Learn How to Deliver an Amazing User Experience with your Application using HPE AppPulse Suite

March 15, 2017

Today's Speakers:

Dror Elkaras
Sr. Product Manager
Hewlett Packard Enterprise

Liron Lichterman
Sr. Marketing Manager
Hewlett Packard Enterprise

Dan Iuster
Sr. Technical Marketing Manager
Hewlett Packard Enterprise

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The webinar will begin shortly.

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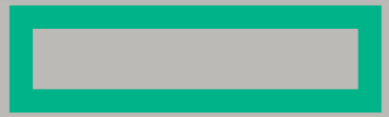

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Hosted By

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Florida LUG Leader

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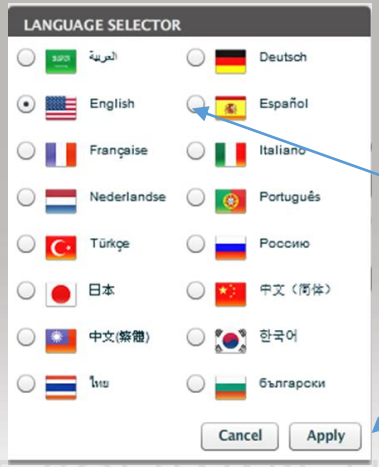

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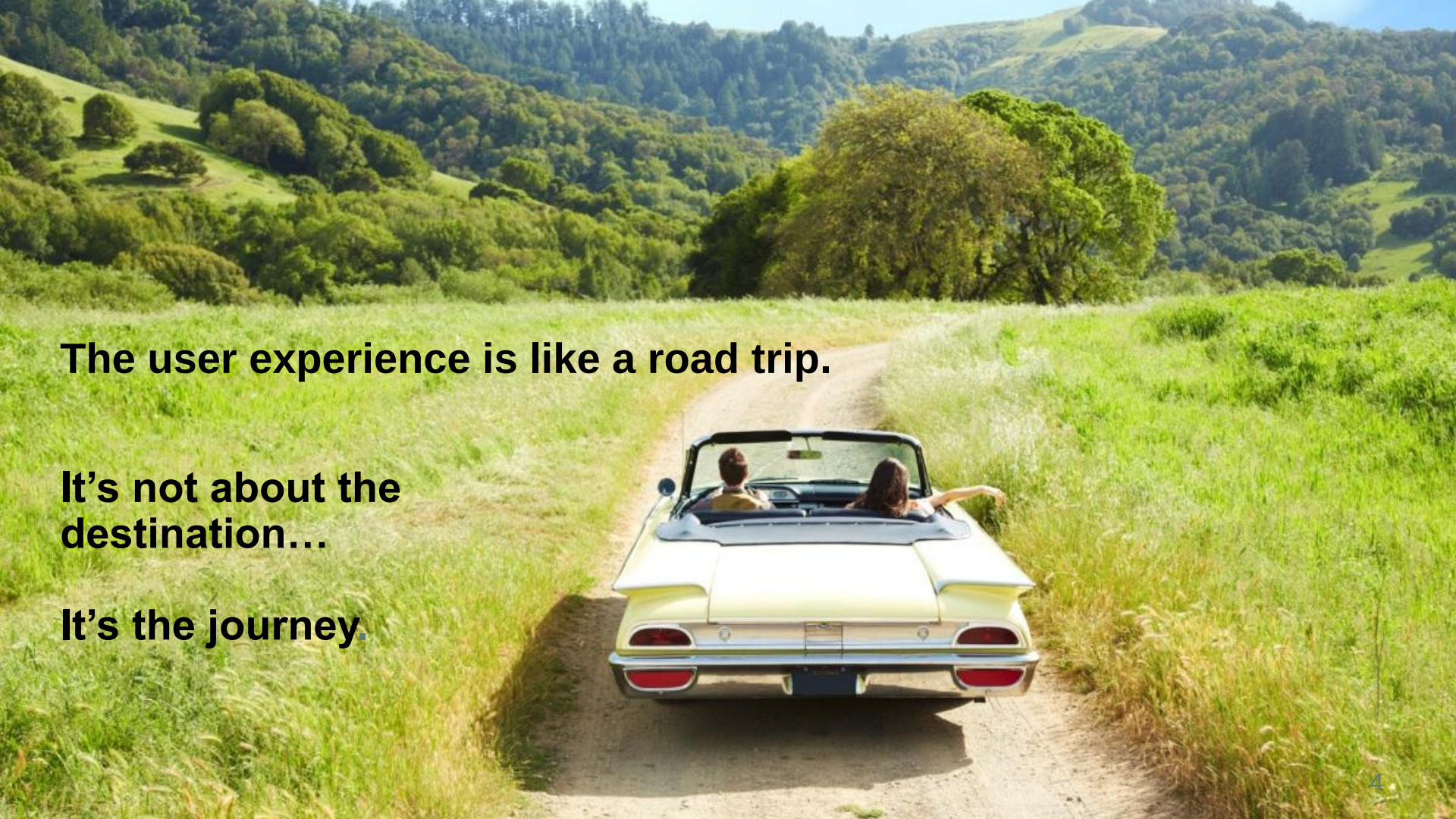
HPE AppPulse

