

BlackBerry Analytics



The Challenge

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?

The Solution

Mobile app strategies continue to be a critical priority for the modern enterprise by enabling enterprises to automate and streamline key workflows to boost workforce productivity. However, mobile app strategies can be costly to implement and manage. With BlackBerry[®] Analytics, you can take control of your app deployments and make data driven decisions to best manage app lifecycles.

Lifecycle Management for your Apps

BlackBerry Analytics* is a part of the BlackBerry® Dynamics Secure Mobility Platform, enabling organizations and developers to monitor BlackBerry Dynamics app activity and create a full lifecycle management process for deployed apps. 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 email, calendar, contacts, and document management). 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 extends app tracking to the suite of Dynamics Apps including: BlackBerry Work, BlackBerry Access, BlackBerry Connect, BlackBerry Tasks, and BlackBerry Notes. All data can be exported from the portal to a CSV file or accessed programmatically through APIs to support further trend analysis.

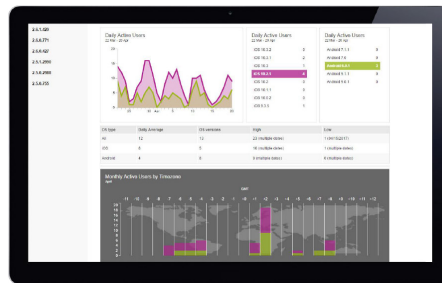
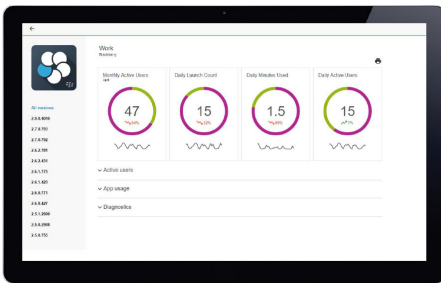


BlackBerry Analytics enables you to track event-based app metrics from a secure web portal:

- Daily and monthly usage
- Duration of use
- Device and OS type usage
- Geographic distribution
- User engagement by feature
- Diagnostic metrics such as daily launch and crash counts

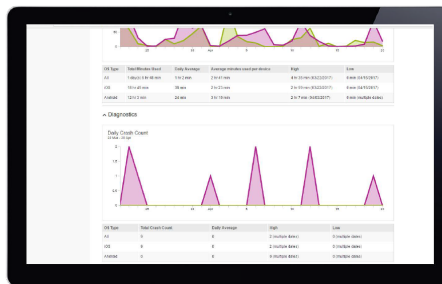
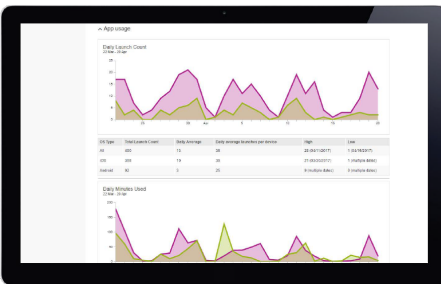
Operational Efficiencies for IT Management

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 investing in or reducing user 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.



About BlackBerry

BlackBerry (NYSE: BB; TSX: BB) provides intelligent security software and services to enterprises and governments around the world. The company secures more than 500M endpoints including over 175M cars on the road today. Based in Waterloo, Ontario, the company leverages AI and machine learning to deliver innovative solutions in the areas of cybersecurity, safety and data privacy solutions, and is a leader in the areas of endpoint security management, encryption, and embedded systems. BlackBerry's vision is clear - to secure a connected future you can trust.

BlackBerry. Intelligent Security. Everywhere.

For more information, visit BlackBerry.com and follow [@BlackBerry](https://twitter.com/BlackBerry).

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