

App47's Key Benefits

Customizable Enterprise App Store

Securely deploy public and private apps via your own company branded app store

Mobile Application Security

Control which apps can be used where and by whom

Performance Monitoring and Analytics

Ensure app stability and optimize user engagement

Use MAM to Improve Time to Market and User Experience

Companies in all industries are aware of the necessity of a strong mobile presence to their brand image. App stability, performance and user engagement are all critical factors in optimizing the user experience. The variance across operating systems, devices and form factors make it difficult to test and identify app problems before they are in production and can often lead to an inconsistent, low-quality user experience.

Gain Control with App47

For mobile app developers who want to ensure app stability and performance and optimize user experience, App47's Mobile App Management platform provides in-depth, real-time event and log data to rapidly pinpoint crash and performance issues and improve app functionality based on usage and user behavior.

App47 Features



App Analytics
Collect app analytics and performance data to assist in the design, deployment and configuration of mobile apps



Remote Configuration
Capability to change content within the app without requiring users to update to a newer version



Build Management
Ensure app development staff is using the correct version of the app throughout development, testing and QA



Real-Time Crash Reports
Provide in-depth, granular event data to quickly identify where and why an app crashed—down to an individual line of code



Test Group App Store
Allow for testers to view, install and update beta/test apps for any mobile platform; Ensure that the most current, secure version of the app is being used



Crash Report Trend Aggregation
Provides trending to quickly detect mobile platform specific problems



App Usage and Performance Analytics
Daily Activity, Session Duration, User Count, Geo-Location, Net New, App Session, Device Level Reporting by OS version, Platform, Device Type and App Version



In-App Benchmark Testing
Establishes performance baselines to monitor overall app and discrete user interactions



User Behavior Analytics
Provides performance data on specific app activities or user interactions to identify performance issues



Real-Time Event Data
Pinpoints crash and performance issues



Client Spotlight: USA TODAY

At the end of 2011, the team at USA TODAY noticed an interesting phenomenon: For the first time, mobile views of the USA TODAY site surpassed standard web page views.

Mobile apps were the key to building USA TODAY's mobile audience. They realized that audience engagement visibility was critical for them to make 'mobile' a profitable endeavor.

By determining when, where, and how users access content via mobile apps, USA TODAY could optimize ad rates similar to the way TV networks price ads during major sporting events. They could also use data to justify app updates, feature development and future functionality to refine the user experience.

By choosing App47's mobile app management platform, USA Today gained insight into app usage that allowed them to build a more profitable, user-friendly app.