

Appcelerator: Executive Summary

Appcelerator is excited by the opportunity to earn your partnership for mobile application analytics. Appcelerator views mobile analytics as a key component of a larger mobile lifecycle management challenge and is the leading provider of the solution suite to enable large enterprises to fully realize the value of their mobile strategy and build towards mobile centers of excellence.

We welcome the opportunity to engage in much deeper conversations and hands on workshop to fully understand the breadth of your goals, objectives, and challenges and demonstrate our ability to deliver direct value. We look forward to the opportunity to expand our relationship moving forward.

Why Appcelerator?

Mobile apps are fast replacing web applications as the way we buy, share, search, learn and collaborate. To master this shift, companies must offer great apps that run on a range of devices, and connect to an exploding set of backend data. Appcelerator solves for this new mobile reality: delivering native cross-platform apps at the speed of web, mobilizing any data source, and driving success with real-time analytics – all from an open, cloud-based platform that's backed by the broadest developer ecosystem in the world.

Appcelerator offers the only platform built for a Mobile First world. It is the mobile platform of choice for thousands of companies including eBay, Merck, Mitsubishi Electric, PayPal and Ray-Ban, as they become Mobile First enterprises. With 62,780 mobile applications deployed on 177,694,577 devices, the Appcelerator Platform helps enterprises accelerate their time to market, reduce costs, manage risk, and deliver exceptional mobile user experiences.

The Appcelerator Platform

With the Appcelerator Platform, companies can eliminate point tools to scale mobile across the enterprise, drive innovation by unlocking backend data sources for new app capabilities, and measure the overall usage and success of the entire mobile app portfolio.

Apps – Build native, cross-platform apps at the speed of web

- Deliver *native* apps 60% faster using widely available web skills (JavaScript).
- Increase test coverage by 10x while decreasing manual testing time by 90%.

APIs – Securely mobilize any data source, public or enterprise

- 60+ prebuilt APIs, turn-key connectors for SAP, SFDC, MS Dynamics and Oracle
- Open and extensible (30,000 NPM extensions)

Analytics – Drive ROI with real-time analytics across the lifecycle

- Single ‘pane of glass’ for cross-lifecycle metrics (test coverage, APIs, performance, adoption)
- Enhance the user experience based on real insights

The World’s Largest Mobile Ecosystem

Appcelerator’s worldwide ecosystem includes more than 500,000 mobile developers and hundreds of ISV and strategic partners, among them SAP, Cognizant, Propelics, Accenture, and CSC. It is the mobile platform of choice for hundreds of companies including eBay, TUI Travel, Merck, Mitsubishi Electric, ZipCar, and Pay-Pal, amongst many others.

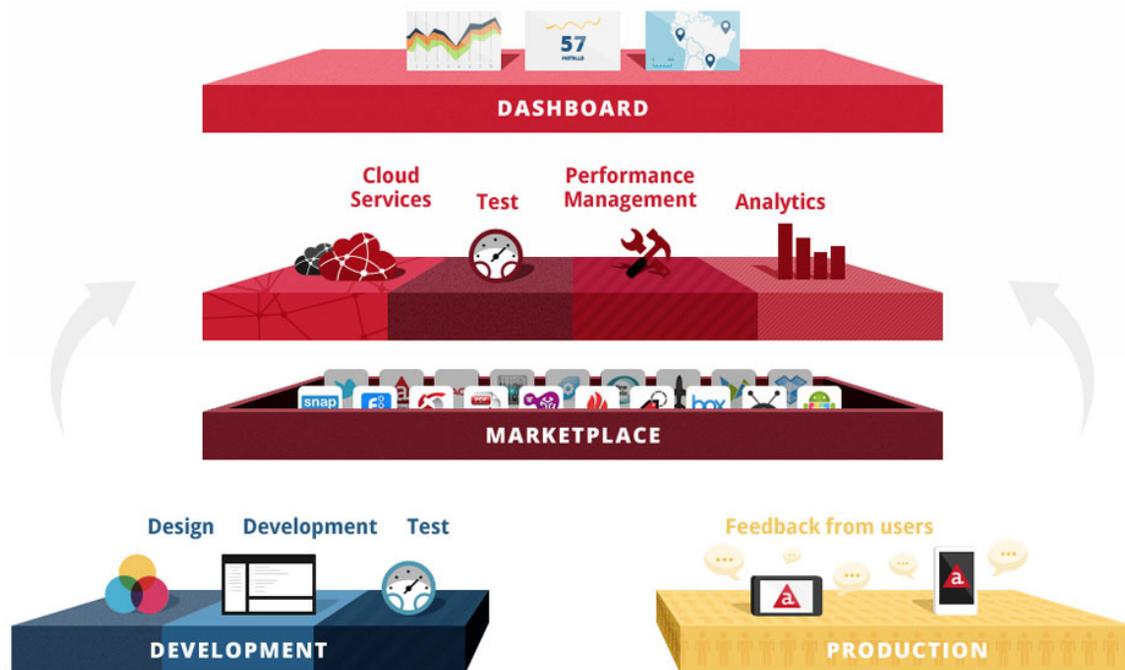
Gartner’s Take

Appcelerator was named the “most visionary” company with the highest placement for vision and execution in Gartner’s 2013 Magic Quadrant for Mobile Application Development Platforms. “Appcelerator has a clear vision, market understanding, focus and financial backing,” -Gartner.