A smarter app monitoring solution to deliver one fantastic user experience

Learn How to Deliver an Amazing User Experience with your Application using HPE AppPulse Suite

Welcome	5 minutes
UX and AppPulse Suite overview	20 minutes
Demo	30 minutes
Q&A	5 minutes


The user experience is like a road trip.
It’s not about the destination…
It’s the journey.

“UX is the perceived quality when the user is doing a work task.”

Used with permission –
“Delivering User Experience with Agile Development Teams” by Magnus Revang
Gartner, June 25, 2015

What defines user experience?

Utility:
Fulfills its purpose

Usability:
Performs beautifully

Empowerment:
Makes me feel in control

Value:
Totally worthwhile

Aesthetics:
Looks fantastic

Stimulation:
Arousing the WOW factor

Identification:
A reflection of me

Playfulness:
Makes you smile

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User Experience Drives Business Outcomes

“It may be **acceptable** to make purchasers wait 2 to 4 seconds after typing in their address and credit card number, **but not at an earlier** stage when they may be comparing various product features.**”**

From Strategy to Tools, O’Reilly Media

“One-point improvement in a US wireless provider’s Customer Experience Index (CX Index™) score results in an **additional $175** million in revenue**”**

Forrester

It pays to keep their journey smooth.

A superb user experience gets you:

- Happy customers, great reviews.
- Reduced support costs.
- Increased sales.
- Good karma.

Cost of application downtime:[1]

$336K/hr —Gartner

$500K/hr for critical failures —IDC

$100M/yr —Infogenics[2]

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1. Source: StatusCast, March 13th, 2015.
2. Includes damage to company's reputation and SaaS churn.

Waiting too long to respond to UX issues?

Few app teams are proactive

74%

of app teams fail to proactively examine user experience metrics in production

Lacking curiosity

72%

of app teams first learn about UX issues through user complaints

Risky Release into Production

40%

of apps teams will release apps into production that fail to meet UX objectives

— IT Ops, APM and UX Survey
522 IT Ops Respondents

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UX: Who needs what?

IT Ops:

“I want to ensure availability & performance of app & backend.”

