

 MOZARK

UX ANALYTICS

CONNECTED EXPERIENCE PLATFORM

FOR MONITORING MOBILE
APPLICATION'S PERFORMANCE

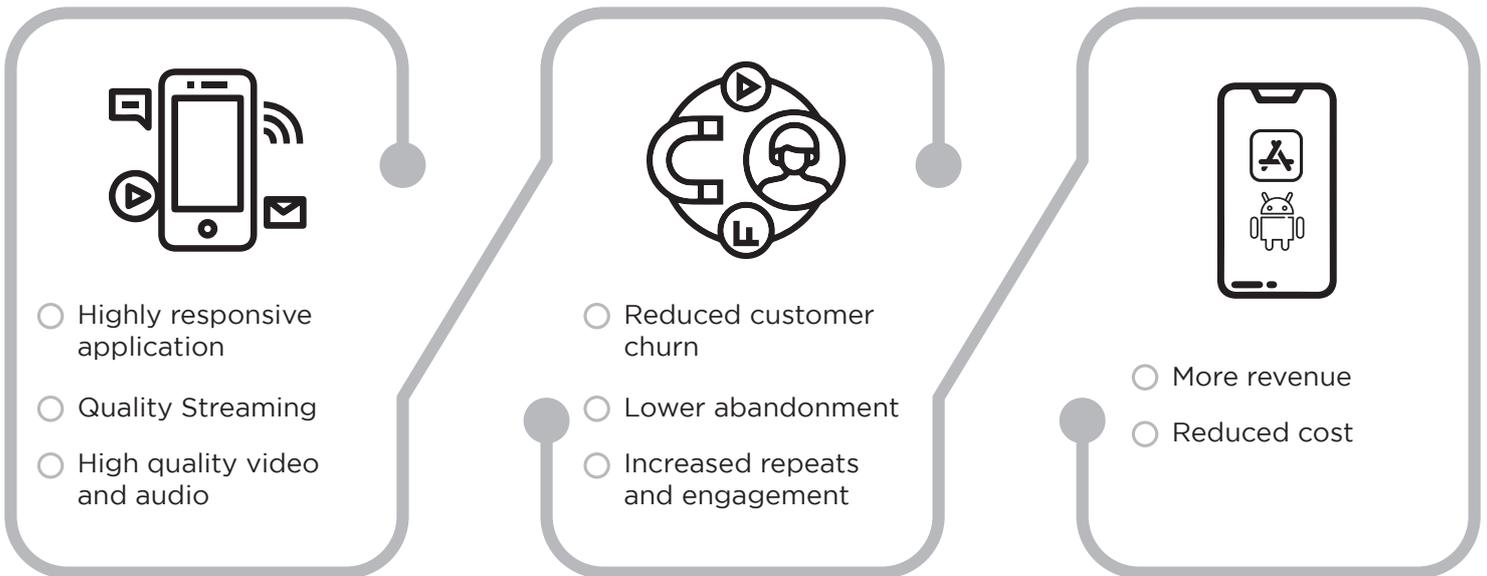
 AQUAMARK

UX ANALYTICS

CONNECTED EXPERIENCE PLATFORM

CONTEXT

User Experience monitoring is critical to your apps success



INTRODUCTION

AQUAMARK is industry's first connected platform to measure, benchmark and improve UX performance of mobile apps. We have an innovative methodology for measuring QoE of apps through :

REAL WORLD CONDITION TESTS

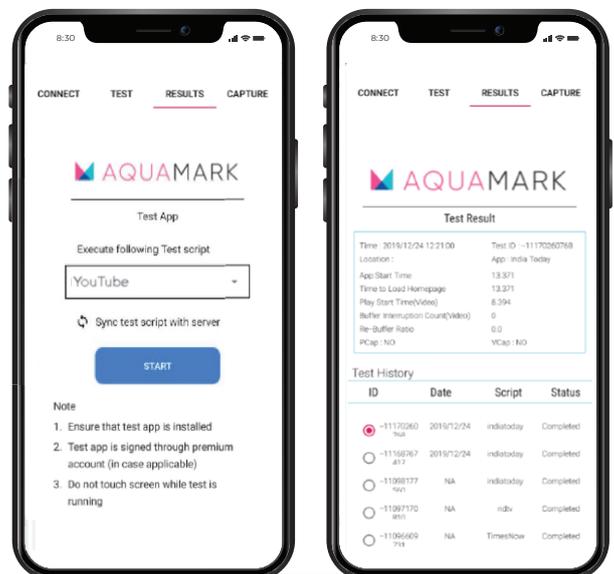
- Device footprint in 30+ cities globally and expanding
- Apps are tested on routes (e.g. roads) and in diverse locations
- Real devices connected to real carrier networks are used

ZERO INTRUSIVENESS

- No SDK integration or code change required for the app
- Up to 5 peer apps benchmarked
- No impact on app or device performance

HIGH RELIABILITY

- Automated tests with integrations into DevOps pipelines
- Accuracy within 50 m-secs of the UI events
- Highly secure and tests run on company owned devices (either dedicated or shared)



FEATURES



MONITORING

- 100+ KPIs measured.
- Responsiveness, Streaming, Utilization & Video/Audio Quality measured



BENCHMARKING

- No SDK or a single line of code change required
- Benchmark against any app or peer.



