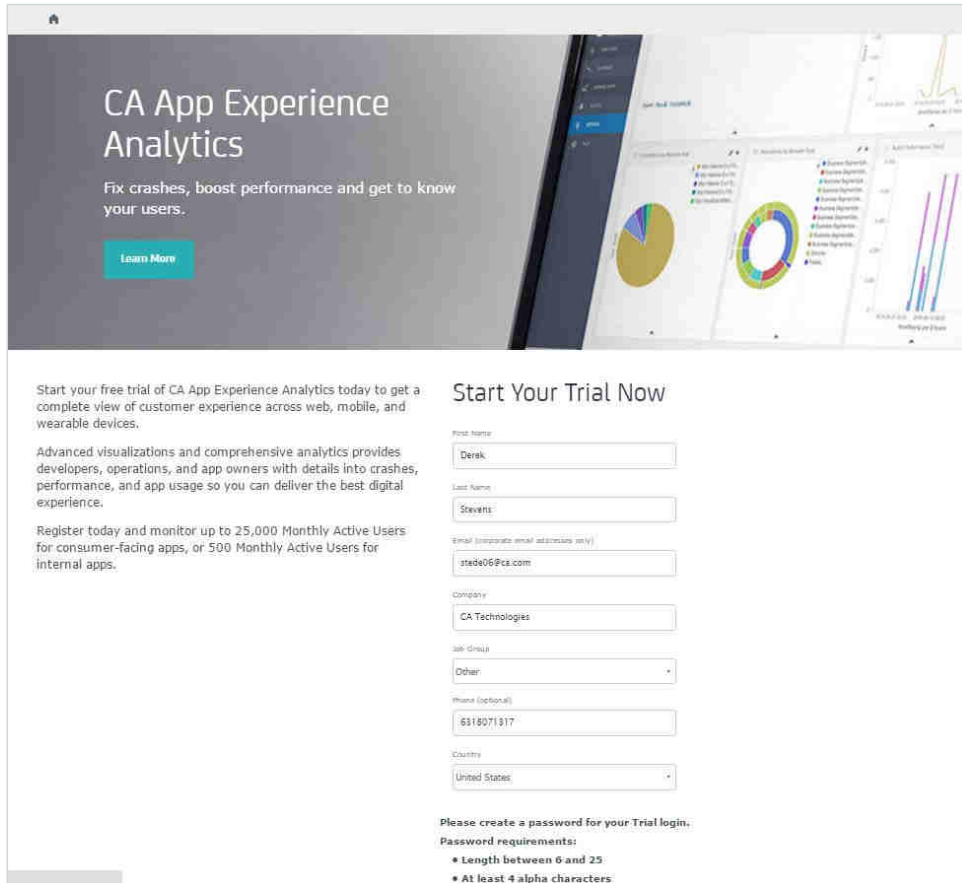
[View Cart](#) Login

Login

- Concerts**
Live Music
- Conferences**
Technical Conferences
- Festivals**
Multi-Day Concerts
- Sports**
Sporting Events
- Theater**
Broadway, Musicals



Essayez CA App Experience Analytics dès aujourd'hui!



The screenshot shows the CA App Experience Analytics website. At the top, there's a header with the title "CA App Experience Analytics" and a sub-header "Fix crashes, boost performance and get to know your users." Below this is a "Learn More" button. The main content area features a "Start Your Trial Now" section with a form for registration. The form includes fields for First Name, Last Name, Email, Company, Job Title, Phone (optional), and Country. Below the form, there are instructions on how to create a password for the trial login, including requirements for length and alpha characters. To the right of the form, there's a preview of the analytics dashboard, showing various charts and graphs.

CA App Experience Analytics

Fix crashes, boost performance and get to know your users.

Learn More

Start your free trial of CA App Experience Analytics today to get a complete view of customer experience across web, mobile, and wearable devices.

Advanced visualizations and comprehensive analytics provides developers, operations, and app owners with details into crashes, performance, and app usage so you can deliver the best digital experience.

Register today and monitor up to 25,000 Monthly Active Users for consumer-facing apps, or 500 Monthly Active Users for internal apps.

Start Your Trial Now

First Name
Derek

Last Name
Sevens

Email (Corporate email addresses only)
stade06@ca.com

Company
CA Technologies

Job Title
Other

Phone (optional)
6318071917

Country
United States

Please create a password for your Trial login.

Password requirements:

- Length between 6 and 25
- At least 4 alpha characters

Voyez ce que l'analytique peut faire pour vous!

Essai gratuit de 30 jours

Démarrage rapide

www.ca.com/trials/appexperienceanalytics

Merci.

Restez connectés sur communities.ca.com