BiznessAPPS

Virtual User Conference – Q3'19

Andy Tryba

CEO, Bizness Apps

Founder & CEO, Think3 | CEO, Kayako | CEO, Engine Yard | CEO, MyAlerts | CEO, DNN Corp | CEO, SLI Systems | Founder & CEO, Crossover | Founder & CEO, RideAustin | CEO, FogBugz | CEO, School Loop | CEO, Agemni | CEO, Infinio | CEO, Sococo

August 6, 2019

Agenda

- **Intro**
- Product Updates
- Customer Success Update
- Prime Update
- Live Q&A

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First things first....

The Vision for Bizness Apps

Vertical-Specific

Collaboration

Project Management Software

Marketing/SEO/PPC

Help Desk

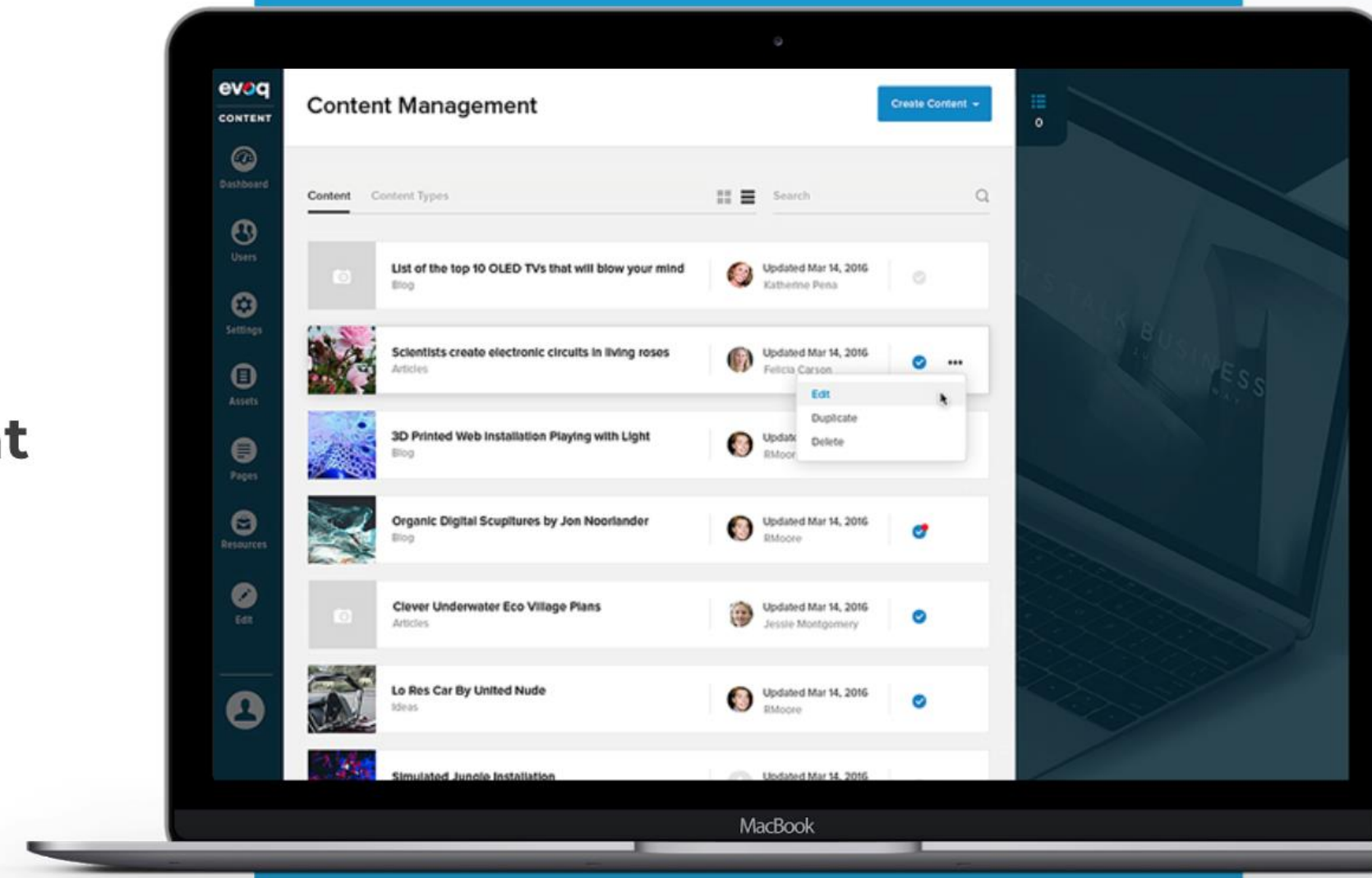
Website

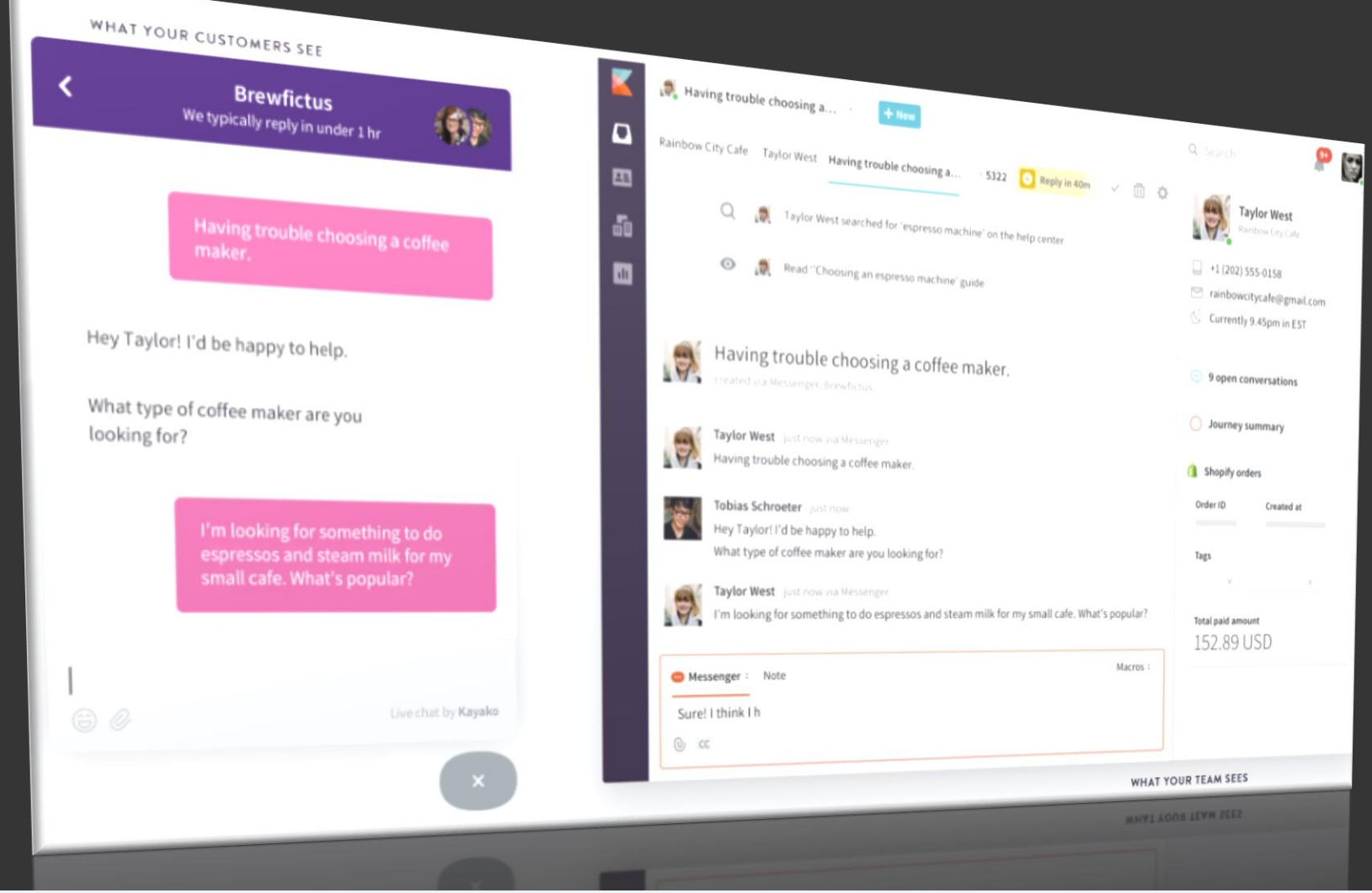
Mobile (Bizness Apps)

