

# Target Customer

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

# Value Messaging

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

# Steven K Scott Vision Mapping Journal

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