PERFORMANCE

- In depth analysis of network events impacting UX performance
- Identify performance bottlenecks through self diagnostics



DIAGNOSTICS

- Actionable engineering insights to improve UX performance.
- AI platform to send alerts and suggestions.



MOBILITY ANALYSIS

- Track UX KPIs along strategic routes and locations.

USE CASES



OTT

- Benchmark critical UX scores with competition.
- Analyse variation in performance by: Geography, Device Type, and Network Operator.
- Actionable insights for improving: CDN, Engineering architecture, 3rd party integrations.



TELCOS

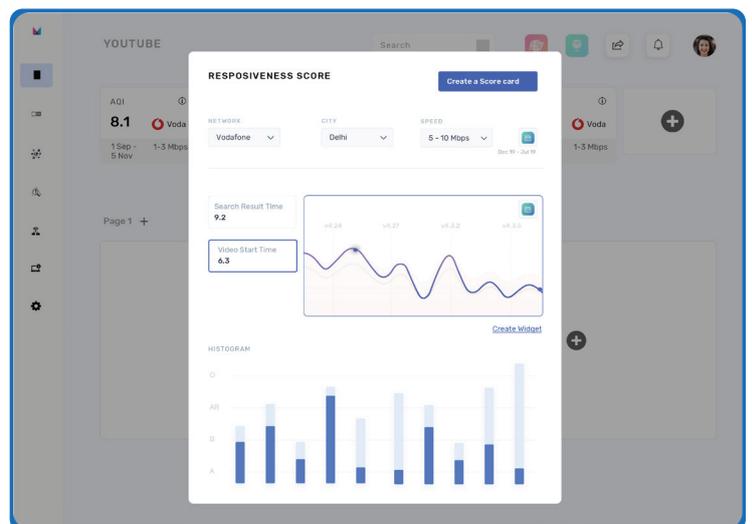
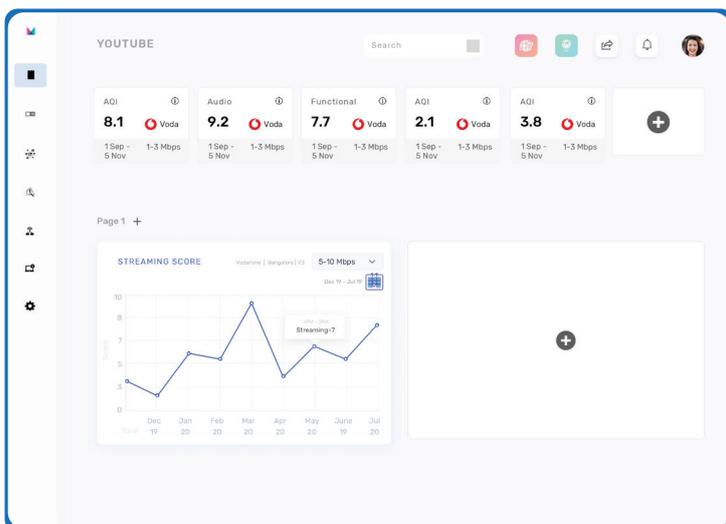
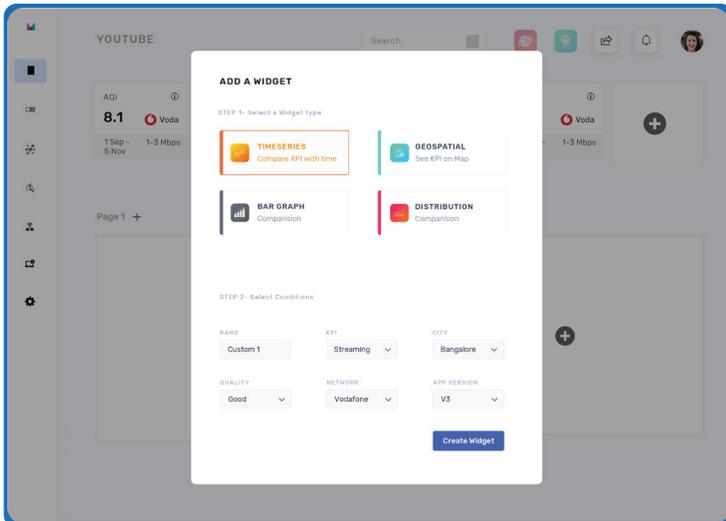
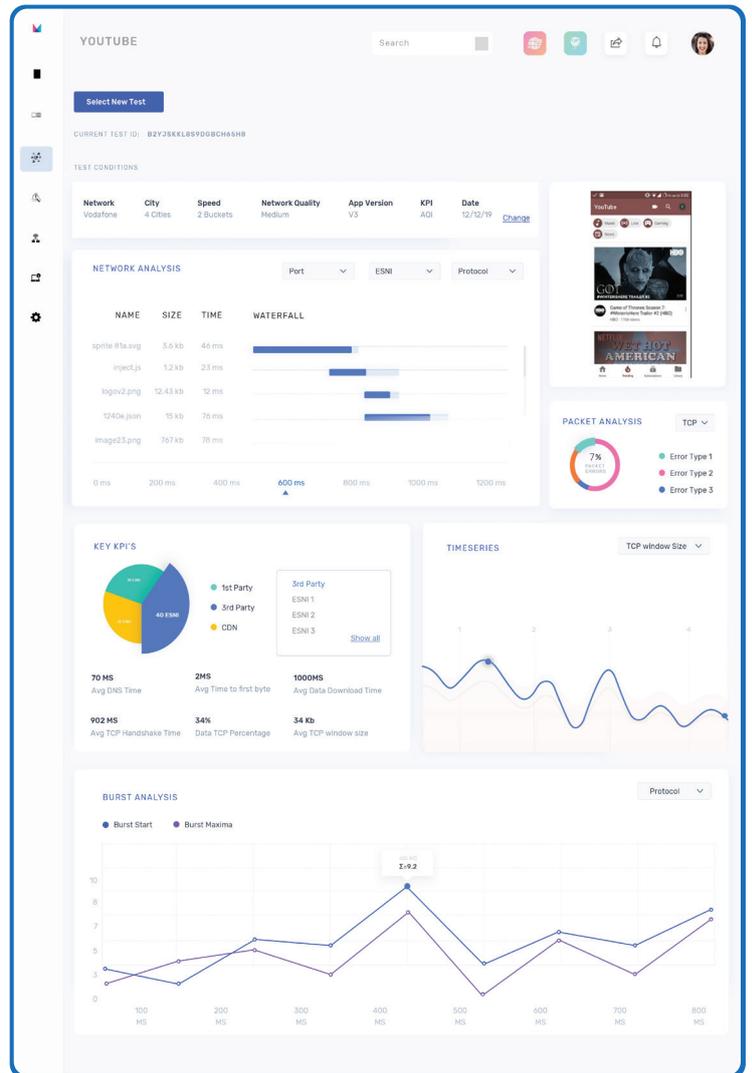
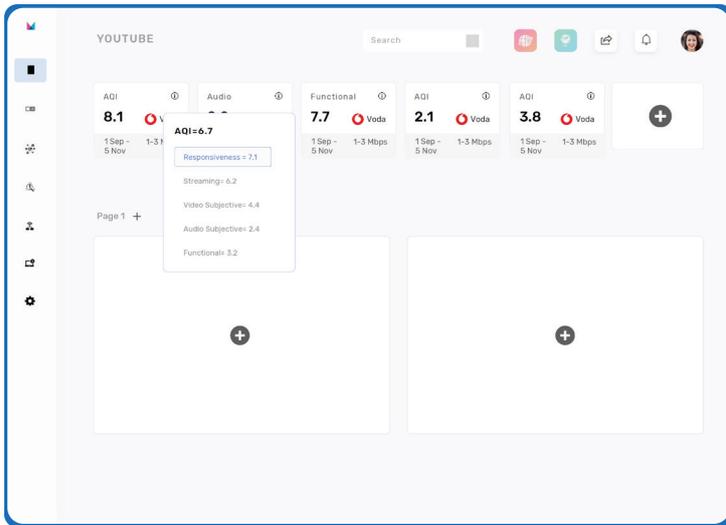
- Analyse and rank user experience for popular apps of various categories
- In depth root causes analysis of protocol wise packet analysis (DNS, TLS, TCP, IP, UDP)
- Eliminate the need for passive DPI probes thus savings millions of dollars of cost

COMPARISON

| Metric | Device cloud | APM companies | AQUAMARK |
|----------------------|--------------|---------------|----------|
| Real devices | ✓ | ✓ | ✓ |
| Real network | ✗ | ✓ | ✓ |
| Non-intrusiveness | ✓ | ✗ | ✓ |
| UX KPIs | ✗ | ✓ | ✓ |
| Benchmark with peers | ✗ | ✗ | ✓ |
| Diagnostics | ✗ | ✗ | ✓ |
| Mobility analysis | ✗ | ✗ | ✓ |

AQUAMARK - UX ANALYTICS DASHBOARD

Highly customizable dashboard to enable self diagnostics of UX issues.



Abbreviations:

- OTT - 'Over The Top' mobile applications
- APM - Application Performance Management
- KPI - Key Performance Indicators