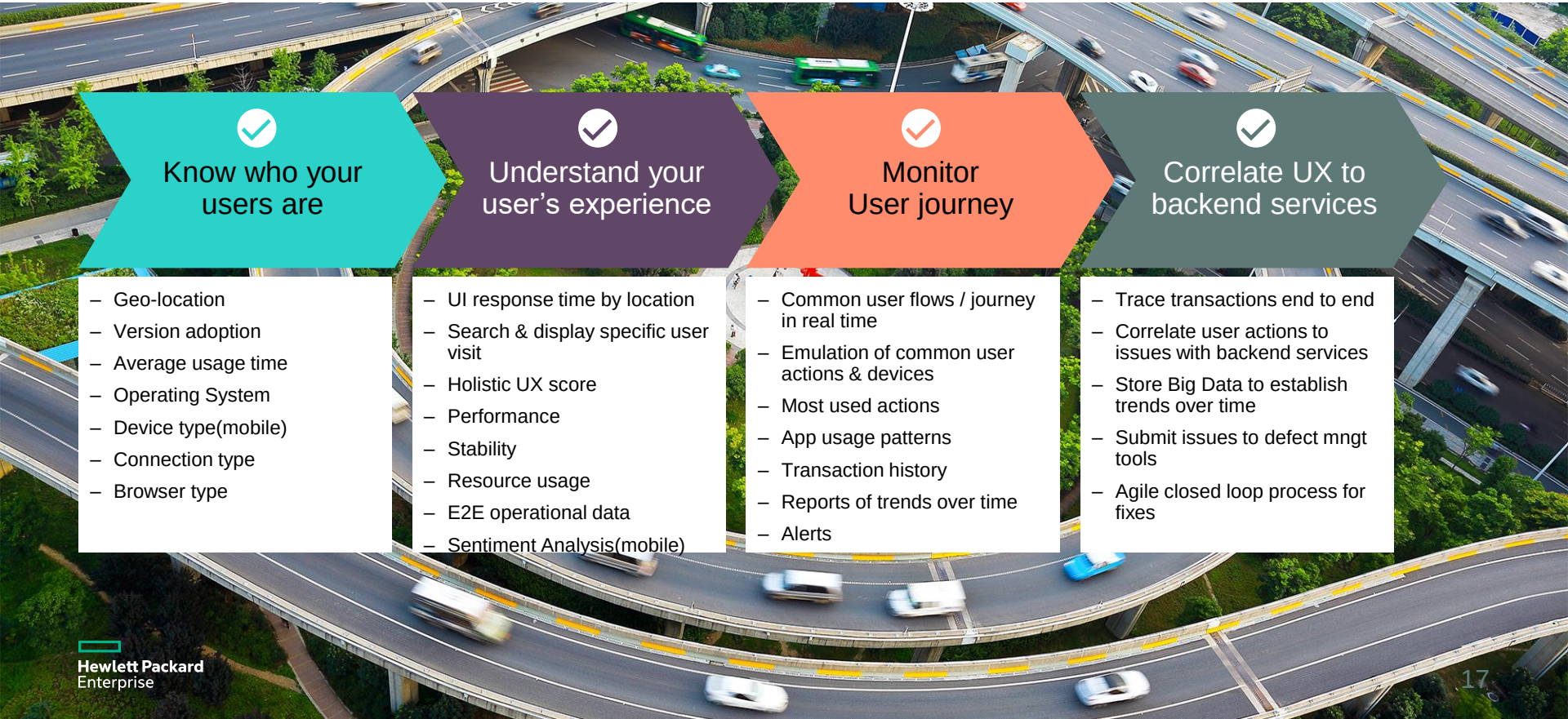
Business:

“I need a 5-star rating for my web & mobile apps.”

DevOps:

“I need visibility of app issues from user action to the line of code”

UX monitoring guide – optimizing the user journey



Know who your users are

- Geo-location
- Version adoption
- Average usage time
- Operating System
- Device type(mobile)
- Connection type
- Browser type

Understand your user's experience

- UI response time by location
- Search & display specific user visit
- Holistic UX score
- Performance
- Stability
- Resource usage
- E2E operational data
- Sentiment Analysis(mobile)

Monitor User journey

- Common user flows / journey in real time
- Emulation of common user actions & devices
- Most used actions
- App usage patterns
- Transaction history
- Reports of trends over time
- Alerts

Correlate UX to backend services

- Trace transactions end to end
- Correlate user actions to issues with backend services
- Store Big Data to establish trends over time
- Submit issues to defect mngt tools
- Agile closed loop process for fixes

Delivering a delightful UX: what's required?

Synthetic monitoring

Real user monitoring

Transaction monitoring and diagnostics

Aligning a smarter monitoring solution to requirements

Let's revisit our 3 UX professionals

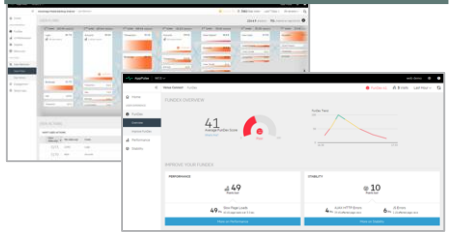
The capability they need:

IT Ops	Business	DevOps
Emulate user actions and devices; uphold SLAs	Measure everything impacting digital UX for both Web & Mobile	Trace user transactions down to line of code