APPS: INTRODUCING THE APPCELERATOR PLATFORM

Appcelerator delivers the only platform built from the ground up for mobile. Each part of the platform was designed specifically for the unique demands of a mobile first world. The Appcelerator platform represents an open, best of breed approach that delivers everything enterprises need to:

- **Deliver a real-time view** of your mobile app portfolio for business and project stakeholders alike
- **Create amazing user experiences** across multiple operating systems and devices
- **Integrate with data** in any cloud or behind a firewall
- **Deliver apps faster** with improved quality and control
- **Provide full visibility** into user experience and problem management



APPCCELERATOR STUDIO

Built into the Appcelerator platform, Appcelerator Studio is an open, extensible development environment for creating beautiful native apps across different mobile devices and OSs including iOS, Android, and BlackBerry, as well as hybrid and HTML5. Appcelerator Studio includes the following components:

APPCCELERATOR STUDIO IDE

Appcelerator Studio IDE – a powerful Eclipse-based IDE, based on Titanium Studio IDE, that simplifies the development process, allowing enterprise developers to rapidly build, test, package and publish mobile applications across multiple devices and OSs to both public and enterprise app stores. Appcelerator Studio IDE also includes unique enterprise capabilities such as a profiler, LiveView and a code analyzer. With integrations to common source control and build systems, developers can also streamline their development activities by working in a single environment. Appcelerator Studio IDE integrates with Appcelerator Test to provide automated regression testing and with the most common public and enterprise app stores to speed the release process.

APPCCELERATOR SDK

Appcelerator SDK – an open SDK, based on the Titanium SDK, with over 5,000 device and mobile operating system APIs. Enterprise developers can create native, hybrid, and mobile web apps through a JavaScript-based SDK using a

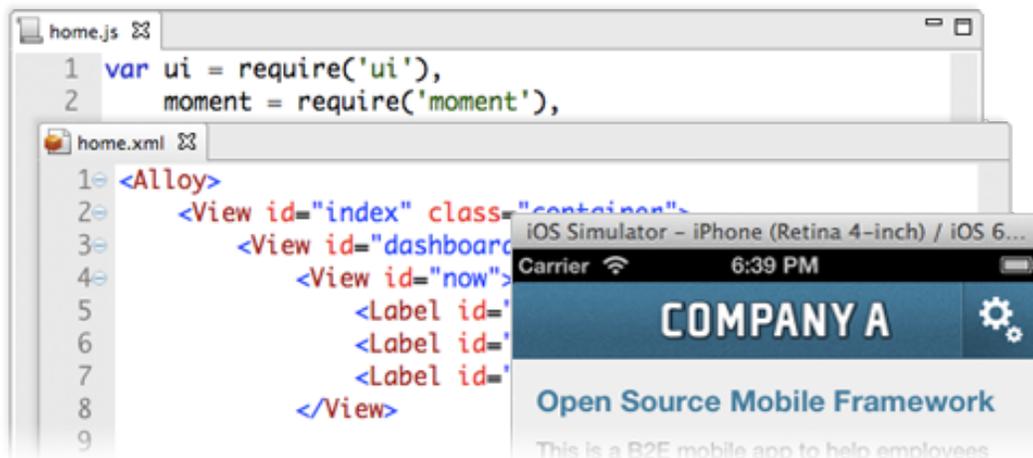
single code base. Access additional Modules created by the community of 522,232 developers, ISVs, and partners who have extended the SDK providing user interface controls, access to 3rd party services, and hundreds of native platform APIs.

APPCCELERATOR ALLOY

Appcelerator Alloy – an open MVC development framework, based on Appcelerator Alloy, for building high quality mobile applications. It follows a model-view-controller (MVC) architecture and using XML and CSS provides a simple model for separating the application user interface, business logic and data models. With Appcelerator Alloy you can employ a component-based development process allowing the creation of standalone packages of pre-built functionality (both client and server side).

Appcelerator Alloy separates layout, style and business logic. This allows web designers to use XML for layout and a simple CSS-like syntax for styling while developers can focus on building reusable widgets and components in JavaScript.

