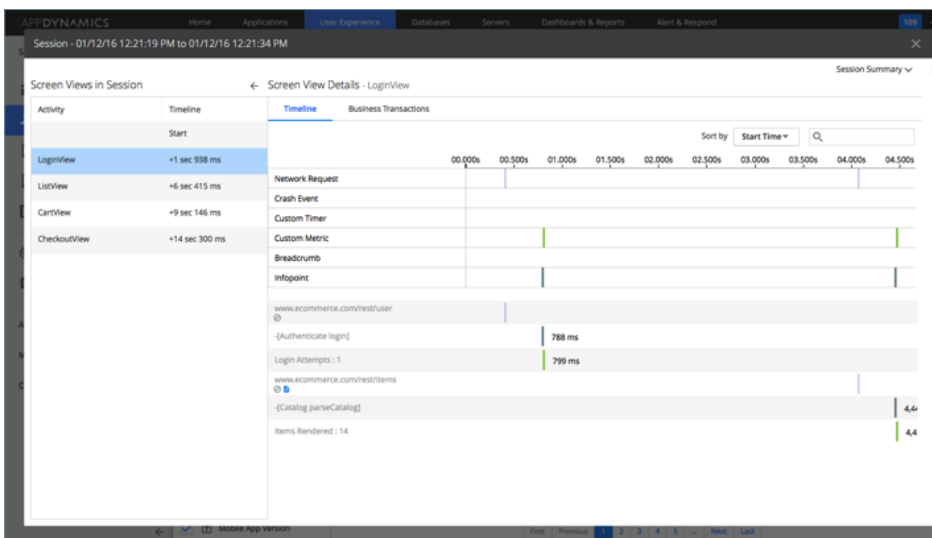


## The next generation of enhanced real-user monitoring for mobile applications

With AppDynamics Mobile RUM you can now execute against mobile Digital Transformation initiatives using the Application Intelligence platform to get real-time insights into the performance of your native mobile apps for iOS and Android, helping you to deliver a great customer experience from the moment they open the application and throughout their session using the it.

AppDynamics Mobile RUM provides you visibility to the entire user sessions across screen views and down to the granularity of individual business transactions both on the mobile app and the server. These data sets are automatically correlated to provide deep and wide visibility, coupled with brand new behavioral analytics and enhanced end-user sessions experience management capabilities takes the guesswork out of delivering superior mobile experiences. Together, these features enable mobile-centric enterprises to quickly troubleshoot issues and understand the business impact of performance issues on mobile user engagement, conversions, funnel dynamics, and app store ratings and reviews.

The introduction of mobile user sessions analytics puts powerful data into the hands of any mobile app developer, DevOps personnel, and line of business owner who wants to understand the behavior of customers and any issues that can drive users away, weaken your funnel, reduce conversions and damage credibility, whether it's the latest game or a business enterprise app. These user session analytics are also integrated with existing crash trend and crash rate analysis features for even faster troubleshooting, debugging, regression/improvement analysis for improved MTTR with better collaboration for triaging issues.



### KEY BENEFITS

- **User sessions analytics:** see the complete customer journey throughout their session with app across multiple screen views to better understand user behavior and application performance
- **Business transaction correlation:** see all business transaction invoked during a user session, how they performed and contributed to the user experience and the effects of backend services on frontend user experience of the mobile application.
- **Enhanced configurable widget dashboards:** new main dashboard with configurable widgets to customize and improve troubleshooting, debugging, and monitoring of key performance metrics for your app.
- **Network request analyze:** capability to investigate individual network requests and analyze them according to various parameters and characteristics and by user session.
- **Crash analytics:** free forever, mobile Crash analytics - free forever, mobile developers can quickly identify unique and recurring crashes for specific devices, operating systems, or carrier types, and fix them before they become pervasive and irreversibly hurt their application ratings on the app store. New crash trend and rate capabilities and with version comparison.

*Continued on back*

*"Mobiquity is about making mobile matter, and transforming our clients' businesses through innovative mobile engagement. Obviously, that can't happen unless our solutions perform flawlessly for users."*



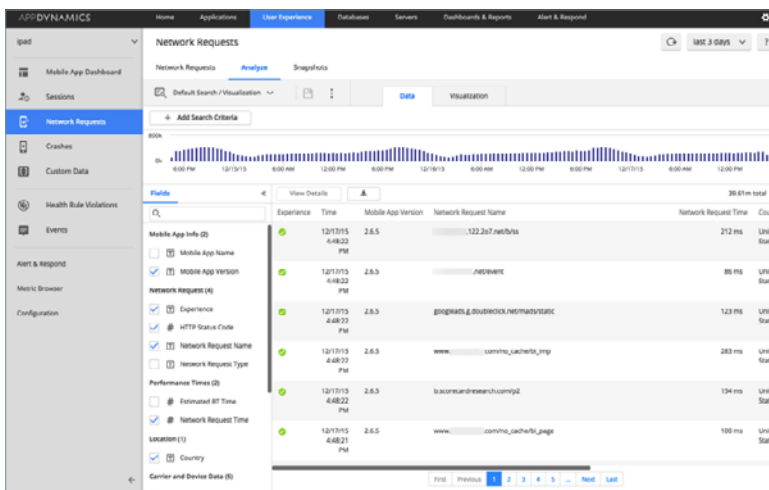
## Enhanced configurable widget dashboards

With AppDynamics new Mobile Real-User Monitoring maintains enhanced configurable widget dashboards so you can see all of the information that is important for you to track to monitor, manage, and optimize the end-user experience of your mobile applications. The product comes with out of the box widgets which you can keep, delete, or replace with your own custom widgets for monitoring your key metrics.



## Network request analyze capabilities

AppDynamics Mobile Real-User Monitoring module provides powerful network request analyze capabilities can now also be viewed in the context of the complete user session so that you can drill down into each individual network request of a session and analyze it according any number of parameters, allowing you to slice and dice the data to get an even deeper understanding of how your user sessions and application performance are being affected by network related issues.



## KEY BENEFITS (cont.)

- **Behavioral analytics:** mobile developers can now measure frequency of and benchmark business information and behavioral patterns such as, for example, item addition to the cart or average dollar value across all in-flight carts, all in real-time and organized by the entire user session, also enhancing customer support use case.
- **Real-user monitoring:** get critical insights into the impact of network request latencies onto the end-user mobile experience. See analytics by device, carriers, OS, and application versions.
- **Custom metrics:** Track and baseline any metric from your application without code changes
- **Optional on-premise data storing:** free and flexible storing options
- **Percentile metrics:** Ability to analyze metrics based on percentiles: 90%, 95%, 99% to get a better understanding of the distribution of metrics.
- **Breadcrumbs:** Close crashes faster by getting visibility into the user actions that led up to the event

## SUPPORT MATRIX

- iOS 5.1+
- Android 2.3.3+

*“Offering our customers the visibility that AppDynamics RUM provides, with its detailed crash reporting and analytics, will give them a clear picture of where their ad dollars are being wasted, and will arm them with the data they need to make the most cost-effective decisions about which mobile advertising outlets should be included in their buys.”*

Charles Manning, CEO, Kochava

Get started with AppDynamics mobile crash reporting  
FREE FOREVER at [appdynamics.com/freetrial](http://appdynamics.com/freetrial)