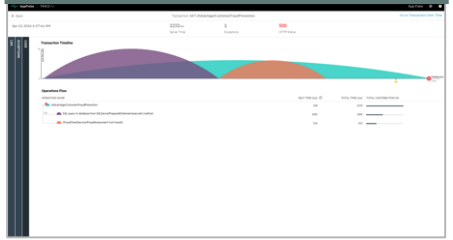
The product that will get them there:

Proactive Monitoring

User Experience Monitoring



Transaction Analytics



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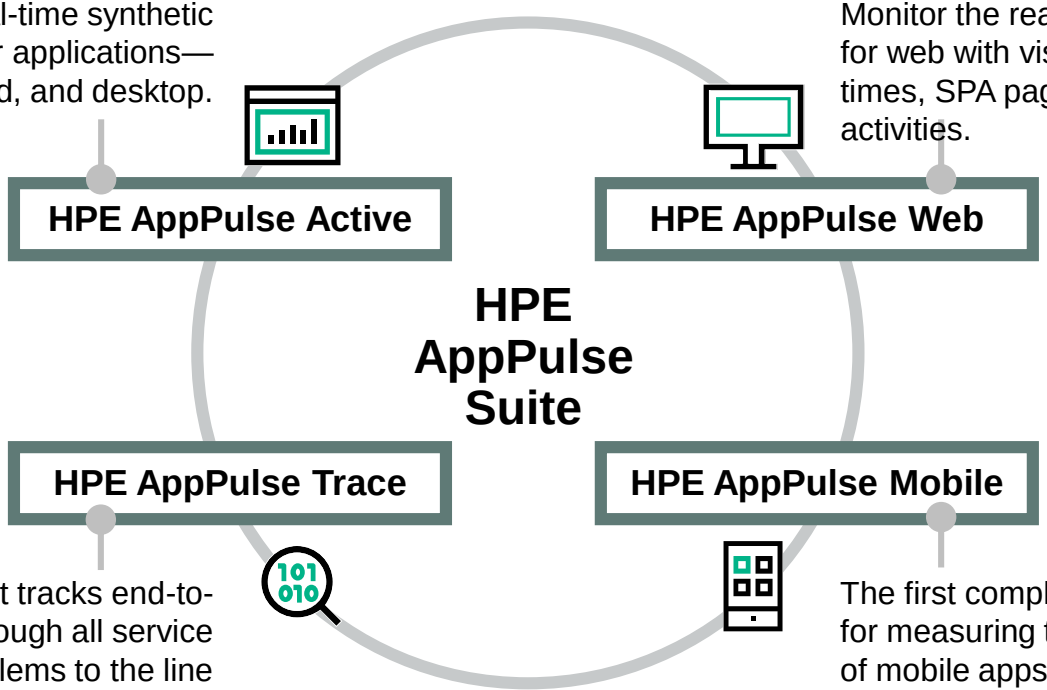
Introducing a smarter solution

Proactive, continuous, real-time synthetic monitoring of ALL your applications—mobile, web-based, and desktop.

Monitor the real user experience for web with visibility to page load times, SPA pages and AJAX activities.



A SaaS APM solution that tracks end-to-end transaction flow through all service tiers, to let you isolate problems to the line of code or the specific log message.

The first complete solution for measuring the user experience of mobile apps and analyzing the business impact of user engagement.

