

Software is key to retail success

Key trends

Today, every retailer is going through digital transformation with several trends impacting operations:

- **Rise of online retail spend:** According to research firm eMarketer, global eCommerce sales will eclipse \$3.5 trillion within the next five years. Additionally mobile or mCommerce is fast becoming the primary channel for shopping online. For success, it's essential that web and mobile apps are responsive and convenient to use, even during peak periods, as consumers will continue to utilize channels that deliver this shopping experience.
- **Blending online with in-store experience:** Customers expect bricks-and-mortar stores and online channels to be integrated through an omni-channel strategy. This goes beyond standard 'click and collect' services. Our research shows that almost three quarters of consumers are calling for mobile apps to help them bypass checkout queues. Consumers also want personalised offers to be delivered as and when they need them.
- **Shifting to customer obsession:** The key to customer loyalty is to deliver a personalised, convenient and seamless customer experience. To achieve this means developing deep knowledge of customer personas to tailor their engagement.

Key software management challenges

Today, there are many challenges in trying to effectively manage end-to-end customer experience, including:

- **Avoiding application performance problems impacting the consumer.** Performance issues, especially during peak periods, such as Black Friday and Cyber Monday, impact revenue immediately. But the damage is far wider, as research from AppDynamics shows that two thirds of consumers would be deterred from using a retailer again. The issue is that IT works with over 10 monitoring tools meaning high maintenance costs and critically, an inability to detect performance problems before they impact the consumer.
- **Promoting agility in software management processes.** Staying ahead of the competition requires a shift to an agile operating model. DevOps adoption is one way to achieve this, by promoting collaboration between development, operations and the business. Unfortunately the siloed structure of enterprise retailers leads to poor Mean Time To Resolution (MTTR) metrics and ineffective collaboration between teams.
- **Securing 5 star rated mobile apps.** The retail application landscape is as competitive as the industry as a whole. The number of apps in use is growing by day meaning highly responsive, convenient and usable apps are a must to secure 5 star app ratings. But our analysis of the top 100 retail mobile apps shows that star ratings are not good enough. Retailers face a complex mobile ecosystem with multiple devices, OSs, locations and network conditions. This makes it difficult but essential to ensure excellent mobile app performance.
- **Correlating application and customer experience data.** Applications are the primary channel for customer interactions. This means that it's essential to make use of the wealth of data that engagement generates. Unfortunately, without substantial investment into building a custom analytics solution, retailers can't easily answer questions such as: What is the aggregate business impact of a performance issue? This leaves many retailers making future business decisions based on a variety of historic, ambiguous data points (or assumptions), rather than utilizing real-time data with business context.

"The AppDynamics solution provides us with a unified view in real-time of user experience, application performance and availability. This helps us to offer an unparalleled experience to luxury fashion customers worldwide across our publishing, web and mobile app platforms."

– Hugh Fahy, CTO, THE NET-A-PORTER GROUP

The AppDynamics solution

The AppDynamics Application Intelligence Platform provides retailers with business and operational insights into the performance, user experience, and business outcomes for their software applications.

AppDynamics delivers a comprehensive solution to help companies maximize business performance. The platform embraces three key principles:

- **See faster with Unified Monitoring**

Enable an integrated view of real-time application performance, infrastructure capacity and end user experience across any channel - mobile, browser or in-store.

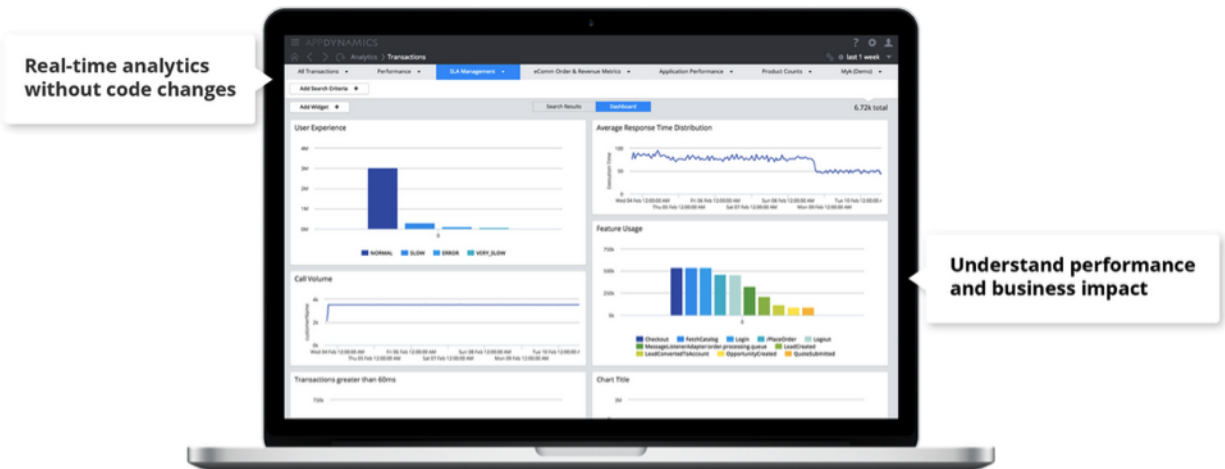
- **Act sooner with Unified Troubleshooting**

Unite business, development and operations teams through a shared, unified view of data for faster, more effective decision-making, rapid problem resolution, and automated workflows to stop retailers hitting the headlines for the wrong reasons.

- **Know more with Unified Analytics**

Empower teams with deep, real-time analytics to help make better decisions by understanding customer's usage of retail services and correlating business impact/outcome with application performance.

All of this happens in real time, in production, giving you more visibility, understanding, and control across applications, infrastructure, and user experience. The platform offers the added flexibility of SaaS or on-premises deployment, in order to match and flex with business requirements and data ownership.



Retail customer case studies:

Customer	Challenge	Before AppDynamics	After AppDynamics	ROI
Edmunds.com	MTTR in production/ pre-production environment	5 days for prod & 2.5 days for pre-prod issues	45% reduction in MTTR	\$800K savings per year
Overstock.com	Implementing agile delivery — deploy website rapidly, while making sure it's responsive and fast	Log-only approach meant that they cannot identify issues that they were not logging	Reduced MTTR (Mean Time To Repair) from days to just minutes	23% increase in sales over the same time period a year earlier — mainly attributable to excellent user experience
Yoox Net-A-Porter Group	End-to-end monitoring of end user experience	Difficulty in understanding end user experience from an end-to-end perspective	Able to spot application issues that previously had been invisible. A central solution to their initiative of a customer-centric NOC	Flawless user experience to the Group's nine million monthly visitors
Kiabi	Long problem diagnosis times with teams spending time troubleshooting rather than focusing on coding	Multiple monitoring tools that did not allow them to have a global view of the entire application chain	One solution for end-to-end application monitoring	Reduced time spent on troubleshooting by 50%, 6 to 9 months after the implementation

AppDynamics differentiators for retailers

The AppDynamics Application Intelligence Platform uniquely delivers:

- Complete visibility into all end-user interactions and transactions across highly heterogeneous, distributed, complex, and dynamic application environments, using business transactions as the centralized unit of measurement.
- An easy-to-deploy, unified platform that uses automated self-learning technologies.
- Low-overhead system to simplify monitoring and improve decision-making, all in real time.
- Proactive monitoring of leading commerce platforms including SAP Hybris Commerce and Oracle ATG Web Commerce.
- Flexible and interchangeable deployment choices that allow deployment on-premises, SaaS, or via a hybrid hybrid.

Try it FREE at appdynamics.com