![Progress logo]

7 KEY REASONS TO USE TELERIK ANALYTICS BY PROGRESS

Leaders Thrive on Data-Driven Decisions

Insights for Success

In any business, some of the key leaders shaping the product's growth story are Software Development Managers and Product Managers. Let's look at their day to day challenges.
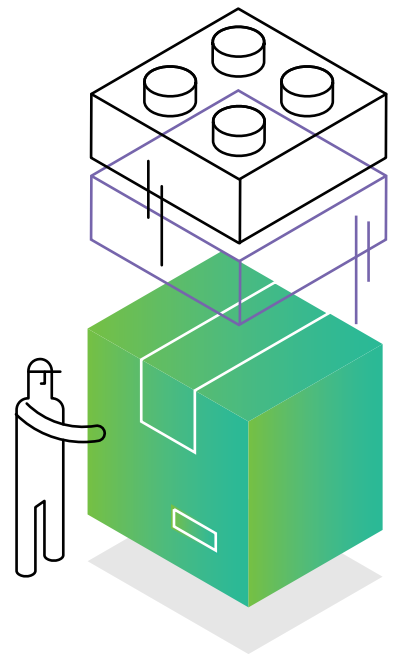
Software Development Managers are busy negotiating product roadmaps, managing product release schedules, eradicating bugs, prioritizing older releases, coordinating testing with QA and worrying about delivering optimal app performance.

On the other hand, Product Managers are thinking about product launches and meeting both revenue targets and adoption goals by their target audience. They are always thinking about increasing customer retention, reducing churn, supporting older releases—or not—and determining which features should be on the engineering roadmap to deliver the best possible user experience.

Regardless of their diverse responsibilities, both personas need product insights and information about user behavior patterns to do their jobs effectively. Here are some of the insights they need:

- What are the frequent app errors?
- What are the most popular product features and user flows?
- Who is the most loyal audience and where is it located?
- What are the user traffic patterns and when are peak usage times?
- What is the average time spent using the product?

Armed with these insights, they can make truly intelligent decisions they can trust and defend with data, and sleep soundly at night. Truly, for Software Development Managers and Product Managers, knowledge is power.

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Why Do You Need Telerik Analytics?

Telerik® Analytics by Progress is an analytics solution that provides valuable product insights to Software Development Managers and Product Managers, so they can focus on developing their products according to customer needs and drive success for their organizations. Specifically, Telerik Analytics delivers application crash analytics and product insights for making key product-related decisions that are just right for end customers.

Let's take a closer look at how Software Development Managers and Product Managers can excel in their roles with Telerik Analytics:

1. **Improve User Experience by Eliminating Crashes:** Telerik Analytics automatically captures crash reports and exceptions, and presents them on a centralized dashboard in an aggregate view. Software Development Managers receive detailed, actionable stack traces instantly. After all, five-star reviews matter for driving user adoption.

2. **Improve App Performance by Detecting Bottlenecks:** If your app lags in performance, there's a good chance your user base will shift to a competing solution. Telerik Analytics helps detect hidden performance bottlenecks and measures the duration of specific end-user actions—an invaluable data point for increasing user retention.

3. **Shorten Development Cycle:** Product Managers often struggle with making a decision about whether to dedicate engineering resources for older environments. By looking at the install mix of operating systems, devices and browsers, they can make strategic decisions about continuing or cutting off support for specific environments. By reducing the number of environments supported and avoiding spreading resources too thin, Product Managers can help improve product stability. Prioritizing engineering spend can deliver substantial returns.