A Suite of Software Offerings to Expand
Reseller & Integrator Businesses

DNN

The largest open-source .NET Content Management System. Easy & Powerful for both business users and developers





Kayako:
Help desk with live chat platform used by thousands of companies today

kayako

freelancer namecheap Disney avast TREZOR

DISPLAX donesafe Brunel Ideawise Group ClearScore

BETA

Prime Reseller: Beta Program

We have heard your requests to resell Prime Solutions

Beta program with 10 Bizness Apps partners

Initial focus: Kayako & DNN

Extending our Think3 Academy

Training and Certification is key to our combined success

Launch of beta in Q3

Reseller Poll:
Are you interested in joining our Prime Reseller program?

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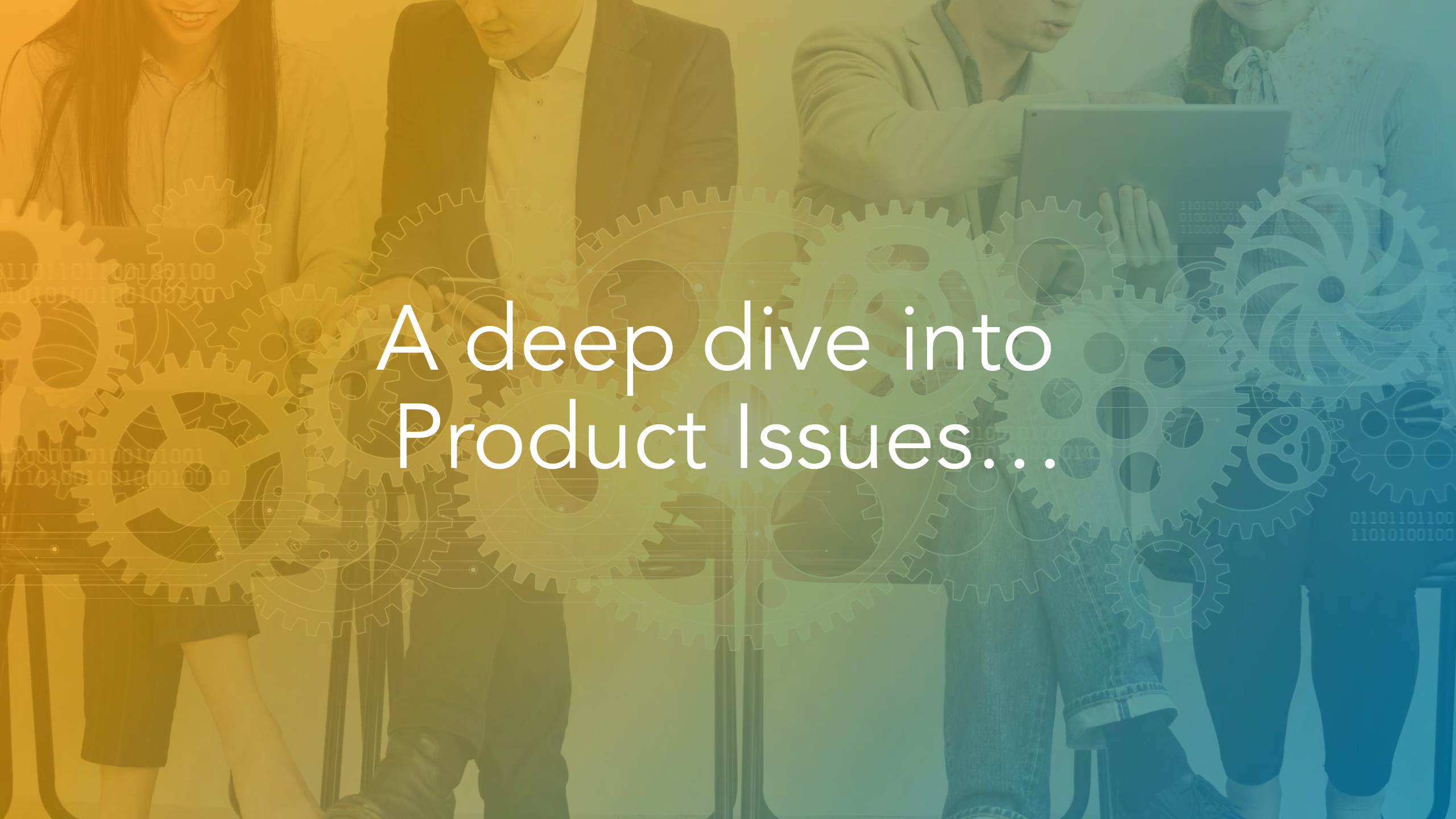

