

## Mobile Customer Experience Management and APM Solutions



**Ali Hedayati**  
Chairman

### **About Introsplex, Inc.**

Introsplex provides Mobile Customer Experience Management and APM solutions that enable companies to optimize for topline while managing the bottom line, increase customer loyalty and become more relevant to their customers via their mobile applications. Through a deeper understanding of their customers' experience as well as their behavior and preferences on mobile applications. Introsplex helps both developers, and business professionals fine-tune apps for optimal results, create competitive advantage and remove business risk as revenue shifts to mobile from other channels. Unlike traditional application performance solutions, only Introsplex is purpose built just for mobile apps. It is completely non-intrusive to applications in development processes, and provides critical real-time and re-playable insights. Introsplex, Inc. is privately held, and was formed in 2011 by industry veterans with extensive mobile technology background. It was incorporated in 2012.

**Interview conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine**

**CEOCFO: Mr. Hedayati, would you tell us about the vision for Introsplex at the company's inception?**

**Mr. Hedayati:** The vision was to enable the market and the customers to monitor and manage their mobile apps without having to have instrumentation. We have developed a solution that is non-intrusive, and easy to deploy. Our SaaS model provides customers with the fastest possible Time To Market and, of course, significant cost savings. Couple this savings with the cost savings associated with not having to instrument your code and you truly have a customer centric solution that we believe is a game changer.

**CEOCFO: How are you accomplishing that today?**

**Mr. Hedayati:** We have developed technology to enable mobile application management from development through operations. All the way to marketing. We accomplish all this without having to instrument or inject any code. We enable application owners and stakeholders to monitor, in real-time, all the activities, performance metrics, and behavioral analytics which happens on the mobile apps on any mobile device.

**CEOCFO: Why do we need to manage the apps?**

**Mr. Hedayati:** This is the next evolution. Up until now, all the transactions have been on desktop or laptops. The management software in that segment is large. As the market moves from desktop and laptops to mobile devices, you still need to have the same capability to manage the applications so you understand how well they are running and how your users are experiencing your products. At the end of the day, what it comes down to is the customer experience. Your app is your shop window. How well it runs determines how much you retain your customers. If the customers are not happy with their experience using your mobile apps, then they will not use it which means they will not return to your shop. By definition, it means that your revenue is not going to be as optimized as you would like it to be. The performance of the app and how well it runs is critical when you are trying to reach end users. The market today is about 25% mobile traffic moving to about 90% in the next two or three years. That means that everything you see on the web today is gravitating to mobile devices.

**CEOCFO: Do most companies realize that they need something beyond just providing an app or is it an education process for you?**

**Mr. Hedayati:** I think this transition started happening about three or four years ago. The large companies started looking at that, as well as, the deployment and adoption of mobile devices in the market. This forced, pretty much, every business to start looking at what it means to have their presence on mobile devices. They had been aware of it but it hadn't reached maturity yet. Everybody is now aware that this is a need and it has to be done. Everyone looking for a sustained business model is looking for solutions right now.

**CEOCFO: How do they find Introsplex?**

**Mr. Hedayati:** We officially launched about two or three weeks ago. The difference between the way we started the company compared to most startups is that we actually ran the company without being in the public eye to develop the

solution completely before we went to market. Right now we have our presence on the web, we have done our press release with the customers who have deployed our solution, and we are driving traffic to our website. As a leading edge company, we are evangelizing as we go. In the market, people are looking for solutions. As we do our marketing and with our web presence, we are getting a great deal of traffic to our site presently. We have many potential customers calling and wanting to know what this is all about. One of the advantages which we have compared to other solutions is that our solution is non-intrusive. This means we can literally look at anybody's app without having their engineers to giving up their engineering time to help us. When we show the customers their application performance without them doing any engineering work, there is a definite wow factor right off the bat.

**CEOCFO: *What is it that you have developed to allow you to work with any app and get at the heart of the information?***

**Mr. Hedayati:** For any mobile app, the old technology and our competitors require peppering the core application code for monitoring and management data to be returned. We have taken away that requirement. Our solution is a drag-and-drop library that requires no code instrumentation. It is almost what I would call a wrapper around your code. It does not require anything on the part of development team aside from downloading our library and dragging it into their preferred IDE. We sit at a layer between the application and the device to provide real-time performance metrics, environmental parameters and the end user behavior.

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**CEOCFO: *What is involved in an implementation?***

**Mr. Hedayati:** This is one of our key differentiators. We are able to deploy this solution within fifteen minutes from the initial call with any customer without making a visit to their site. It is software as a service solution. The customer can go to our URL and login, download the library, run their code and login to their portal and see all the data. All within about fifteen to thirty minutes they are up and running without any onsite presence from us. We actually have real-time videos of the process that are seven minutes long.

