

# CA Mobile App Analytics

*Prepared for the CA APM User Group France*

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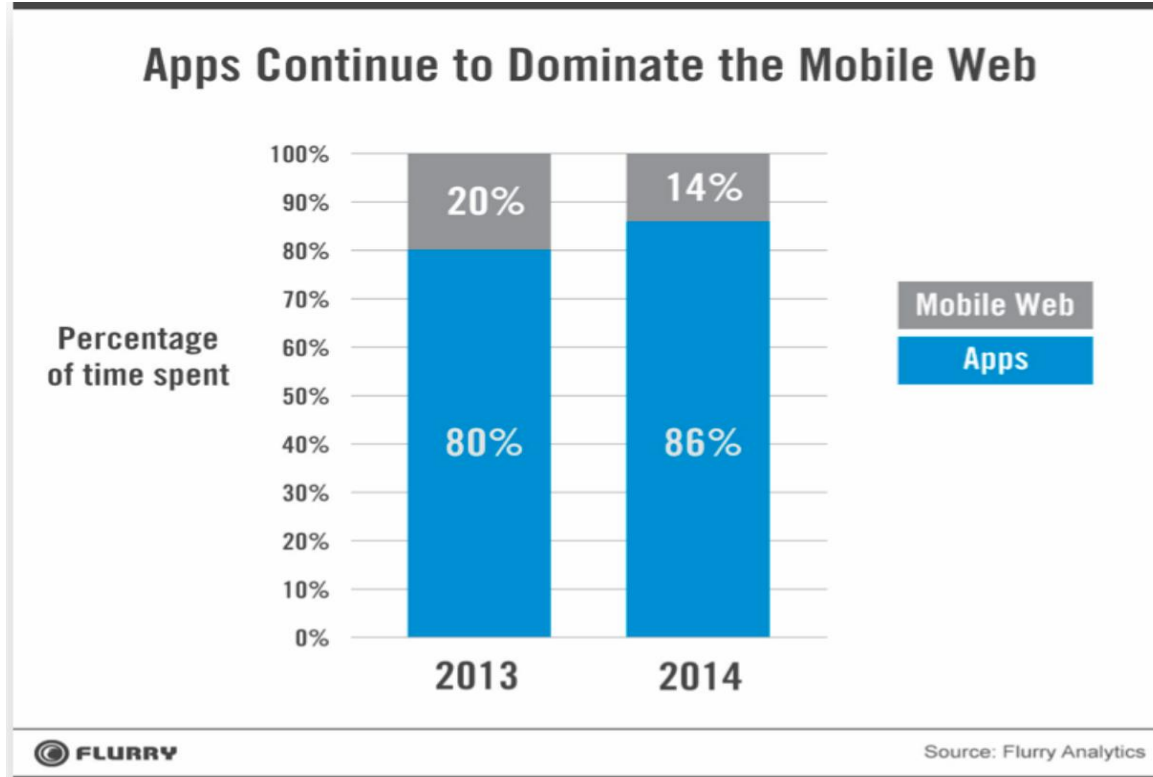
THIS IS THE AGE OF THE

# APPLICATION ECONOMY

AND IT'S ALL ABOUT THE

# USERS

# Native apps continue their rule...



# The World in 2014 as we know it...

Number of Mobile App downloads as of July **150B+**

**33** Average # of Mobile App downloads per phone

Number of apps in App Stores **3,000,000+**

**\$ 26B+** App Store revenue in 2013

# Great, We Have Installs! But wait...

**19%** Never run your app more than once...

User who will never reach **5** runs of your app: **45%**

**94%** No longer running your app after 30 days!

## Our job is far from done...

# Achieving and Maintaining Engagement...

**15** Number of Mobile Apps used regularly per week

Users demanding good app performance **65%**

**82%** deleted an app due to crashes or poor performance

## Tougher than ever!

<http://techcrunch.com/2011/12/18/app-ocalypse/>

<http://mobilemarketingmagazine.com/brits-app-attention-span-shorter-than-ever>

# CA Mobile App Analytics Goals



- Delight customers
  - Deliver great experiences, Improve with analytics
  - Provide world-class support
- Proactive problem resolution
  - Alerts on early signs of trouble
  - Accurate understanding of issue
- Deliver high value
  - Understand behavior, Apply real-time intelligence
  - Fail fast, iterate quickly

# CA Mobile App Analytics - Agile Operations

Visualise, Understand Impact and be Proactive

**Who** is using our apps?

**Where** and **When** are they being used?

**What** are my users doing with our apps?

**What** is their experience like?

Can I **Help** users get more value?