- Deliver apps 60% faster than traditional methods
- Generate code that is easier to maintain
- Create reusable widgets across the entire app portfolio
- Create prototypes in days vs. months
- Leverage 100% of the prototype code in the final app



Benefits	Key Features
Built-in profiler, code analyzer, and LiveView editor to accelerate	Open source JavaScript-based SDK with over 5,000 APIs for iOS, Android,

prototyping and development and measure code quality.	Windows, Blackberry and HTML5
Easily reuse widgets across the entire app portfolio to enable an 'App Factory' development approach	Integrated development framework that facilitates component reuse for an App Factory development approach
Deliver mobile applications with a rich, immersive user experience	Integrated with Appcelerator Cloud Services
Find and fix development problems quicker	Integrated with Appcelerator's open Marketplace
Continuously extended and enhanced Marketplace Modules	Integrated with Appcelerator Test

OUR ECOSYSTEM

Above and beyond the open source version of the Titanium SDK, our platform was developed with extensibility in mind. Thanks to our large and active community of over 522,232 developers, Appcelerator has one of the largest mobile app component marketplaces available.

Our ecosystem enables enterprises and independent developers to rapidly create rich, high quality mobile applications – independent of Studio and SDK releases – to take advantage of the ever-changing mobile device and feature landscape.

Spanning icon libraries, UI components, advertising and encryption, our Marketplace includes over 370 modules or extensions to deliver rich, high quality apps much faster than would otherwise be possible. The Marketplace is growing rapidly, with one new module being added approximately every two days.

Modules on the Marketplace are created by independent developers and ISVs alike. AT&T, Amazon, Scandit, InMobi, and New Relic are just a few of the ISVs that have integrated their solutions to Appcelerator and Titanium by creating modules. The developers in the community have found it invaluable to use these software extensions to immediately enhance their mobile applications.

The ecosystem doesn't stop with Marketplace modules. Appcelerator has over 90 integration partners that are trained and certified to develop mobile applications on our platform. Organizations looking to deliver mobile apps without in-house skills can also leverage partners such as Cognizant, Wipro, BestFit Mobile and Global Logic who have the ability to deliver the high impact apps on time and on budget. If you're looking to bring individual resources in-house to augment your teams, high quality developers are also available through our worldwide developer network.

Features

- Create & reuse modules that extend the capabilities of cross-platform mobile apps
- Use modules that are supported by Appcelerator or reputable ISVs
- Expansive partner ecosystem
- 522,232 member developer community

TESTING: RELEASE FASTER WITH HIGHER QUALITY

Developer testing is included within Appcelerator Studio and delivers on-device debugging, 'live' editing of the UI/UX, a code analyzer and a profiler to identify memory leaks and performance issues.

Appcelerator Test delivers integrated functional test automation to ensure your mobile applications are released with the highest levels of quality and stability. No jail breaking is required.

- Improve quality and reduce test time by 90%
- Increase test coverage by testing all devices and operating systems
- Test continuously by running 1000's of automated tests with fewer resources

APPCCELERATOR TEST

Appcelerator Test delivers integrated test automation to ensure your mobile applications are released with the highest levels of quality and stability. Part of the Appcelerator Platform, Appcelerator Test provides affordable testing for your organization to use real devices in your lab or to run tests in the cloud across the globe. No jail-breaking or tethering is required. Mobile application testing is now an integrated solution for your Titanium-powered mobile application development environment.

Designed for enterprise mobile application developers and quality assurance engineers, Appcelerator Test provides capture and playback capabilities that represent all continuous touch gestures precisely—including pan, pinch, zoom, and scroll on iPhones, iPads, iPods and Android mobile devices. Automatic checks are available for every critical action, gesture, image and output, and are repeatable with every new update to the app.

Manual testing is costly and expensive, and maintaining a library of different physical tests, and updating the library every time you make an upgrade to the application is impossible particularly when dealing with a multi-device, multi-OS

environment. Without test automation it's almost impossible to maintain the library of applications that work consistently across all of the relevant operating systems and devices your enterprise must communicate with.

FEATURES

- Automated, recordable tests that can be repeated in many different scenarios
- Application tests can be run when application updates are made, prior to deployment
- Capture and playback every gesture and UI element precisely from inside the app on any device to test the user experience
- Built in to the Appcelerator Platform to enable continuous testing



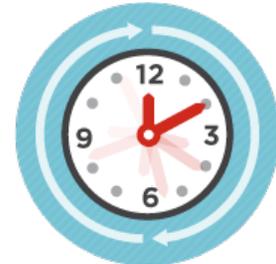
Increase Coverage

Automated tests for all devices and operating systems



Decrease Testing Time

Automated capture and playback for accurate and consistent testing



Test Continuously

Automated around-the-clock testing throughout development

APIs: CONNECT TO DATA ANYWHERE

Appcelerator Cloud pre-built services provide developers with the widest set of scalable mobile services. This includes push notifications, photos, social connections, authorization and much more. Our Cloud unifies the development environment for connecting apps to the mobile cloud.

