ada co-creating business software

2021

Create a data driven culture & drive business productivity!

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30-8-2021

Create a data driven culture with the business productivity Platform.

Process intelligence and usage insights to maximize workflow efficiency and task productivity

Ensuring application success starts with getting the RIGHT data to understand what drives user actions and productivity. Understand user actions across all platforms spanning web and mobile applications, legacy systems, chat bots, and more. Digital transformation relies on an enterprise's ability to define a digitization strategy and implement a set of workflows to achieve its stated goals.

The Platform is a SaaS based platform that delivers Low-Code Usage Analytics and Business Process of Optimization for Mobile, Web, and Chat Applications to increase user productivity, adoption, and ROI of projects. The Platform provides management and product teams with the tools and methodologies to effectively measure and achieve digitization goals.

Process information and usage insights are made available to maximize workflow efficiency and productivity, both for OutSystems and the most popular low-code and no-code application platforms applications. In total, more than 20 platforms are supported.

The automated insights make a significant contribution to improving business outcomes by exposing data to improve adoption, productivity, and process optimization. The SaaS-based platform measures application business goals by automating process mapping, activity nodes, identifying process bottlenecks and revealing the need for UX/UI improvements.

32% Increase Business Process Efficiency

11 x Growth User Adoption of Mobile Applications

18% Reduction Time to Release New Features

Visibility Across All User Actions And Productivity In One Place, Integrated Productivity And Efficiency Analytics Across All Apps

The Platform unlocks access to all data mediums to analyze application business performance for the entire enterprise. Data tools like smart dashboards, data insights, and automated segments enable enterprises to visualize data allowing CXOs to measure achievement of business objectives and make resource allocation decisions.

Smart Dashboards

Use custom dashboards to understand key usage, productivity, and efficiency metrics in one location.

Evaluate user productivity across tasks, journeys, and business processes across multiple applications in one smart dashboard visualization.

Data Insights

Understand aggregate trends, compare segments of users, or drill into an individual user's performance. The Platform analyzes cross-application data to identify what characteristics cause users to behave differently and answer key business questions like what makes some users more productive and others less productive. What's on your mind?

Automated Segments

Identify groups of users utilizing usage behavior, business actions, and user profile attributes. Automated segments span platforms and applications to provide a holistic understanding of user behavior in multiple platform work streams. Not sure which segments are interesting? Let the Platform suggest the best criteria to use for segmenting users based the attributes cause users to behave differently.

Business Process Optimization

Automatically Identify Bottlenecks And Hotspots In End-To-End Business Processes
Translate Business Goals to KPIs
Track KPI's with powerful, easy to use tools

Discover The KPIs That Matter

Business Processes need to be rolled out quickly to stay competitive. The challenge of the modern enterprise is to ensure efficient orchestration of Business Processes while ensuring productivity at each stage of the process.
The business process optimization features focus on measuring and ensuring applications are driving towards success of the business goals. The Platform automatically maps business processes and identifies the key KPIs that drive success as well as the inefficiencies in the overall end-to-end process.

Automated Process Maps And Hotspot Detection

Auto discover end-to-end business processes and identify inefficient workflows, process bottlenecks and blockers to getting work done. Understand how different users interact with applications to execute workflows and improve them to maximize business impact.