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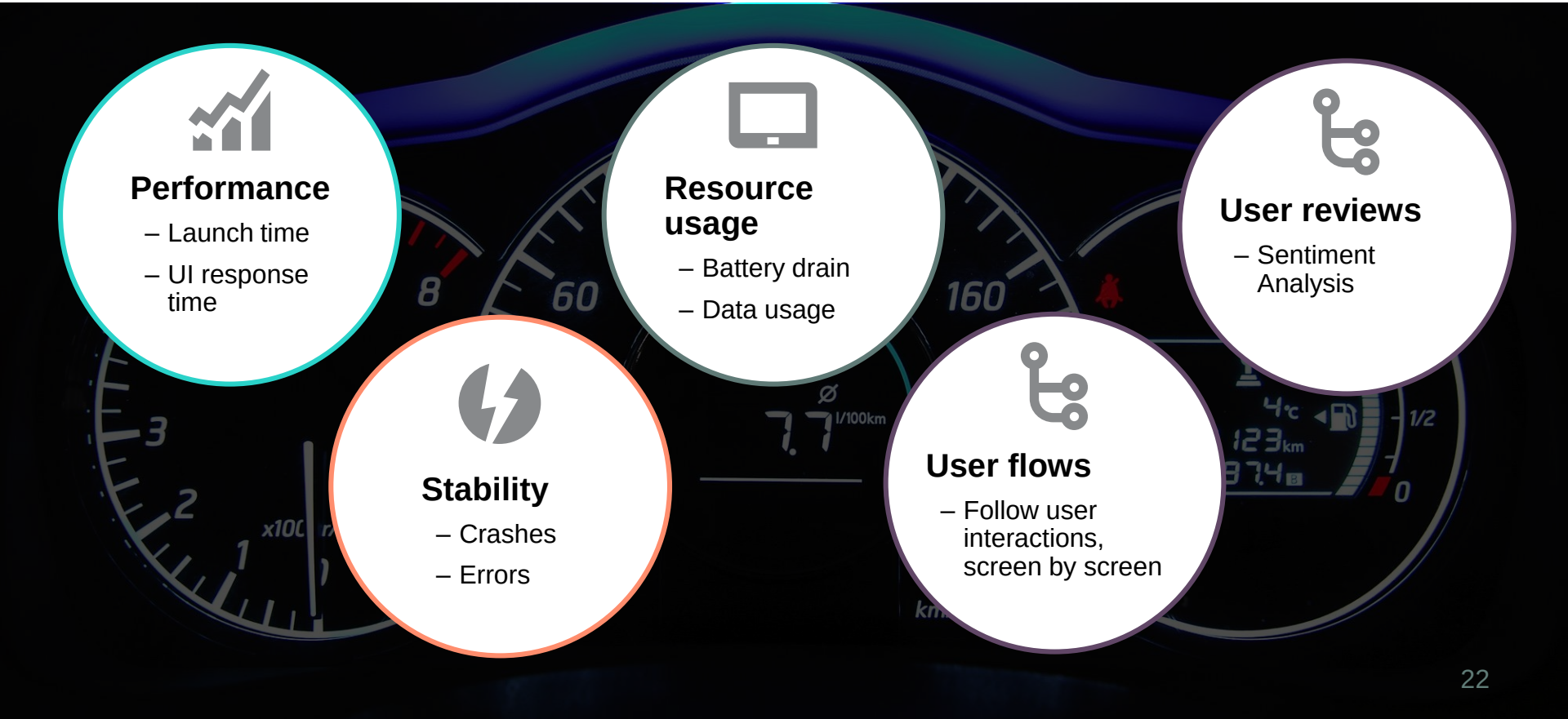
Integrated | Complementary | End-to-end