Appcelerator Cloud custom services enable custom data integration with back end systems. Using our Node.js offering, developers can quickly and easily create mobile-optimized APIs that orchestrate data from multiple data sources such as SAP, Salesforce.com, Oracle, SharePoint and others.

- Eliminate requirements for additional infrastructure²
- Leverage 20,000+ node modules in the NPM community²

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- Integrate back end services with just a few lines of code

Appcelerator Cloud Services is cloud-infrastructure optimized for the delivery of connected mobile apps. Choose from a library of pre-built services including push notification, photo storage and social integration and more. Build custom services in Node.js that extend the pre-built services, create custom Node.JS services that connect to various back ends, or use custom connectors to mobilize your corporate enterprise data such as SAP, Oracle or Salesforce.

Develop rich, immersive mobile apps that take advantage of social collaboration to help communicate more effectively with your customers and employees.

EXTEND YOUR APPS IN JAVASCRIPT

Enhance your mobile apps by connecting to public cloud services that provide more utility and function leveraging JavaScript pre-built services. Further extend your apps by creating custom services on Node.js (instead of using Ruby, PHP, Java or Perl) that connect to any enterprise data source or create new services to share with multiple clients.

KEY FEATURES

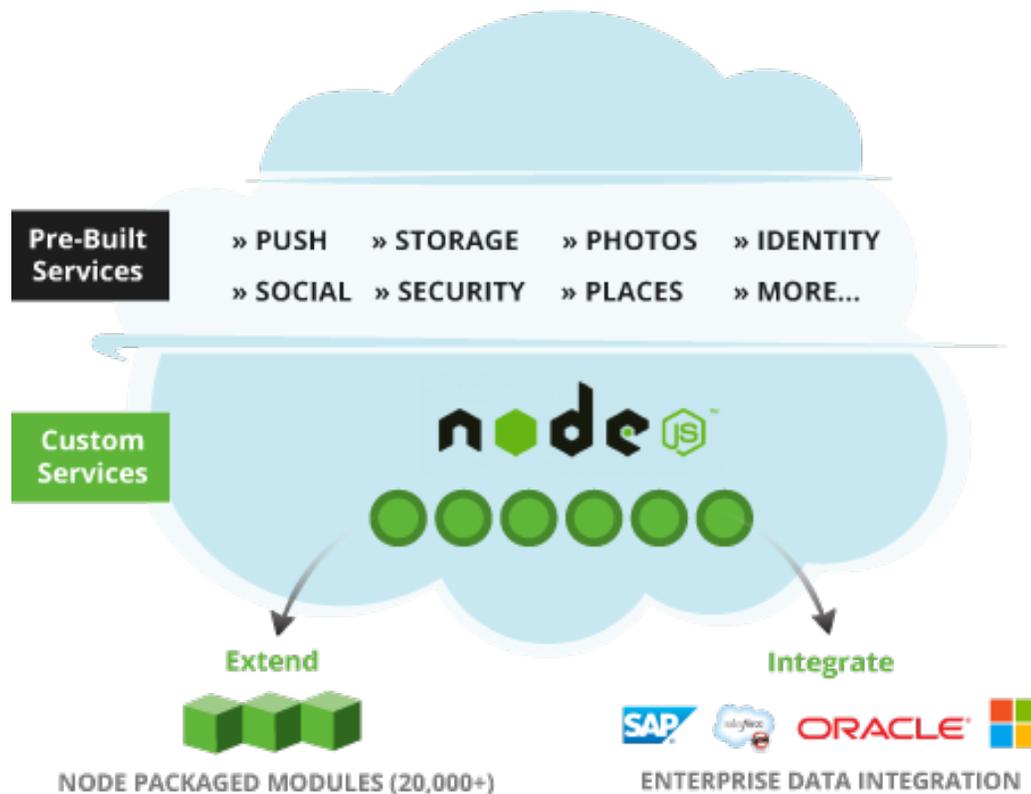
- Library representing over 20 pre-built common services that are both proven and robust, to reduce development time and risk
- Custom integrations with corporate enterprise data such as SAP, Oracle or Salesforce
- Ability to extend ACS with new features or create custom services in Node.js and leverage the 20,000+ modules in the NPM community
- Integrated with Appcelerator Analytics to display use for specific apps or entire app portfolios
- Easy access to ACS data and storage
- Unified JavaScript for server to match Appcelerator's client side development