A deep dive into
Product Issues...

How we are addressing stability issues?

- We divided the problems into two categories: Outages & Customer Defects
- Each category was further divided into several buckets.
- We analyzed each bucket before creating a Heal Plan for Q3 and Q4.
- We are tracking progress every week.

Outages: Breakdown

30%

Caused by lack of proper test plan coverage. (43 defects.) We will fix them by writing missed Test Cases for "Push Notification", "Group Push notification", "Geofence" Functional Areas. All end-to-end scenarios are written.

20%

Caused by manual errors during deployment to production. We will automate CICD and update the runbooks to prevent such errors in the future.

20%

Caused by confirmed Verizon CDN outages. We checked cache handling on our side and we confirm the RC was a Verizon outage. We will fix it by moving to AWS CloudFront CDN.

10%

Caused by expired certificates. We will fix by extending our test plan to test certificate expiration and setup monitoring to trigger renewal.

10%

Caused by DB infrastructure failures. We are running on a non-Centralized Maria DB instance. We will fix those outages by moving to centralized Aurora DB

10%

Caused by regressions. We will fix it by improving test plan - write missed tests to cover regressions.

Customer Defects: Breakdown

35%

Caused by lack of testing on real devices. We will fix it by using hardware labs, using browser stack and implementing IOS GPS simulation (geofence) for testing.

15%

Leaked to production due existing tests weren't included into release test plan. We will fix it by increasing test automation by 10% each quarter.

15%

Appear to be duplicates or report "functions as designed" behavior. We will work with Central Client Support org to ensure each case has a KB.

10%

Are still in triage. We will take actions based on the results of the triage.

10%

Are new feature requests. We will address them with PM.

8%

Are caused by testing on a limited dataset. We will fix them by anonymizing & testing with client dataset.

7%

Are caused by credits and publishing defects. We will fix credit defects and automate iOS publishing.