**CEOCFO: *Are people skeptical because you can do it so quickly?***

**Mr. Hedayati:** People are skeptical, until we actually get on a call and run the demo with their app. We have had some very entertaining calls where security engineers and developers were introduced into calls due to issues we've found with the customer's apps during the demo. We like those calls. We also like the complete silence until the end of the call when all they say is. "Impressive, how much?" Another advantage we have is that this is a complete no risk solution. That means you can try it and if you do not like it, you can take it out and it will not break your code or impact anything at all. From a customer's perspective, there is no loss. You download the library and run it and it can coexist with every tool they have without interfering with it.

**CEOCFO: *Would you tell us more about the range of what your service provides?***

**Mr. Hedayati:** The management software segment has always been in different disciplines. In development, they have had different tools than the ones they use in operations and then another whole set of tools when it's time for marketing. The range of our solutions starts from the development cycle. Developers can use this solution while they are developing their application and their code. We significantly improve time to market. Once the application is operationalized, the customer does not need to do anything and it is seamless. For example, when they release their app to the app store, we are part of that code, so they do not need to do anything at all. We start gathering data. From an operations perspective we gather all performance analytics such as, how well the app is running, how fast it is loading, the turnaround time, what kind of device the end user is on, the environment and even the carrier. As it moves into marketing, the data we gather is different. We trace customer touches on mobile devices. It is broad and all real-time. There is no delay. The customer is able to literally track everything which is happening on their app from the users perspective. This is a first in this segment.

**CEOCFO: *What is the competitive landscape?***

**Mr.:** There are no large-cap companies in this segment yet. At this point, most of the competitors are startups. The differentiation that we have brought to the market is being non-intrusive. Every single competitor requires you to instrument your code. This means engineering work and it means introducing risk because if this instrumentation breaks they have to bring the code back and redo it. We have taken out the risk and made it simple to use which truly fits the mobile dynamic. Basically from our customers' mouths, we have made it a no brainer. Mobile is more dynamic than

traditional channels and it iterates much faster. Mobile is an unstructured environment from the developers to the users. We enable our customers to see the entire picture and be extremely efficient.

**CEOCFO: *How did you know this was going to be a necessity?***

**Mr. Hedayati:** I have been working and looking at this segment before Introsplex. I have been looking at this space for six years. In my previous life, I was in mobile when Intel® launched Centrino®, so I was one of the guys who enabled mobile devices. If you look at mobile adoption and the power of the mobile devices in the past five years, they have become extremely powerful and have enabled people to be untethered. You can be anywhere anytime and still do your work or shop as if you were in the store. When I looked at this space five or six years ago and saw where the core technology was going and who was driving it, I recognized that for the first time that high-tech has become a true consumer play. Apple started introducing the iPhone and enabled the normal users to be able to use a mobile device without having to be technical. This happened thirty years ago to the PC market when computers were hard to use but eventually became a consumer device. The same evolution is happening on mobile and now we are getting to the next phase of mobile devices, which is everybody has one and everybody knows how to use them. Now the expectation of the consumer is fast, efficient, secure, and active. When I looked at it five or six years ago, we were looking for technologies which could do this. At the same time, my vision for mobile was that it has to be simple and has to match the rest of the industry. Managing with instrumentation and making it difficult would actually take away that benefit. That was the vision behind it and that's why Introsplex is here today.

**CEOCFO: *Do you have the funding for the next steps or will you be seeking investors or partnerships?***

**Mr. Hedayati:** We are going to be seeking partnerships and potential investors. We have exceeded our expectations. We knew it was going to be big, but since we launched, the market interest has been amazing. We will be looking at potential partnerships or investors.

**CEOCFO: *Why pay attention to Introsplex?***

**Mr. Hedayati:** We are ahead of everybody else in the market for two reasons. This solution was built and architected for mobile architecture. It did not come from a desktop or laptop origin. Being non-intrusive and not requiring instrumentation has enabled us to move fast. We can deploy basically tens if not hundreds of customers a day. Our cost is going to be very good. Our customer acquisition cost and operation costs are very low because you can download our solutions, and it starts running within ten or fifteen minutes. You do not spend engineering cycles. From the time to market and time to money, we are the best solution in the market right now. Today we are ahead and we are going to keep pushing ahead. If I were a large enterprise in this segment or a potential investor, I would pay attention since the adoption can be rapid.

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**BIO:** Mr. Hedayati leads Introsplex with more than 25 years leading and managing software and hardware companies of all sizes. Former president of Coradient, the leader in End User Experience Management in APM which was acquired by BMC software, where he served as the VP and GM of the APM business unit. He also served as the General Manager of the Mobile Wireless Business Unit at Intel where he enabled the mobile wireless solution as part of the Centrino launch.

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