Data Insights

Run real-time reports across billions of user actions in seconds to get the data needed to make decisions. Determine the process you want to analyze, define grouping criteria, filter, and query without data analysts or developers. Uncover insights that drive business value.
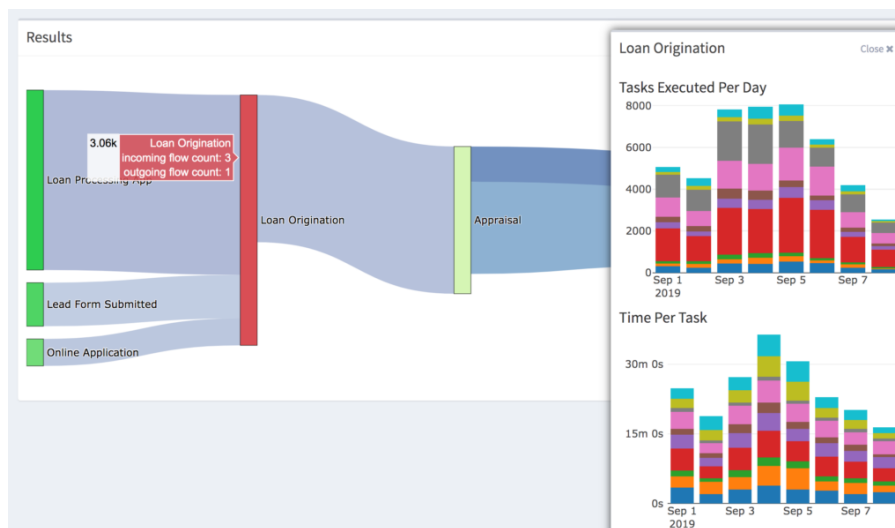
AI-driven Product Analytics

Get The Insights To Build Amazing Product Experiences
Data & Insights To Supercharge Products

Ensuring application success starts with the right data. The Platform lets product teams ask the right questions and discover insights even when it's not clear what questions should be asked. Automatically unlock the insights to optimize user journeys, maximize productivity, and address adoption challenges. These key insights unlock the ability to enhance user experiences and business value at the task level and across the end-to-end business process.

Automated Journey Tracking

Track the actions and inactions that lead to business success. Visualize a user's journey through a business process that can span multiple apps, highlighting task level bottlenecks and the opportunities to optimize at each step. The Platform can pivot the data to provide insights into how various stakeholders interact with a business process from inception to completion, to allow product teams to design the most optimal product journeys and user experiences.
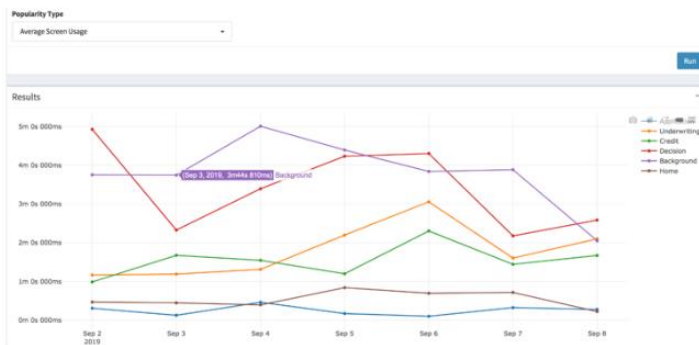

Build Better Products

The Platform provides tools to analyze cohorts, user actions, and identify leakage on specific user tasks or across business processes that span disparate applications and stakeholders.
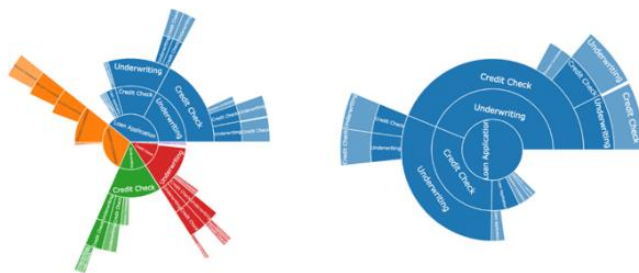For example, understand where users drop off or how critical certain steps are to get to a specific conversion goal. With the Platform it's easy to evaluate the effectiveness of a business process at the level of the entire user base, a segment, or down to an individual user.

ML Based User Action Analysis

See the variety of actions users execute and pathways users follow to accomplish specific tasks. Machine Learning models identify what users actually do and where they are likely to spend their time vs where they are expected to spend their time.

Understand the features users utilize and the paths they follow to execute certain task vs. the features or paths they don't utilize. These key insights assist with implementing Continuous Improvement development to descope redundant features, invest in underperforming features or prioritize development goals to achieve specific application goals.

Analyze. Iterate. Succeed.