An even deeper dive into Specific Issues & the Heal Plan…

Heal Plan: Product Issues

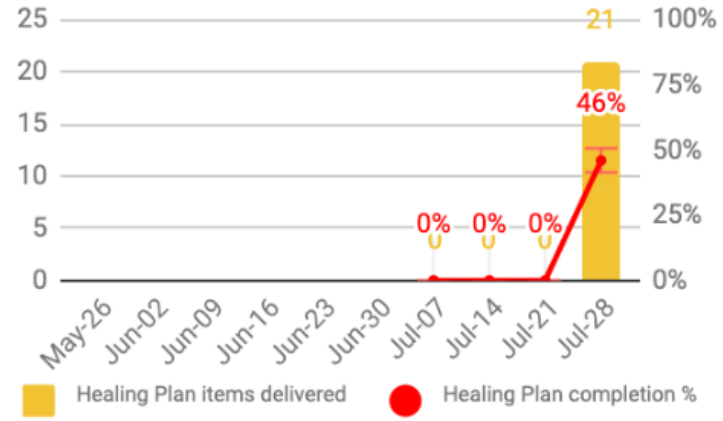
Problem	Root Cause	Fix	ETA
Unpredictable Push Notifications	Bugs and lack of complete geo-testing	Fixed bugs and adding more tests, more tools to geo-simulate	August
Images Disappearing	Verizon Content Delivery Network (CDN) buggy	Replace with Amazon CDN	DONE
Can't publish Android Apps	Internal certificates expired	Better certificate management	DONE

Heal Plan: Product Issues *(…continued)*

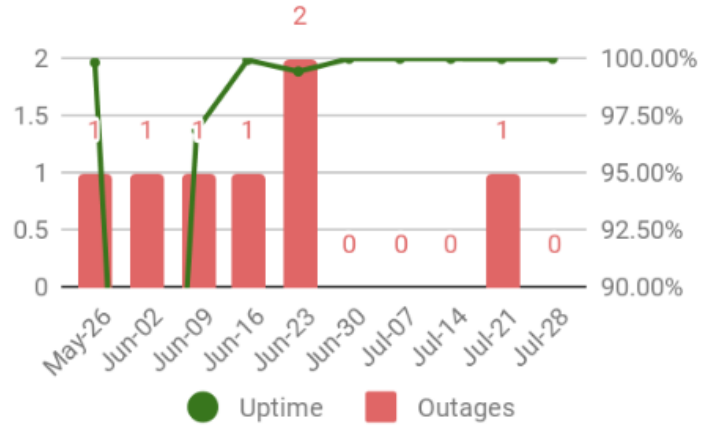
Problem	Root Cause	Fix	ETA
Analytics not appearing and Custom Domain issues	Code deployment issues	Better Process	August
iOS Publishing failure	Manual steps are needed	Fully Automated	Q4
General	Lack of testing with real data	Use anonymized real-world data for testing	September
Slowness in User Management with 500+ users	Performance issues	Refactor	Q4