INTEGRATED WITH APPCELERATOR STUDIO

Use Appcelerator Cloud Services directly from within Appcelerator Studio to realize the following benefits:

- 5,000 APIs and Marketplace modules provides rich application functionality
- A single environment for client development and back-end services increases productivity
- Leveraging common JavaScript skills reduces cost of application development

- Reduced training and support costs



ANALYTICS & PERFORMANCE MANAGEMENT

APPCCELERATOR ANALYTICS

Appcelerator Analytics, part of the Appcelerator Platform, provides deep, real-time insight and visibility into how your published mobile apps are performing, what features are being used the most, and where there are opportunities for improvement to provide the most compelling experience. By understanding your users' behavior, their preferences and application usage, you can continue to refine the application for continued successful adoption.

With Appcelerator Analytics, user and session application events are automatically added to your mobile apps.

- User analytics are central for measuring top-line application adoption metrics such as the tracking of new, active and total users over time, by geography, or by platform over a specific time period.
- Session analytics measure engagement with your application. These allow you to view total sessions, average sessions, and session length over time, by geography or by platform.

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- Custom events can also be captured for your mobile applications. With custom event data, you can track any action taken within your application to gain even deeper insight.

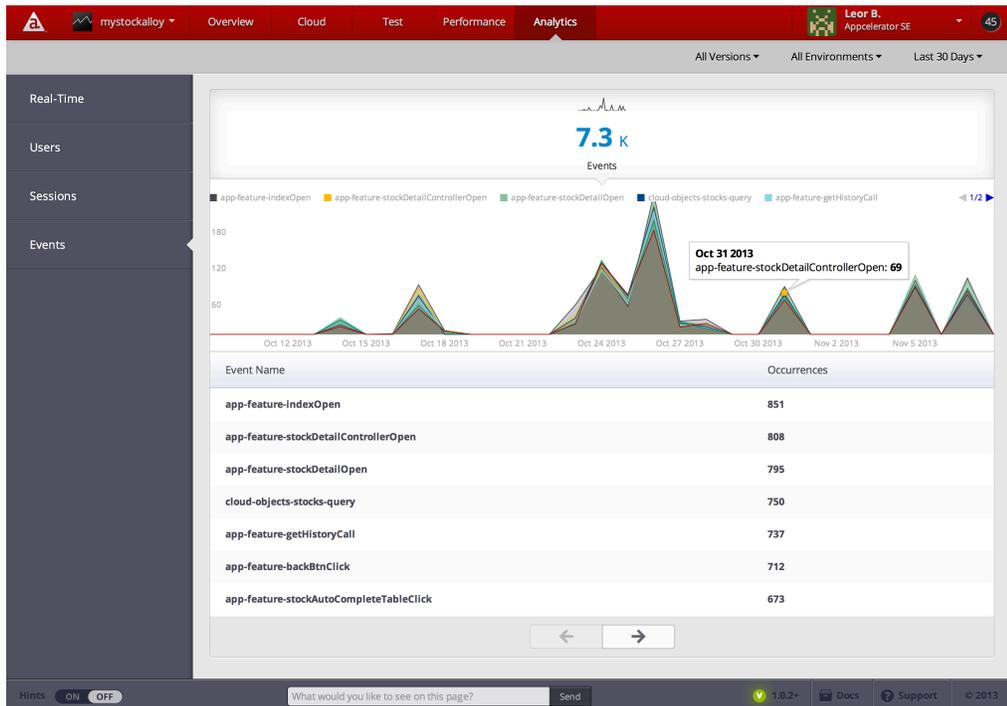
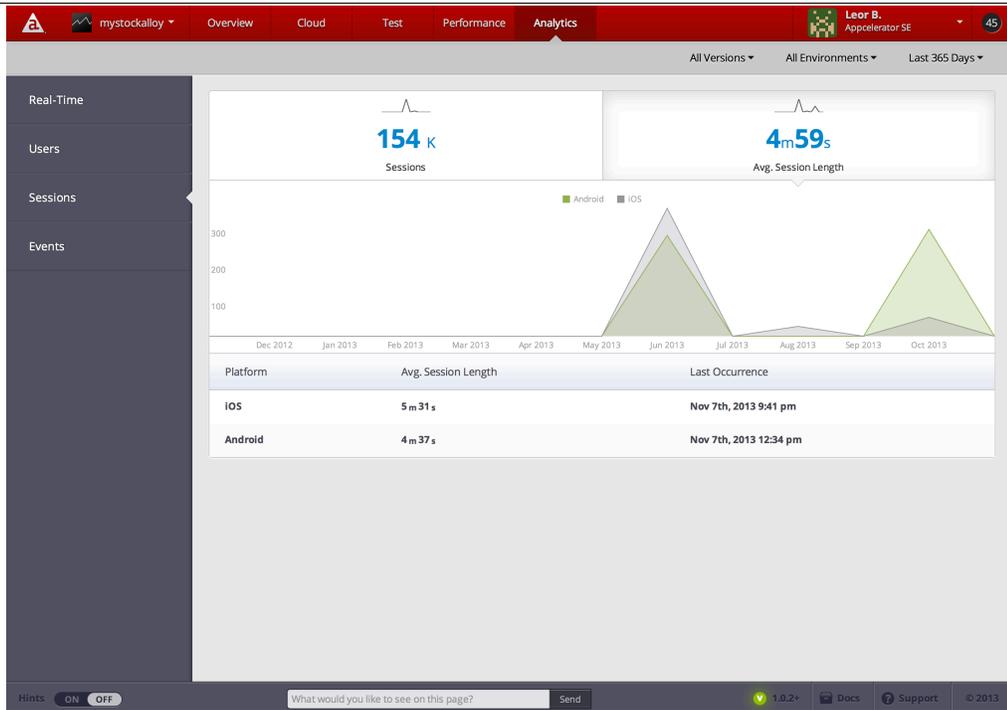
Lines of Business managers need real-time visibility into their mobile apps after they are delivered to understand their level of effectiveness. Are users adopting the application at the expected levels? Is the app generating growing revenues? Are users abandoning the application, and if so, why?

