

Target Customer

Business function	CMO / Chief Digital Officer (Line of Business)	Engineering	IT Operations
Titles	CMO / VP of MKTG / Mobile PM	VP of Engineering / Dir of Engineering Dev Manager	VP of IT OPs / OPs Manager
Role in the buying process	Economic buyer	End-user / Decision maker	Tech Evaluator / Influencer

Value Messaging

Value Statement	<p>Revenue / Engagement / Retention</p> <p>(Revenue) Minimize revenue at risk by proactively monitoring transaction success rates</p> <p>(Engagement) Improve user engagement by correlating behavior and operational metrics</p>	<p>Agility (Faster Dev Cycles)</p> <p>Iterate faster by reducing time-to-detect, diagnose, prioritize and resolve bugs, errors, and crashes</p>	<p>Visibility</p> <p>Gain end-to-end visibility of your mobile app performance, including the impact of backend servers and 3rd party API calls</p>
Value Bullet points	<ul style="list-style-type: none"> - Revenue growth/loss due to app performance and performance issues - Engagement loss due to app crashes and performance issues - App downtime = business downtime - Slow user base growth due to slow app performance and crashes 	<ul style="list-style-type: none"> - Long product development and QA cycles devices, networks, OS; - Less time in QA = Faster Product Releases - Rapidly identify the root cause of issues - Reduce the time to detect, triage, diagnose and resolve experience problems - Quickly resolve crashes through stack traces and user flows - OOTB support for new device and OS releases - Prioritization of issues based on - scale of impacted users - revenue at risk 	<ul style="list-style-type: none"> - Measure performance impact of 3rd party systems/SOA/APIs - Management tool integrations: monitoring tools, alerting consoles - Internal API endpoints (ex. server talking to a mobile app) - Mobile app "last mile" visibility (data traffic from cloud to device) - Integrated REST APIs - End-to-end view of mobile to backend servers performance
Product Features	<ul style="list-style-type: none"> - Transaction monitoring 	<ul style="list-style-type: none"> - Breadcrumbs <ul style="list-style-type: none"> + how user flow cause crashes & exceptions + visualize API issues in context + what actions lead to transaction failures - Multiple OS & Device support - Root Cause determination 	<ul style="list-style-type: none"> - Cloud Service API Monitoring APIs and service monitoring
Proof points / Metrics	<ul style="list-style-type: none"> - Daily Active Users - Revenue / DAU - Avg. app downtime - Abandonment Rate - Customer Lifetime Value (LTV) - Retention Rate - App Adoption Rate 	<ul style="list-style-type: none"> - Avg. time of a release cycle - Avg. # of Support Requests 	<ul style="list-style-type: none"> - App Time Availability Alerts

Steven K Scott Vision Mapping Journal

Michael Hoelscher



Steven K Scott Vision Mapping Journal :

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