Heal Plan: Status

Healing plan completion

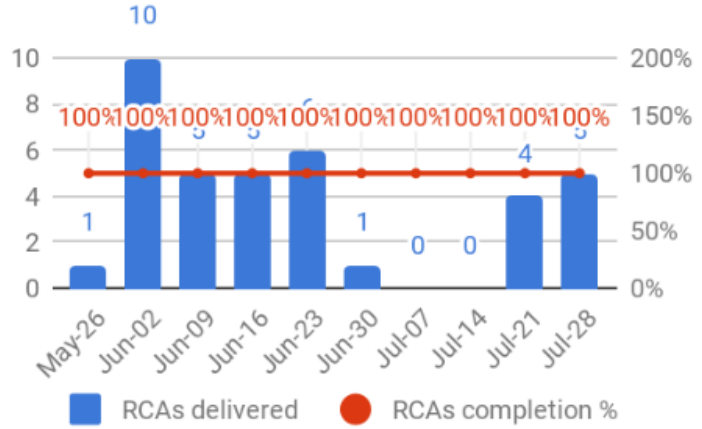


Outages and uptime

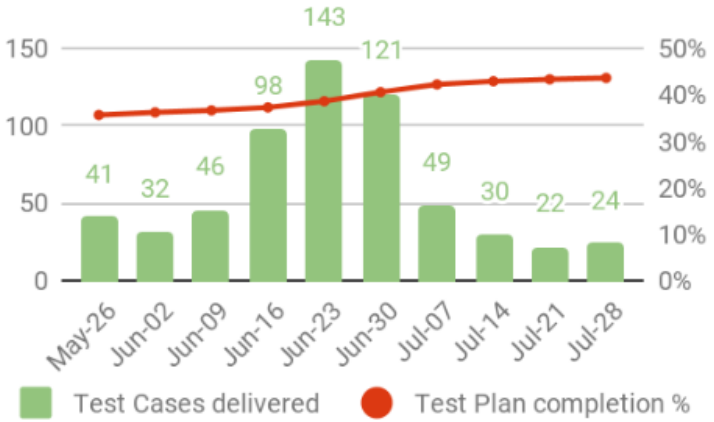


Customer Defects and Regressions

RCAs completion



Test Plan completion

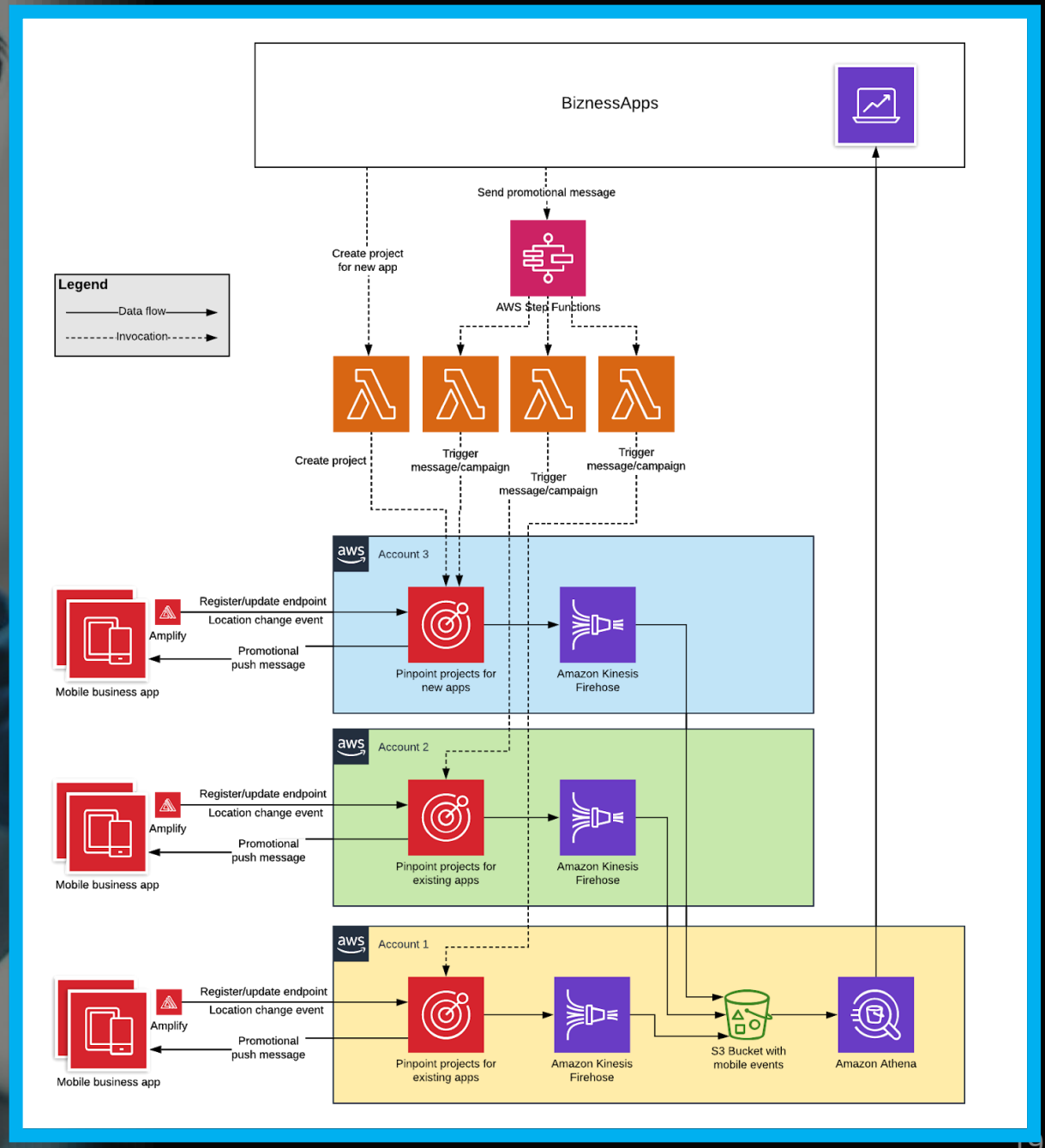


Push Notes: Current State

- **History:** Broke while doing GDPR
- **Android:** Stable for a long time
- **iOS:** Stable now, confirmed by high-volume customers:
  - Using low-battery APIs
  - Geofence working as well
- **Improved Testing:** Adding more tools to test Geofence scenarios

Push Notes: Plan for 2020

- ✓ New Architecture
- ✓ Uses AWS Pinpoint



Product Update – 50.15.4 Released

iOS

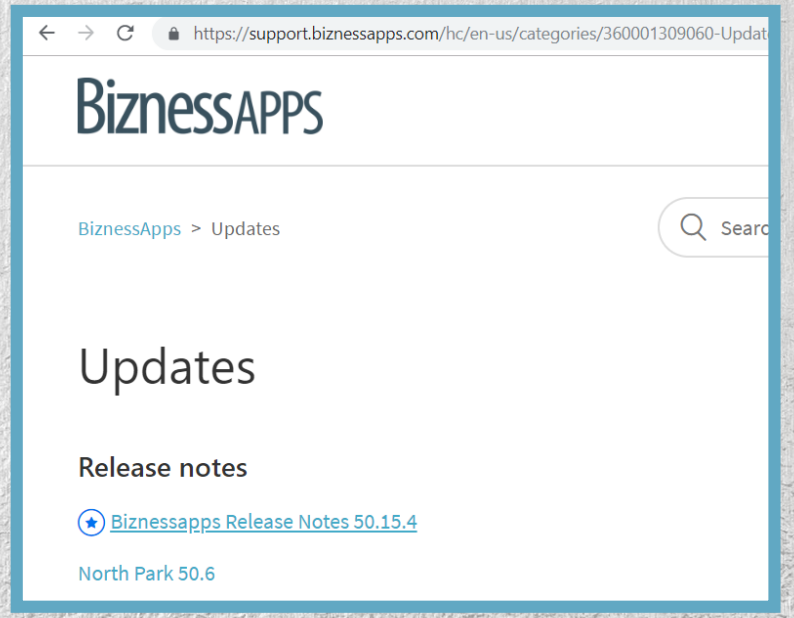
- Push Notifications
- Events
- Loyalty

CMS

- Push Notifications
- Manage Customers
- Group Management

Android

- Push Notifications
- Settings
- Image Gallery
- Events
- Walkthrough
- App Crash
- Loyalty
- Website



Product Update: Android 64-bit Support

Google Play > Guides

☆☆☆☆☆

Support 64-bit architectures

Starting **August 2019**, your apps published on Google Play will need to support 64-bit architectures. 64-bit CPUs deliver faster, richer experiences for your users. Adding a 64-bit version of your app provides performance improvements, makes way for future innovation, and sets you up for devices with 64-bit-only hardware.

This guide explains the steps you can take today in order to ensure that your 32-bit app is ready to support 64-bit devices.

Assess your app

If your app uses only code written in the Java programming language or Kotlin, including all libraries or SDKs, your app is already ready for 64-bit devices. If your app uses any native code, or you are unsure if it does, you will need to assess your app and take action.