# Keys to success

- **IT Operations- Deep Visibility**

- Complete end-to-end view into mobile apps
- Extend **operations** view into mobile apps & infrastructure

- **R&D - Rapid Analysis**

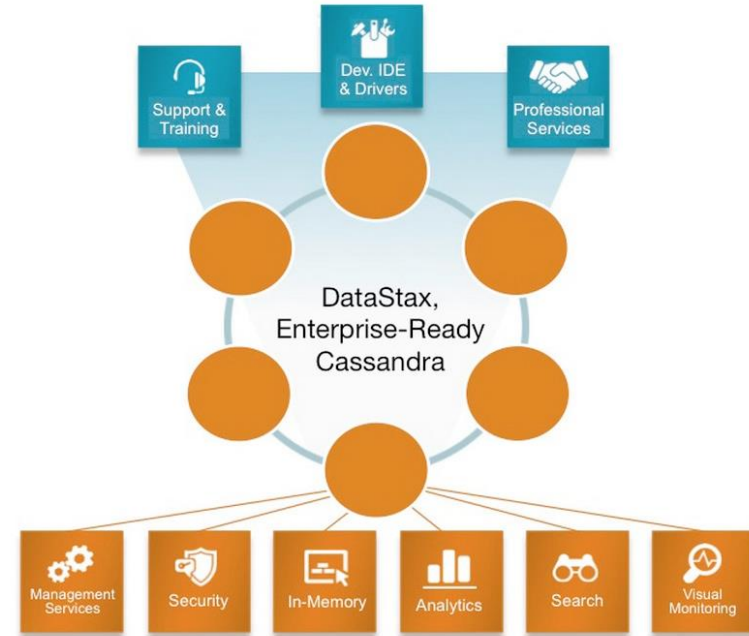
- From mobile infrastructure to mobile device
- Identify issues at 30,000 ft view, drill to microscopic app-level detail

