CONCERITY
SOFTWARE RELEVANCY

Concerity Analytics
Concerity helps software companies create relevant software

Concerity Analytics provides powerful analytic insight into how your customers use your software applications and helps you build products that are pinpoint relevant to your customer's needs. Armed with actual customer usage data, you can outsmart the competition, increase the value of your software, and improve customer loyalty. You will have confidence that your software hits the sweet spot of customer needs.

We call this *Software Relevance.*

Key Benefits

- Actionable business intelligence
- Know customer usage patterns
- Drive upgrade adoption
- Gain visibility into specific feature value
- Understand different customer personas
- Measure marketing campaign effectiveness

Technical Benefits

- Simple to integrate
- Drag-and-drop test points
- In-field updateable
- Online data reporting dashboard
- Multiple chart types available
- Exportable data

Intelligent analytic insight into key business processes can help your company gain advantage over your competitors. For application software companies, perhaps the most important business process is customer interaction with the software application itself. It is through this interaction that customers decide if they will be loyal customers for life or message board flamethrowers. Despite its critical importance, most software vendors don't measure the customer/product interaction.

Concerity Analytics brings user analysis within easy reach by providing simple-to-integrate front end tools and a powerful back-end analysis engine. Your new analytic advantage will give you capability to optimize feature sets, lower support costs, increase engineering ROI, and out maneuver your competition.

Concerity Analytics integrates using only a few lines of code. Test points, called Breadcrumbs, can then be placed throughout the software application using either Concerity's drag-and-drop Breadcrumb Manager or by directly integrating Breadcrumbs into the application source code. Communication to Concerity's online Results Dashboard is handled entirely through the Concerity run-time engine. The Results Dashboard provides a variety of visualization tools and data management capabilities allowing actionable intelligence to be derived from customer usage data.

Gone are the days where squeaky wheel customers or loud sales people drive product roadmap decisions. Here are the days where data-driven decisions produce an increase in customer loyalty and ramping revenue.

Get Concerity. Be Relevant.

Concerity Analytics consists of three main components:

1. **Analytics Run Time (ART).** This component is used to measure and record customer usage data and send this data to the server. Collection points include both source-code based test points as well as interface control test points created using the Breadcrumb Manager.

2. **Breadcrumb Manager.** Once ART is integrated into the target application, the Breadcrumb Manager is used to create test points throughout the target application using drag-and-drop tools. These test points can be updated at any time without having to deploy new software to the field.

3. **Results Dashboard.** The Results Dashboard provides visualization and business analysis tools for the data returning from multiple users and multiple applications. Data can be "sliced" by customer persona, geography, or particular PC configurations as well as visualized using a variety of chart types designed to meet any business intelligence need.
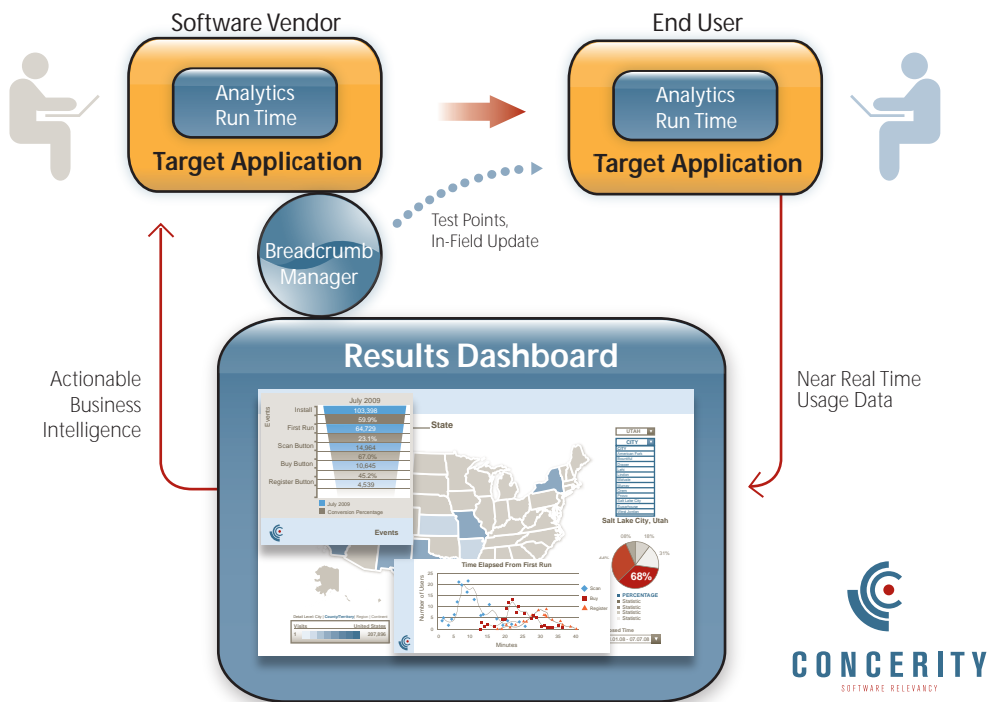
End User System Requirements

COMPONENT	REQUIREMENT
Operating System	Windows 95/98/2000/XP/Vista/7
Drag and Drop Breadcrumb Languages	.NET Framework 2.0 or greater
Source Breadcrumb Languages	Windows, including C/C++, Qt, Delphi, Web API
Processor	266 MHz or faster
RAM	10MB (used space)
Hard Disk	1MB (used space)

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To outsmart your competition today—set up a brief online demonstration of Concerity Analytics

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Visit: www.concerity.com