

# VMware Workspace ONE Intelligence for Consumer Apps

## AT A GLANCE

VMware Workspace ONE® Intelligence for Consumer Apps provides visibility into mobile app analytics and performance, helping organizations improve app adoption and engagement, resolve issues faster, increase conversions, and reduce churn.

## KEY BENEFITS

- **Optimize the user experience** – Understand how users navigate through the app and where issues happen.
- **Improve app adoption** – Get insights into daily and monthly users, trends and ratios.
- **Increase conversions** – Prioritize development efforts to optimize interactions that impact the business bottom line by tracking key user interactions.
- **Streamline root cause analysis** – Surface crashes and errors and quickly identify where an error has occurred with breadcrumbs and stack traces, drill down into reports and quickly provide a fix.

## A Mobile First World

Consumers globally are increasingly turning to their mobile devices to get things done across all categories. Because of the pandemic, mobile apps have replaced desktops as the main platform to engage with businesses for many people. And in this mobile first world, businesses are shifting their mobile approach from nice to have to necessary to survive.

The number of apps people download as well as the time and dollars they invest have significantly increased. As a result, app adoption, stickiness and engagement are top of mind for app owners. And users expect an excellent experience and app performance.

App owners are constantly looking for ways to improve adoption, reduce churn, increase conversions, and optimize development time. Lack of visibility into app performance and user behavior can negatively impact your bottom line. To create a superior customer experience and monitor performance, you need a solution that delivers accurate and actionable insights in real time directly from the device.

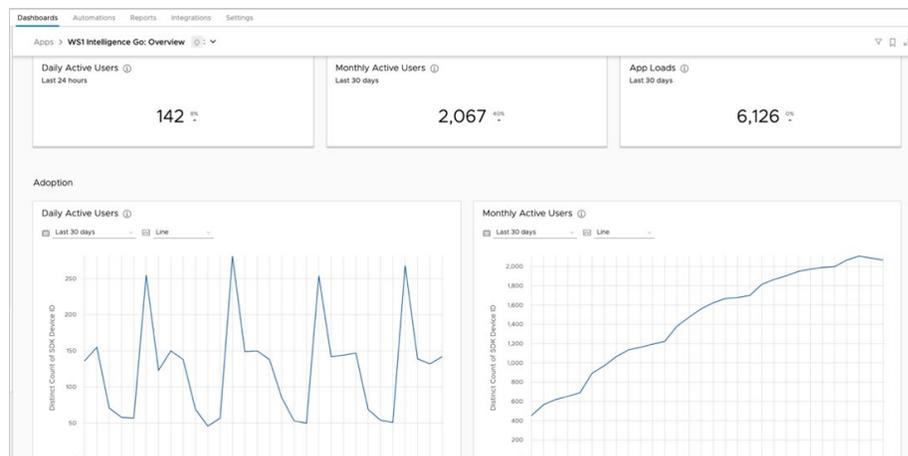


FIGURE 1: App Adoption Dashboard

**LEARN MORE**

- Learn how Workspace ONE Intelligence for Consumer Apps can help you improve app performance and user experience on your mobile apps: <https://www.vmware.com/products/workspace-one/intelligence-consumer-apps.html>.
- Start a 30-day free trial: [https://pathfinder.vmware.com/activity/proving\\_ground\\_consumer\\_apps](https://pathfinder.vmware.com/activity/proving_ground_consumer_apps)

**FOR MORE INFORMATION OR TO PURCHASE VMWARE PRODUCTS**

Call 877-4-VMWARE (outside North America, +1-650-427-5000), visit [vmware.com/products](https://www.vmware.com/products), or search online for an authorized reseller.

**What Is Workspace ONE Intelligence for Consumer Apps?**

VMware Workspace ONE Intelligence for Consumer Apps is a mobile app analytics tool that helps organizations make data-driven decisions about their consumer-facing mobile apps. By analyzing and correlating mobile app performance, you can find and resolve issues faster, increase conversions and reduce churn.

**How does it work**

**One line of code** – With the Intelligence SDK embedded in the app, you can capture real-time event data from key user flows, such as screen load time, network events, crash reports and errors.

**End-to-end visibility** – Pre-configured, out-of-the-box dashboards and reports deliver key metrics. Quickly identify issues and drill down into errors and crashes to understand where they occurred, the steps the user had taken, and other relevant data to troubleshoot and make data-driven decisions.

**Focus on what matters most** – Track user interactions that are most critical for your organization based on business goals, and optimize development and QA efforts.

**Key Features**

Workspace ONE Intelligence for Consumer Apps includes the following features.

| FEATURE                           | DESCRIPTION                                                                                                                                                                                                     |
|-----------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| App Adoption and Engagement       | Understand app adoption and engagement with metrics such as monthly active users (MAU), daily active users (DAU), app loads, and DAU/MAU ratio.                                                                 |
| User Flows                        | Track user interactions that are most critical to your organization, such as login, checkout, add to cart, and billing to optimize development efforts.                                                         |
| App Crashes and Errors Monitoring | Proactively monitor uptime and app crashes. Identify when a runtime exception occurs due to an unexpected event that terminates the user session.                                                               |
| 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 I/O.                        |
| Alerts (coming soon)              | 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. |
| Root Cause Analysis               | Analyze crashes and errors with stack traces, diagnostics, metadata, and breadcrumbs related to the issue.                                                                                                      |
| Dashboards and Reports            | Create dashboards, widgets, and drill-down reports to get quick insights with rich visualization to app performance, crashes, issues, and more.                                                                 |