The Platform supports a broad range of application platforms, including the most popular low-code and no-code application builders, enables data driven development across a broad range of application platforms to enable each successive release of every application to enable meeting organizational goals.

Continuous Process Improvement

The Platform enables enterprises the ability to adopt data driven iterative development with the Continuous Improvement Methodology. Identify success metrics that align with business objectives. Define the right analytics structure to ensure key KPIs that drive productivity, usage, and delivery of success metrics. Leverage data to measure instrumentation points and iterate towards achieving the desired usage level, feature rollouts, and broad user adoption.
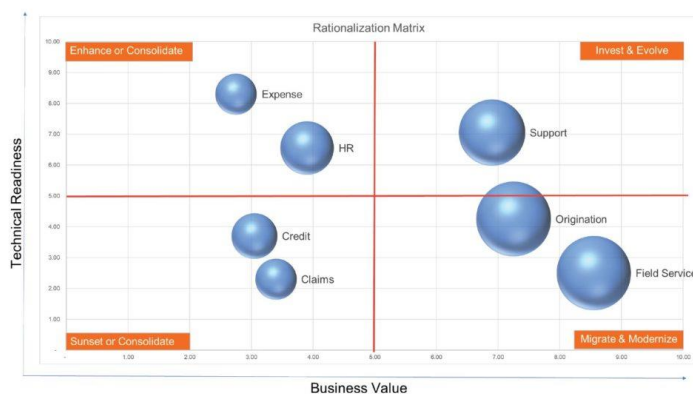
Broad Application Support

The modern enterprise is built on multiple application platforms covering web, mobile, chat, legacy, and backend applications. built on legacy, platform, mobile, and in house applications and the Platform can support them all.
The Broad Application Support on the Platform enables all application enterprise data to be analyzed and optimized in one location to understand how users interact across different applications. Compare legacy application performance alongside modern mobile apps,devices unlocking the ability to make holistic application comparisons and business decisions. Even import mainframe and client – server log files, normalizing their data to conduct apples to apples analysis.

Application Portfolio Rationalization

One of the Key features of the Center of Excellence is to provide capabilities to evaluate the success of all applications and identify where

resources should be deployed to maximize business outcomes. Portfolio Rationalization provides a data driven approach to evaluate applications within a line of business or features within a specific application to make decisions such as suitability for enhancement, consolidation, or modernization.

Real-time Cross-Platform Analytics

Discover product insights and usage trends across digital platforms

Making sense of volumes of data can be overwhelming, time-consuming and susceptible to misinterpretation. The Platform provides visualizations and data explorers that deliver insights at a glance across all your digital platforms.

User Flows

Auto-discover user screen paths across web, mobile, and tv apps based on each user's behavior. See which user flows are the most popular, where users are dropping off, where users are spending most of their time and unearth optimization opportunities.

Multi-dimensional Retention

Understand daily, weekly, and monthly user retention across every possible dimension and compare retention rates across dimensions to identify where you should spend development resources for the biggest returns.

Visual Queries

Perform multi-dimensional aggregations and benchmarks on business metrics across digital properties. Run real-time reports across billions of user events in seconds to get the data you need to make decisions. No more waiting for a developer or a data analyst to write a custom query or report!
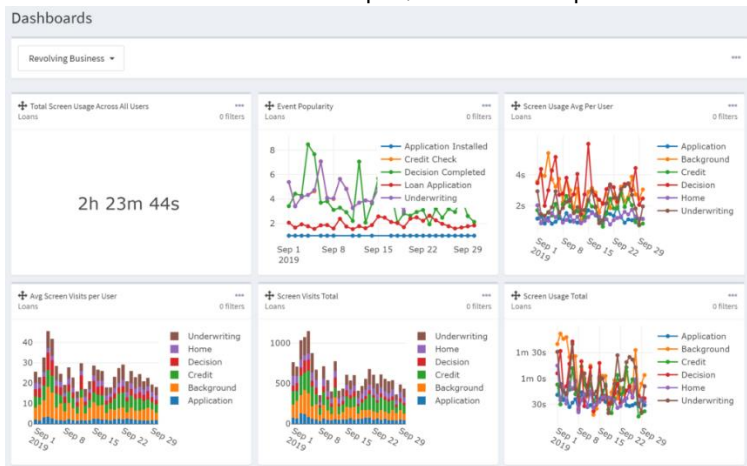
Holistic User Profiles

Get a 360 degree view of your customers by combining user behavior data with CRM, DMP, and other third party data sets to develop holistic user profiles. The Platform provides the ability to create comprehensive account level user profiles and application specific user profiles that can be utilized for user segmentation, data analytics, and marketing campaigns.

