

Analytics for Servoy

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What are Analytics

Use Cases for Applied Analytics

Why Google Analytics

Analytics for Servoy

Demo

What's in this Presentation?

Gather metrics from production software

Click Streams

Mobile Activity

End User Experiences

End User Transaction

What are Software Analytics ?

Analyze Metrics for Business Insights

Application Performance

User Behaviors

Business Transactions

Customer Insights

What are Software Analytics ?

Originally for Website Analysis

Business & Consumer Applications

Mobile Applications

Middleware

Applying Analytics

Track and Understand Application Usage

Which features are used (...or not!)

How frequently, and by whom

In what order or combinations

Use Cases for Analytics

Reduce Cost / Increase Usability

Reduce TOC: Up to 42% of CRM features used never

Insight into how end users use (or misuse)

Focusing on the right features = Happier Users

Use Cases for Analytics

Track and Report Billable Events

Monetize Software Usage

Through Metered Features / Billable Events

Ideal for ISVs moving to SaaS business models

Use Cases for Analytics

Send Actual Application Data

Leveraged as a back-end reporting service

Manual Ad-Hoc Reporting & Dashboarding

OR Use APIs to retrieve / embed visuals

Use Cases for Analytics

Robust platform for:

Collection

Analysis

Visualization

Why Google Analytics

Obtain Servoy module **svyGoogleAnalytics** on GitHub
<https://github.com/Servoy/svyGoogleAnalytics>

Obtain a Google Analytics “Tracking Code”
www.google.com/analytics

Initialize the module with your *Tracking Code*

Use simple JavaScript API to begin collecting stats

Integrating with Servoy

What is collected by the Analytics Module?

Page Views

Instances of user navigation, i.e. form shows, menu selections, etc.

Events

Any application event the developer chooses
i.e. a report is run, a transaction is processed, etc.

Integrating with Servoy

Upcoming Enhancements to API:

Custom Dimensions

Track Qualitative Event Contexts

i.e. `currentProject=ABC123`

Custom Metrics

Track Quantitative Event Attributes

i.e. `campaignRecipients=4,567`

What's Next?

DEMO

What's Next?