- **Product Owner - Actionable Analytics**

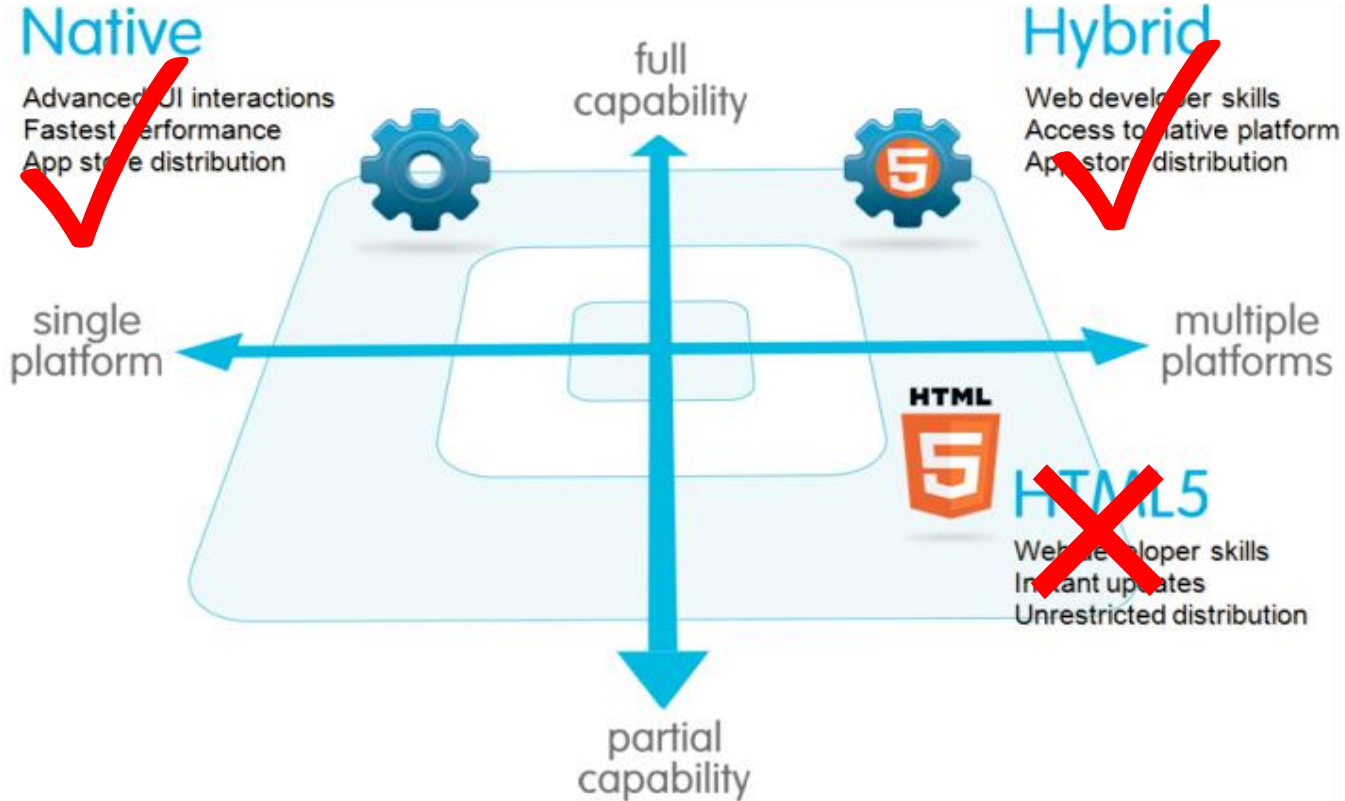
- By app, region, carrier, device or users
- Reveal specific analytics data based on multiple variables

# How can we handle all that data?

- We use a NoSQL database called Cassandra
- Open source DB developed by Facebook for inbox search
  - They have 1.2 billion MAUs
  - Owned by Apache Foundation
- DataStax Enterprise
  - Commercial Implementation
- Value is that a NoSQL DB can consume large amounts of data, store it across multiple fault tolerant clusters and it can be consumed and accessed quickly greatly reducing seek times



..and we can instrument which type of apps?...



# ..and how do we do it...

ANDROID

IOS

## Android Installation Instructions

 [WATCH HELP VIDEOS](#)

### Option 1: SDK

This section walks you through the process to integrate your Android app with CA MAA using the SDK.



[DOWNLOAD THE ANDROID SDK](#)

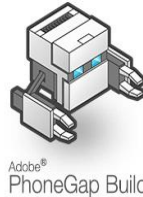
### Option 2: Smart Container

In addition to the SDK, MAA also provides an utility, which you can use to wrap the apps. This utility can be used as an alternate way to integrate your app with MAA. By default, the wrapper utility wraps the apps with the self-signed certificates that are bundled along with the utility.

# ...and we work with which MADPs?...

## Mobile App Developer Platforms

- Native Apps written using these development platforms
  - XCODE/Objective-C/SWIFT for IOS
  - Eclipse/Java for Android
- Hybrid Apps written using these development platforms
  - Adobe PhoneGap/Cordova
  - Appcelerator Titanium
  - Kony



# Common questions

- When does the app collect data?
  - Sends data to Server when app starts
  - Whilst app is running – stores in a SQLite DB on device
  - Sends data when reaches 100 events
- What if the device is 'offline'?
  - Device will store and forward data when online
  - Stops collecting when hits 1000 stored events (offline mode)
- What load on the device from data collection?
  - Minimal to no load

# Common questions

- Do you have an agent?
  - No – the MAA instrumentation is invisible to end users
- What about user privacy when collecting data?
  - All data is anonymous to the user
  - Data is commonly collected
  - EULA
- How is it priced?
  - Pricing I based on Monthly Active Users: number of individual users who used the app during the past month

## CA Mobile App Analytics Reference Architecture – On Premise