Appcelerator Analytics removes the subjectivity and provides a data-driven response to this, including; when your users are downloading and using the application, as well as which features are used the most so you can make informed decisions regarding new areas of investment.

Appcelerator Analytics answer the most important questions about your application

- Provides out-of-the-box instrumentation of user downloads, geographic locations, application instantiation
- Ability to instrument for analytics tracking any function of the application including menu picks, feature usage, and time spent on pages
- Delivers real-time information about your end users behavior by leveraging the StreamReduce technology, while they are using the application

Sample Screen Shots Below..



APPCCELERATOR PERFORMANCE MANAGEMENT

Appcelerator Performance Management, part of the Appcelerator Platform, gives visibility into how your mobile applications are performing on your users devices and networks.

How do you know when the OS update that was just pushed out to your users smartphones causes your app to crash? What is the combination of OS version and hardware that's causing the one star reviews? How do you know the exact line of code that crashes your employee app at the critical customer moment?

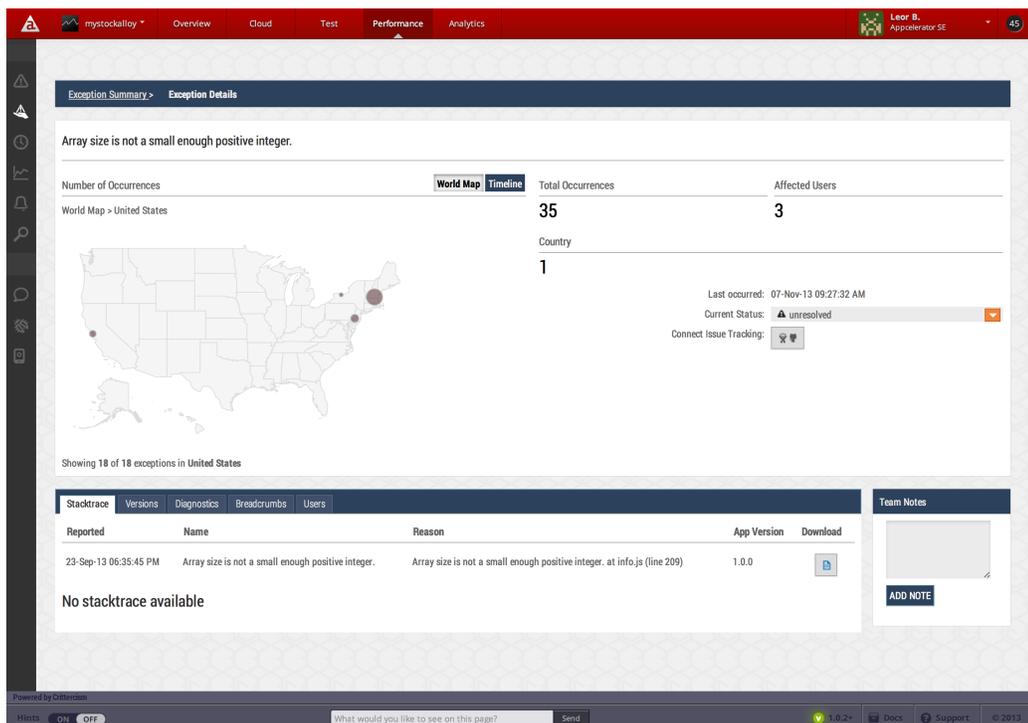
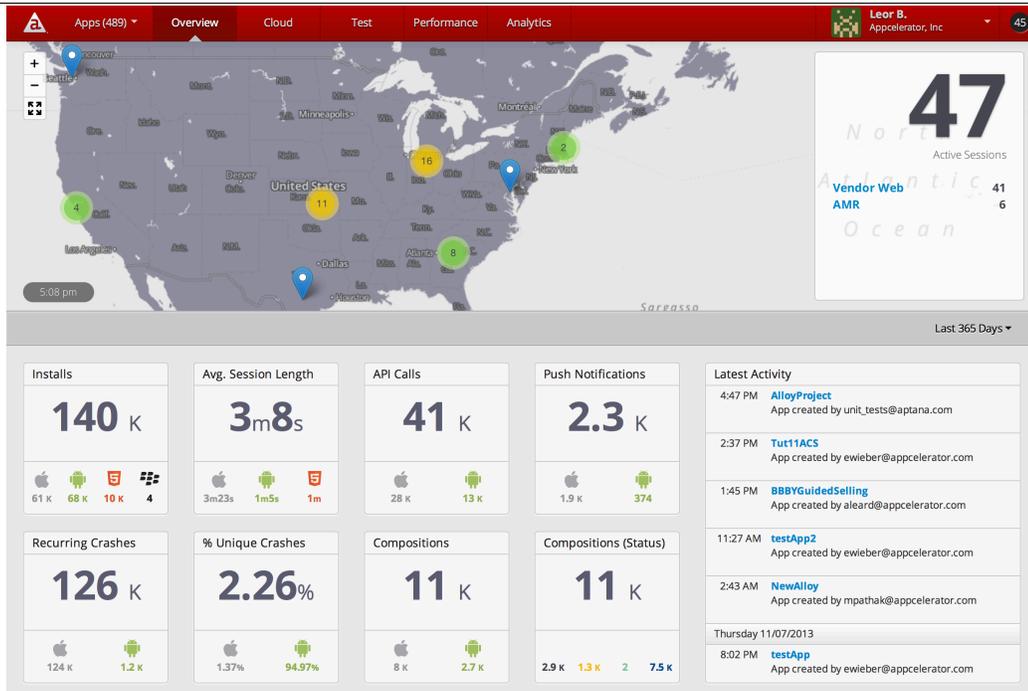
Appcelerator's mobile app performance management (APM) solution offers a real-time global view of performance across iOS, Android and HTML5 architectures. View the health and availability of your production apps so you can be sure they are tuned, optimized and running at peak performance. When crashes occur, see where your app can be fixed, right down to the line of code.

