

The Analytics Cloud

The Analytics Cloud receives measurement data transmitted by Digital Users to provide an objective score of digital quality. The analytics show how well any digital products and services are working right now and across time, and why services are being experienced in that way. In addition, the analytics diagnose impairments in the digital supply chain that are contributing to poor digital experience and pinpoint supplier responsibility. Actual Experience's Analytics Cloud is based on decades of academic research and patented technology.

How the Analytics Cloud works

The Analytics Cloud takes measurement data transmitted by Digital Users, runs advanced and complex algorithms on the raw data, and produces a digital Voice of the Customer score (dVoC), a real-time score that is representative of a user's experience of that service.

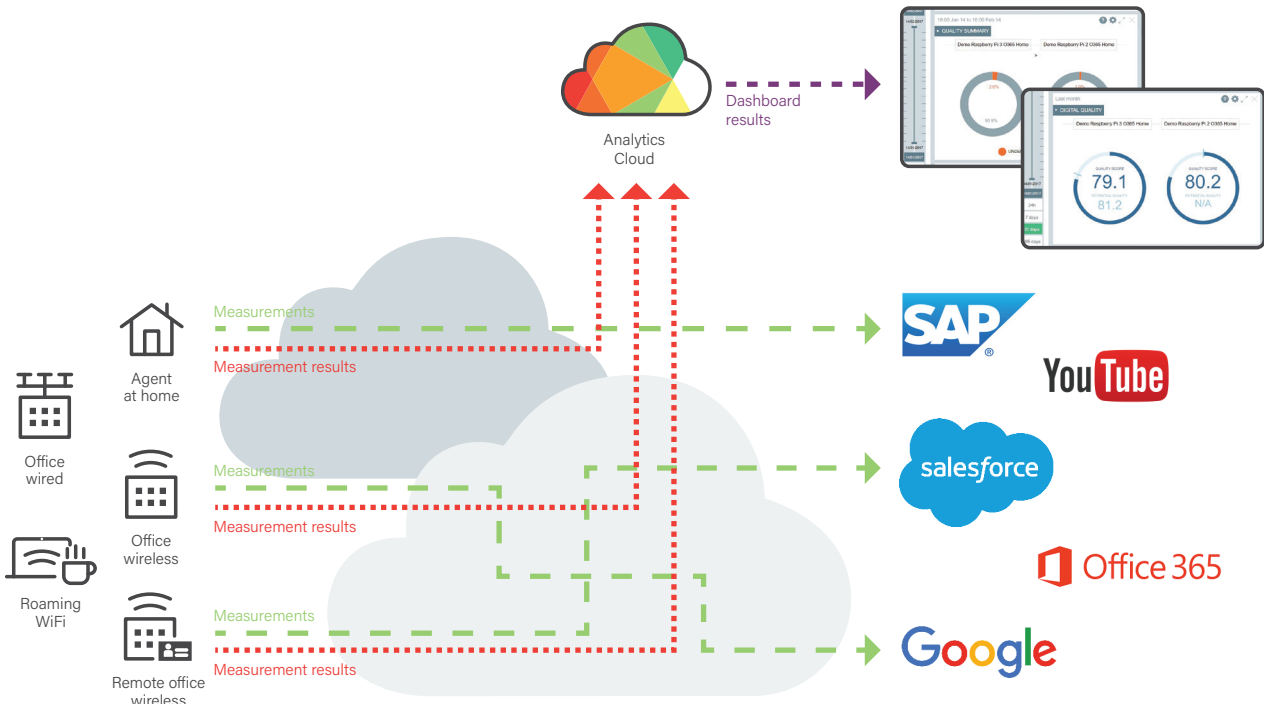
The Digital User measurements also provide a model of the end to end technical behaviour across the supply chain between the Digital User and application content. The Analytics Cloud correlates variations in the dVoC score with the technical behaviour model to diagnose points of degradation which affect service quality.

The analytics give you a continuous understanding of the quality of the user experience and the issues in the digital supply chain you need to address to improve service quality. Actual Experience provides analytics for any enterprise and consumer digital service, including Office 365, Salesforce, Sharepoint, Citrix, Google, VoIP, video, websites and portals.

Analytics Cloud key capabilities

The Analytics Cloud has three key capabilities:

