

# BlackBerry Analytics

App lifecycle management for the enterprise



Developers and IT stakeholders need to make informed decisions when it comes to costly app development and deployment. The question is: how do they do it? Do they add more features to an app or support more platforms? Which ones and how many? How can they deliver a first-rate user experience – to ensure uptake and ROI?

## Insights into enterprise app activity

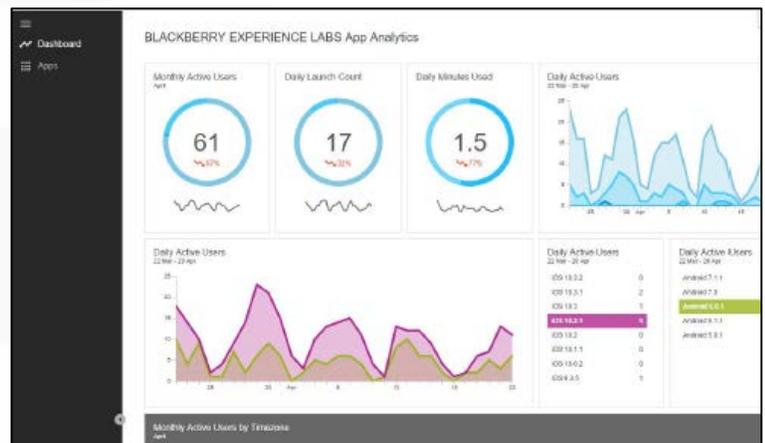
BlackBerry Analytics is a part of the BlackBerry® Dynamics Secure Mobility Platform, enabling organizations and developers to monitor BlackBerry Dynamics app activity. With event-based analytics, IT and developers can gain key insight into enterprise activity to make better business decisions and increase ROI.

BlackBerry Analytics also tracks user engagement by feature, so that you know which business tool is being used the most (such as 1:1 chat vs group chat). These feature-centric metrics are pivotal in understanding how and when an employee works. It helps answer questions such as: why is a tool being overutilized or underutilized? Should we deploy richer editing and annotation apps since my employees are spending the most time document editing?

BlackBerry Analytics tracks activity in all enterprise apps, including Dynamics Apps (such as BlackBerry Work and BlackBerry Access), ISV and custom-built Dynamics apps, and non-Dynamics apps. All data can be exported from the portal to a CSV file or accessed programmatically through APIs to support further trend analysis.

### Track event-based app metrics from a secure web portal:

- Daily and monthly active users
- Daily minutes used
- Usage by OS and version
- Geographic distribution
- User engagement by feature
- Diagnostic metrics such as daily launch and crash counts

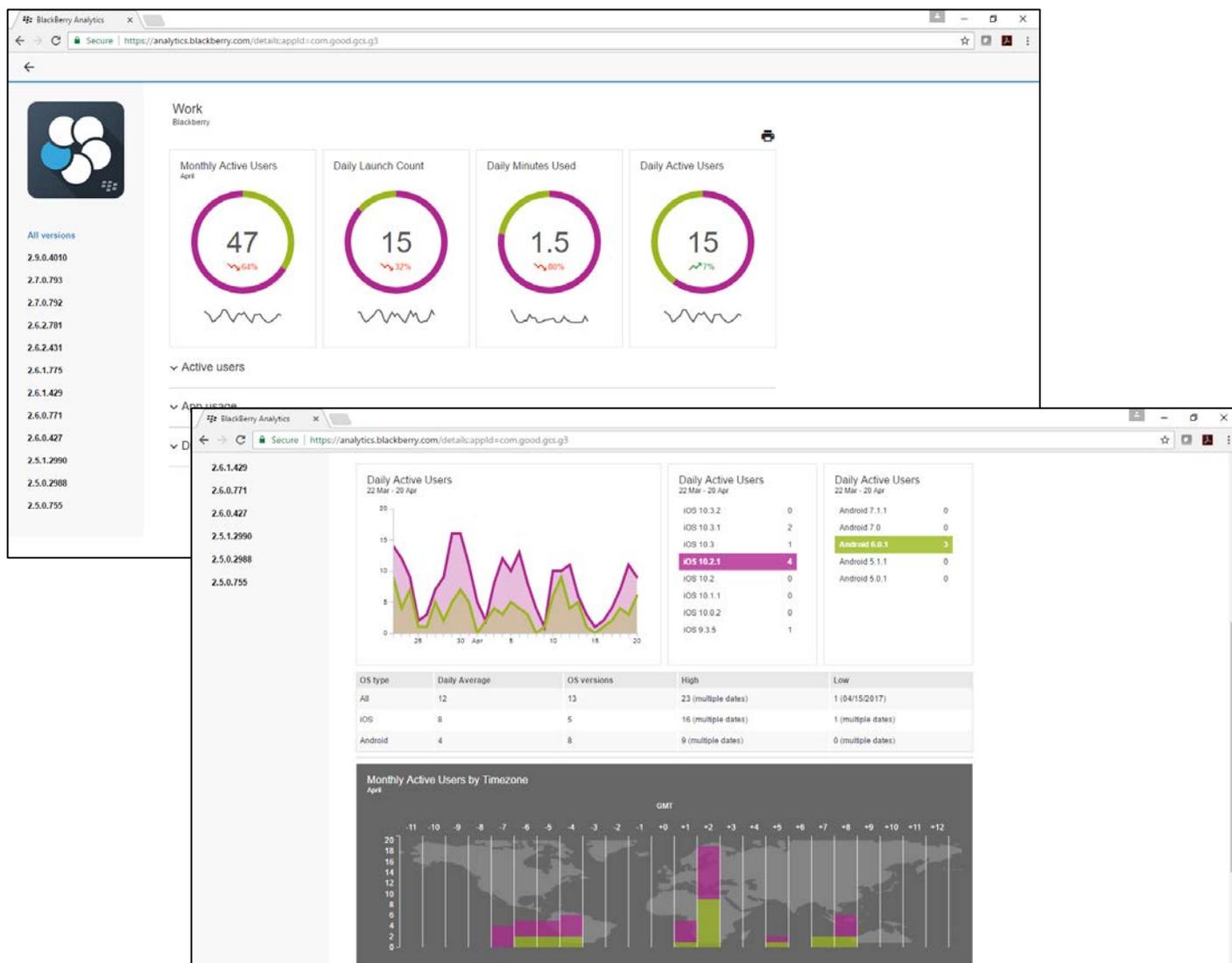


# Operational efficiencies for IT management

With line of sight into end-user experience and performance by app, IT can monitor emerging trends to get a deeper understanding of user activity. With these analytics, enterprises can make more informed decisions to drive operational efficiencies and increase business agility -- such as modifying UX flow, modifying training, altering maintenance schedules, enhancing load balancing management, and accelerating strategic app adoption.

# Strategic insights for developers

With a dynamic view into app usage metrics, developers can gain key insights to optimize development resources. By identifying internal activity, diagnostic, and troubleshooting trends, developers can build custom apps to best support their users. Development efforts can be expended on specific platforms, end-points, or OS versions of apps with highest engagement, or to drive app adoption as required.



Learn more and try it for free at: <https://us.blackberry.com/enterprise/blackberry-analytics>

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