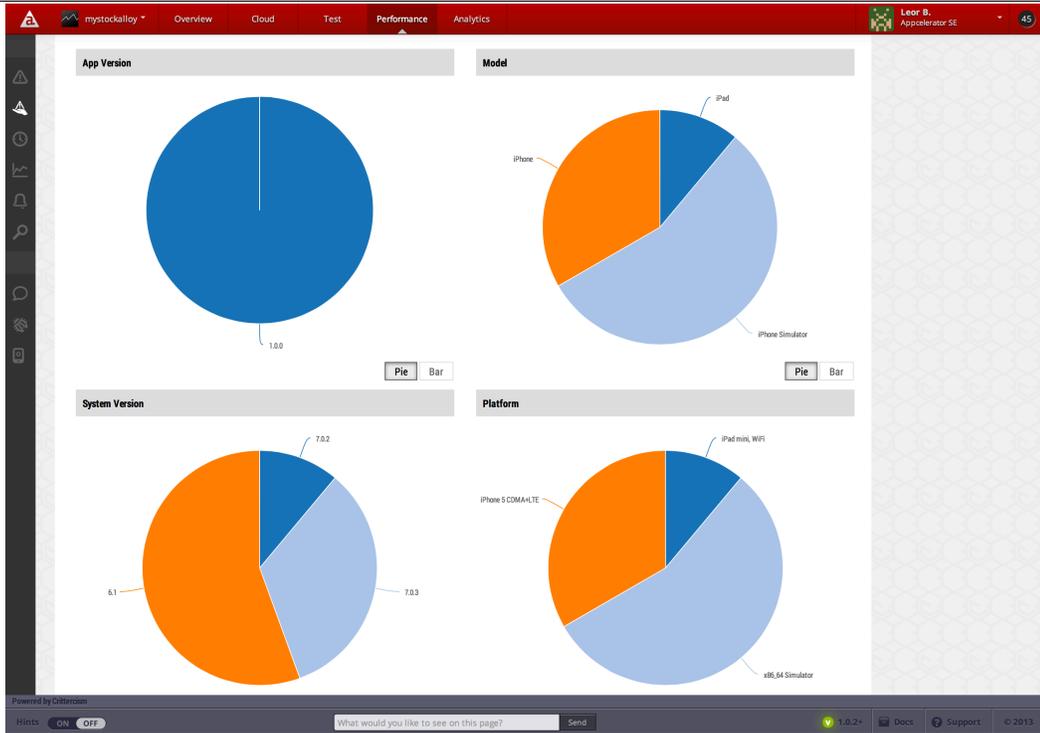
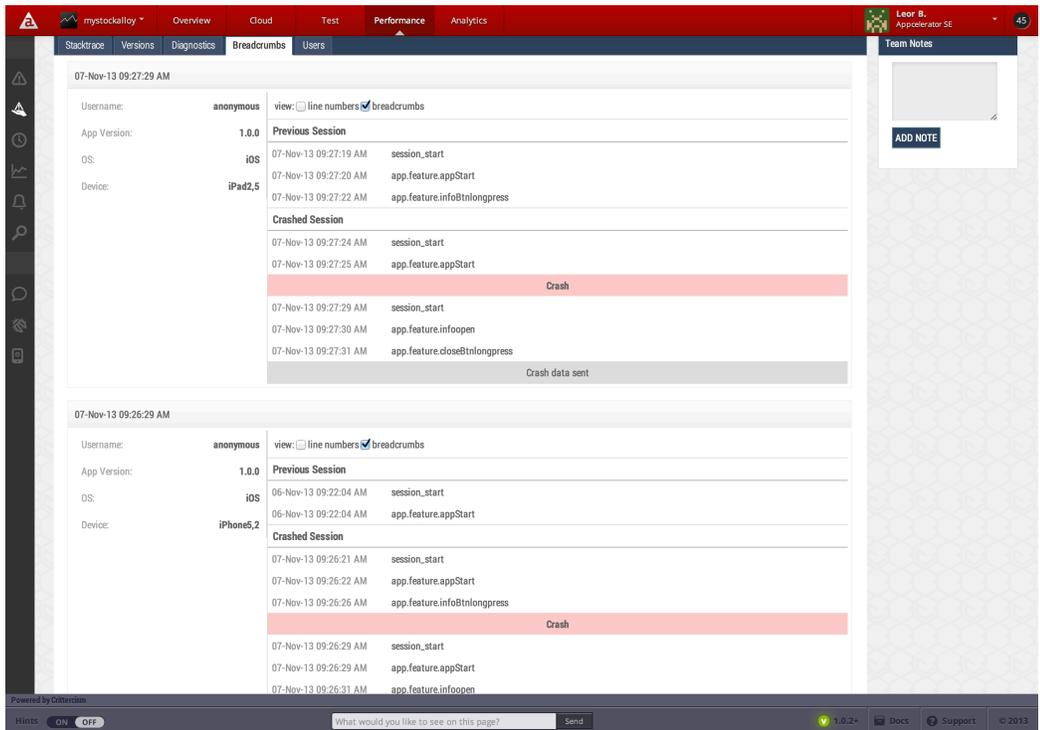
Appcelerator Performance Management includes detailed crash data and crash trends, the lines of code that caused a crash, as well as the set of steps a user took that led to the crash.

Features

- Set up dynamic, real-time alerts to receive immediate app performance notifications
- Customize alerts to enable text or email notification of performance events
- Identify app performance issues immediately to improve ratings, reviews and overall revenue
- View the live health and availability of all of your mobile apps

Sample Screen Shots Below...



The screenshot shows the breadcrumb view for two sessions. Each session includes metadata (Username, App Version, OS, Device) and a list of breadcrumb events. A red bar highlights a 'Crash' event in both sessions.

Session	Time	Event
07-Nov-13 09:27:29 AM	07-Nov-13 09:27:19 AM	session_start
	07-Nov-13 09:27:20 AM	app.feature.appStart
	07-Nov-13 09:27:22 AM	app.feature.infoBtnlongpress
	07-Nov-13 09:27:24 AM	session_start
	07-Nov-13 09:27:25 AM	app.feature.appStart
Crash		
07-Nov-13 09:26:29 AM	07-Nov-13 09:26:21 AM	session_start
	07-Nov-13 09:26:22 AM	app.feature.appStart
	07-Nov-13 09:26:26 AM	app.feature.infoBtnlongpress
	07-Nov-13 09:26:29 AM	session_start
	07-Nov-13 09:26:29 AM	app.feature.appStart
Crash		
07-Nov-13 09:26:31 AM	07-Nov-13 09:26:31 AM	app.feature.infoopen
		Crash data sent