1. Analytics
2. Communication with the Digital User
3. Presentation of analytics using RESTful API or dashboard.



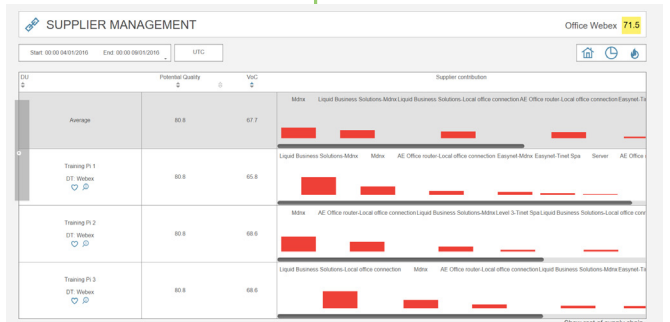
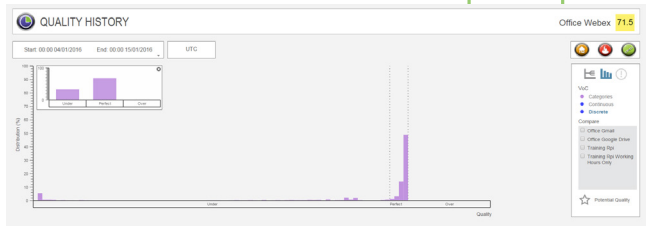
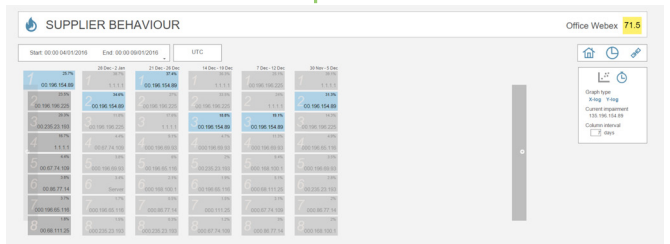
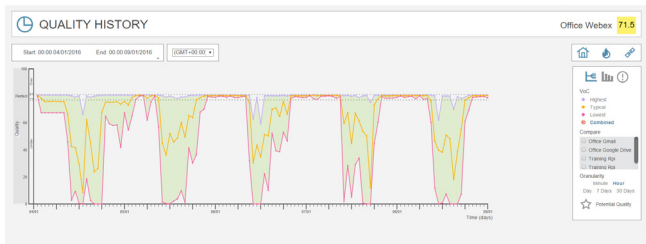
Three key insights

Measurement data transmitted from Digital Users is analysed in Actual Experience's Analytics Cloud to generate three key insights:

- 1 A real-time digital quality analysis, showing the quality of the users' experience at any point in time.
- 2 A score of how good the service could be, providing a benchmark for optimal performance within the existing environment.
- 3 Impairment diagnosis, identifying the elements in the digital supply chain contributing to variable digital experience and providing data to identify the responsible supplier.

DIGITAL QUALITY DASHBOARD

Product	Potential Quality	Voice of the Customer Latest	Supplier Management	Events	More
Office Gmail	80.6	65.8	Liquid Business Solutions-Mdxn	Started: 16:32 14 Jan 2016 Stopped: 16:36 14 Jan 2016	✓
Office Google Drive	80.6	66.5	Liquid Business Solutions-Local office connection	Started: 10:08 15 Jan 2016 Stopped: 10:36 15 Jan 2016	✓
Office Webex	80.8	33.4	Liquid Business Solutions-Mdxn AE Office router-Local office connection	Started: 09:32 15 Jan 2016 Ongoing	-
Training Rpt	80.7	54.7	Liquid Business Solutions-Mdxn AE Office router-Local office connection	Started: 09:36 15 Jan 2016 Ongoing	-
Training Rpt Working Hours Only	80.6	54.8	Other	Started: 10:36 15 Jan 2016 Ongoing	-



Analytics Cloud features

1. Analytics

Measurement data and related analytical data is stored in the Analytics Cloud, a large-scale compute and storage platform with public, hybrid and private cloud capabilities. The Analytics Cloud correlates the measurement data from all Digital Users, analyses the quality of digital products and services automatically, continuously and in real-time, and presents data-driven insights to manage the performance of digital services.

2. Communication between Digital Users and the Analytics Cloud

Analytics Cloud servers do not push information to Digital Users and Digital Users do not accept inbound connections. Digital Users communicate with the Analytics Cloud at regular intervals, specified centrally:

1. To determine if it should change the targets to measure
2. To determine if it should change anything about how it monitors each target
3. To send measurement results for analysis
4. To send a one-off registration request at Digital User software install.

Typically, communication is via the internet, however private connectivity arrangements can be accommodated. Digital Users send data to the Analytics Cloud servers using HTTPS, by default using standard HTTPS port 443.

3. Presentation of analytics

Actual Experience delivers this real-time analysis through RESTful APIs to dashboards on desktops, laptops, smartphones and tablets. The data is

clearly and intuitively presented at the level required. Our analytics provides high level scores, full quality history and supplier behaviour, with all the detail from the supporting rich data.

Security

Digital Users communicate with the Analytics Cloud via web services over HTTPS using standard HTTP GET and POST operations. Digital Users always initiate requests: they request information from or push information to the Analytics Cloud servers.

Analytics Cloud servers do not push information to Digital Users and Digital Users do not accept inbound connections. Digital Users' method of communication is the same as any web service or application running over HTTPS. Analytics Cloud servers have valid SSL certificates issued by a reputable registrar. Digital Users accept communications only if that valid certificate is presented.

Only authorised users can access the analytic data and there are role based capabilities for viewing data, deployment and administration rights. Analytic clouds are hosted on dedicated hardware in private cages in secure data centres meeting a minimum of Tier 3 and IL2 standards.

Deployment highlights

Service providers can choose to use a shared analytics cloud infrastructure or a dedicated platform, which can be white labelled.