Dynamic Funnels

Run complex funnel or conversion analysis using a simple drag and drop user interface that can process billions of events in seconds. Set-up multi-step dynamic funnels across digital properties to understand drop off rates and identify users that complete each funnel. Run real-time campaigns or export user lists third-party systems with a click of a few buttons.

Activations

Since not all active users are equal, the Platform provides over two dozen different activation metrics

to help identify specific milestones that can be used to gauge user engagement and trigger automated marketing campaigns. Understand behaviors like which users have launched the app or visited the website 3 times vs 10 or which users have come back 3, 5 or 7 consecutive days.
Want to set-up a custom activation? No problem, we've got you covered.

User Engagement & Messaging

Connect With Users At The Right Time With The Right Message.
Build Better User Experiences
Every enterprise strives to align people, processes, and business goals with technology. In a time where remote working is the new normal, organizations struggle to effectively engage with their users in a way that enhances productivity, and drives profitability.

Engagement tools enable effective real time communication with users based on automated segment definitions and even user action or inaction.

Campaigns

Stay connected with users through scheduled broadcast messages and behavior based real-time messaging to improve on boarding, notify users of new features, or help users accomplish a task where they are stuck.

The Platform enables setting recurring campaigns that engage with certain user segments (seniority, productivity, geography),or trigger a campaign based on specific user actions to engage users during key points in business processes. Implementing a campaign to get real-time feedback or assist low producers is just a few clicks away.

Intelligent Messaging

Develop deep relationships with users with meaningful touch points using the most appropriate channel for each user, driven by behavioral intelligence, usage milestones and key user actions.

The Platform provides an unrivaled approach to reach your users by integrating adoption and productivity campaigns across all platforms and applications. Send users push notifications, in-app messages, or integrate with other organizational messaging solutions no matter what app, platform, or business process.

Automated Segments

Identify specific groups of users that span multiple applications utilizing usage behavior, business actions, and user profile attributes.

Schedule recurring campaigns to target new users added to a segment or rigger automated campaigns to drive behavior for each segment. Advanced features such as re-eligibility rules and exception criteria ensure users are appropriately engaged to ensure optimal productivity.

The Platform offers:

- Increase productivity and efficiency of all users & reduce cost
- Metrics that align with enterprise goals
- Cross application conversion funnels identify leaks in processes & user journeys
- Ad hoc query builder provides multi-dimensional pivot tables & data analysis
- Role based dashboards monitors business progress for management, product & IT teams
- Automated process maps with activity hotspots & bottleneck detection
- AI driven automated insights answer questions you did not think to ask
- Insights to prioritize application development projects
- Accelerate user adoption
- Justification to modernize legacy applications
- Ensure audit & compliance
- Improve user experience: the right message at the right moment for specific users

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With our customers we co-create solutions: the customer knows its business strategy; we know *how* to turn it into a successful operation. Together, in a lean and agile way, we connect the strategical level to operational excellence.
We build business critical applications by providing the customer with the right people to create solutions that have their anchor in value for the company. The custom-made solutions will fit perfect in your organization. Through our wholistic approach your employees, culture, processes and customers play a role in defining the right solution.
Starting from the strategical, tactical or operational level, ADA provides agile coaches, business analysts and complete scrum teams.
ADA focuses on specific sectors such as energy, insurance and telecom, and has an excellent track record in integrating complex solutions. Our service doesn't end at completion of a project; we also offer ongoing maintenance and support for your OutSystems applications. To ensure success!

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