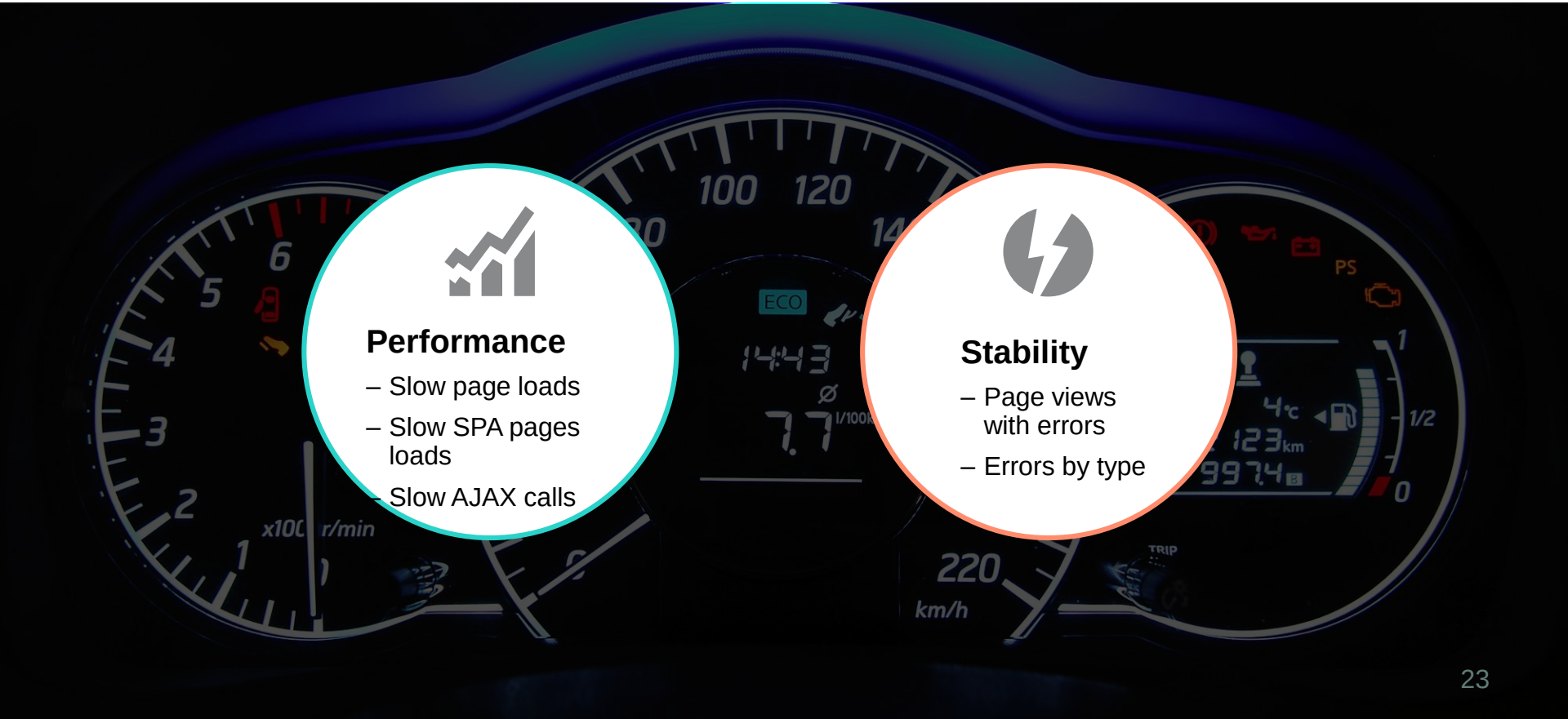
HPE AppPulse Active: Get proactive.

- **Visibility** into all your apps
- **Synthetic monitoring** to proactively see and fix issues
- **Isolation** by application, location, transaction, or component layer
- **Single pane of glass** for easy monitoring
- **Easy installation** in about 5 minutes
- **Integration** with trusted DevOps tools
- **Collaboration** among development, QA, and operations teams