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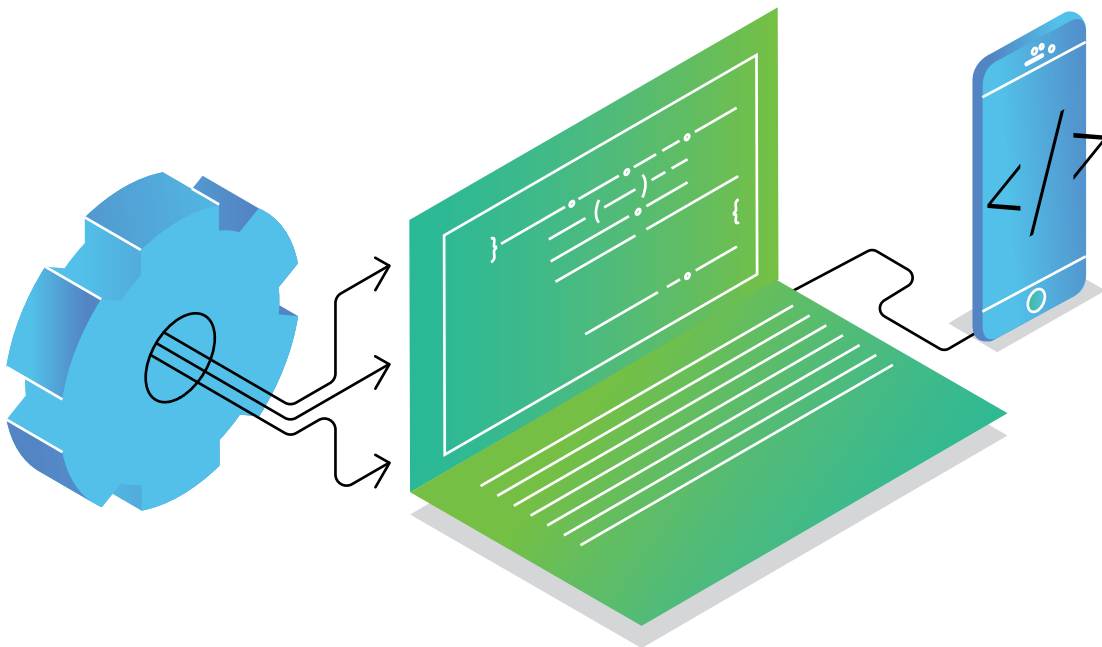**4. Use with Any App, Any Device, Any Technology:**
Many solutions in the market today work only for mobile apps, but Telerik Analytics works seamlessly with desktop, web or mobile apps and supports the entire range of devices, including desktops, tablets, smartphones or wearables. Another big advantage of Telerik Analytics is you can use it with applications built with .NET, Java, Android or C++ technologies and more.

5. Prioritize Product Roadmaps: Insight from Telerik Analytics helps managers stay ahead of the game by knowing which features are used most. This is beneficial, because engineering dollars are limited in any organization, and it's important to keep engineering focused on features that matter most to the end user.

6. Grow Business with High-value, Loyal Customers:
Because Product Managers are focused on driving retention, they need to track user loyalty to know whether the latest release features are resonating with users or not, to unlock monetization opportunities.

7. Target the Audience More Effectively: Using analytics, Product Managers can paint a complete picture of the target audience with demographics and information about usage patterns. In this way, they can send customers targeted promotions and offers to maximize impact.

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Test Drive
Telerik Analytics Today

Take advantage of the exciting business benefits by requesting a demo with the sales team. You also have the option of test driving it for desktop, web or mobile apps by requesting a trial of Telerik Platform for the Enterprise Plan.

Conclusion

Telerik Analytics is a great solution for helping Product Managers and Software Development Managers grow their products. Through usage insights and crash analytics, they can drive success for their products and, in turn, their organizations. With real-time analytics making sense of valuable data, they can make rapid, informed decisions to accelerate development and adoption, increase user engagement and build compelling roadmaps that resonate with end customers.

About Progress

Progress (NASDAQ: PRGS) is a global leader in application development, empowering the digital transformation organizations need to create and sustain engaging user experiences in today's evolving marketplace. With offerings spanning web, mobile and data for on-premises and cloud environments, Progress powers startups and industry titans worldwide, promoting success one customer at a time. Learn about Progress at www.progress.com or 1-781-280-4000.

Worldwide Headquarters

Progress, 14 Oak Park, Bedford, MA 01730 USA Tel: +1 781 280-4000 Fax: +1 781 280-4095
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