HPE AppPulse Mobile: Measure what matters most

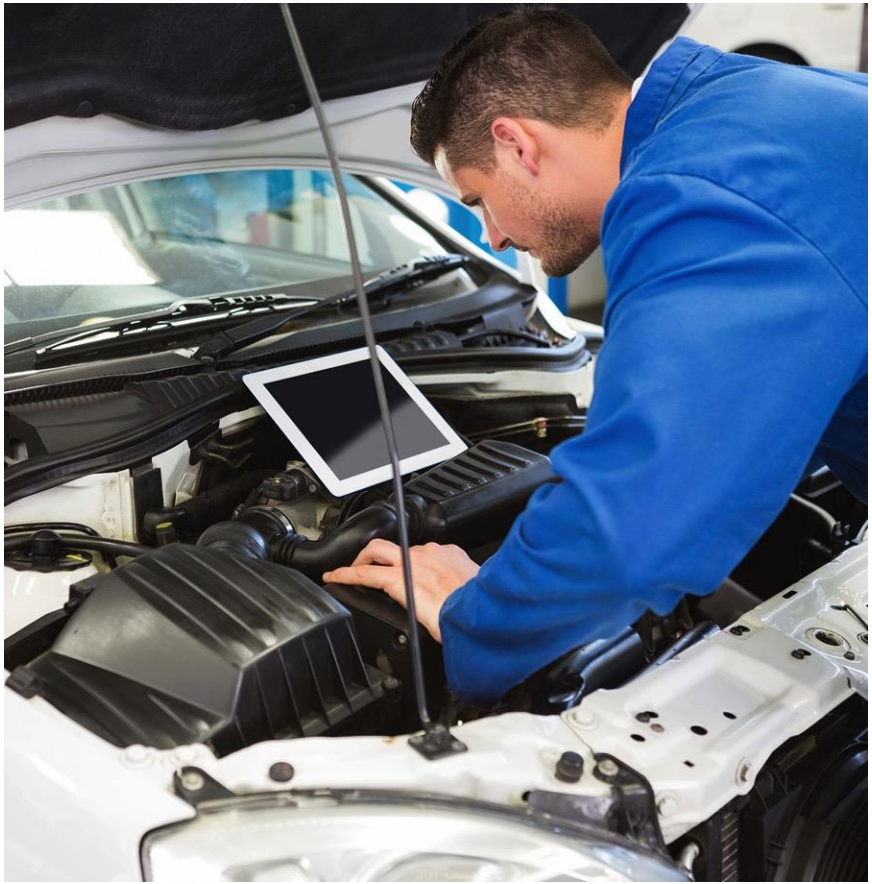


HPE AppPulse Web: Measure what matters most



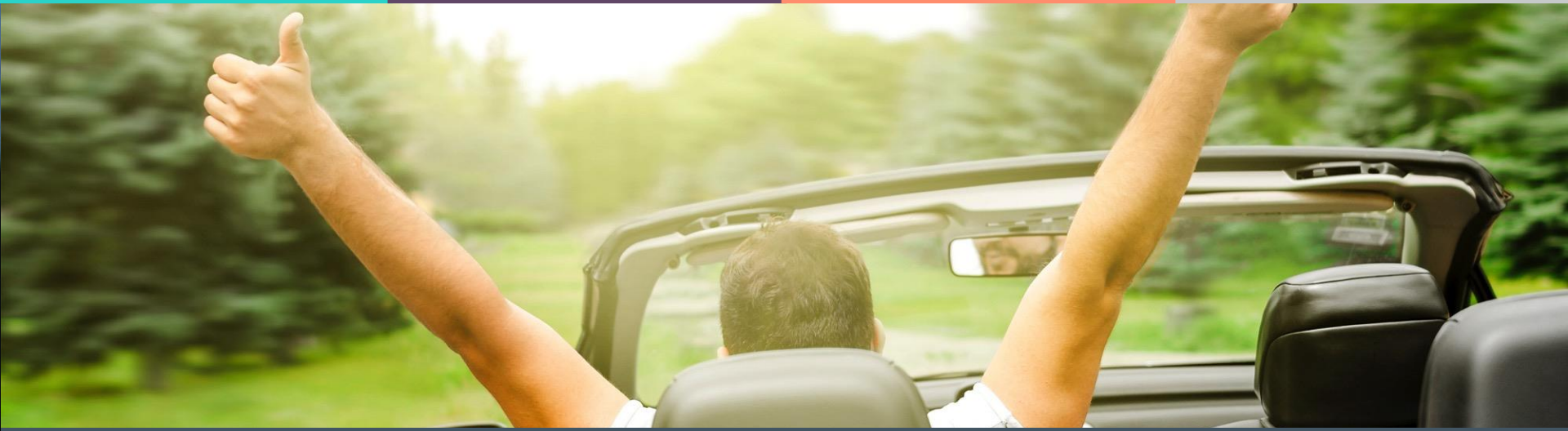
HPE AppPulse Trace: Isolate and fix transaction issues

- **Smart user-server correlation –** correlation of UX issues with server-side problems
- **Integrated web user monitoring –** monitor UX from real user browsers
- **Trace 360 –** trace all aspects of transaction execution
- **Transaction log tracing –** deliver correlated view of log message



AppPulse Suite benefits summary

Comprehensive SaaS APM solution	Proactively identify app issues before users do	Identify which performance and stability issues are impacting real app users	Correlate issues from user experience, to application execution, to its underlying infrastructure



Net result: Continuous assessment and continuous improvement of both the application and the UX.

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Real customers, real results.

"Performance data mined in HPE AppPulse helped us build better apps for our users."

"HPE AppPulse freed up our IT team to focus time and resources on finding new ways to engage customers, rather than merely fixing technical problems."

"Slowdowns directly impacted our revenue. HPE AppPulse traced transactions E2E to resolve problems fast!"

"We used AppPulse to identify a slowness, diagnose the problem and resolve it. Reducing Tx load time from 20s to 2s"

And many more…

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Get started with HPE AppPulse Suite

See for yourself!
Arrange a personalized demo at your earliest convenience

Get the details
Visit hpe.com/software/AppPulse for more information.

Thank you

- Complete the short survey and opt-in for more information from Hewlett Packard Enterprise.

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