Status: Ready in a day or two

Updated: Content Delivery Network

- From Verizon to Amazon CloudFront
- Same tool used by Hulu, Prime Video, Slack, etc.
- Fixes 'disappearing images' issues

Upcoming Release: v50.15.5

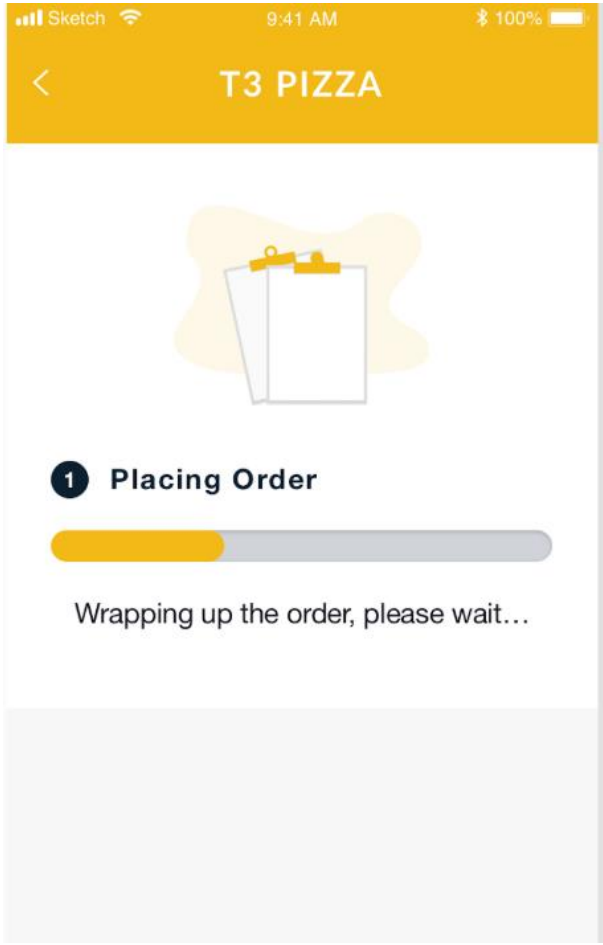
Fixing "Email already in use" sign-up error in Android

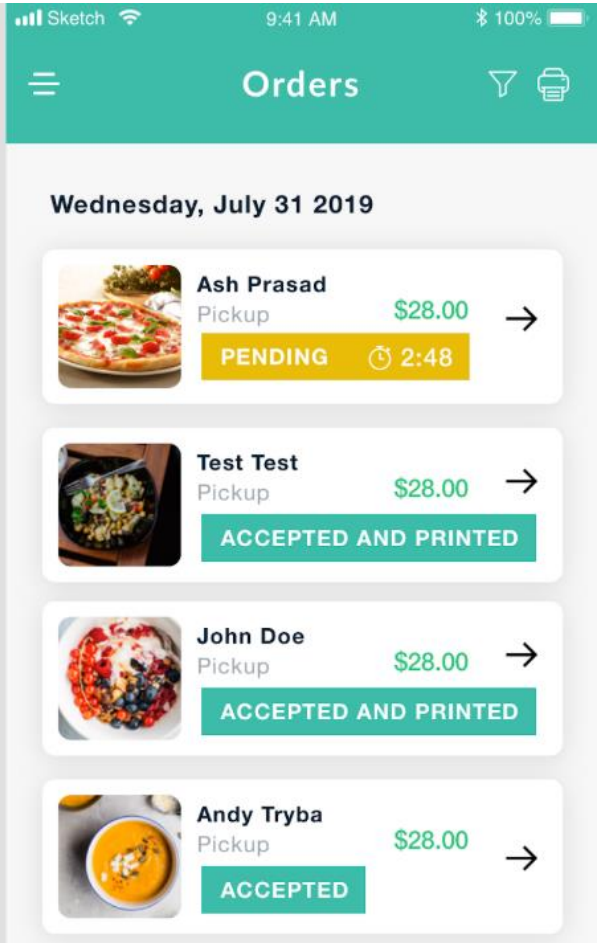
64-bit Android

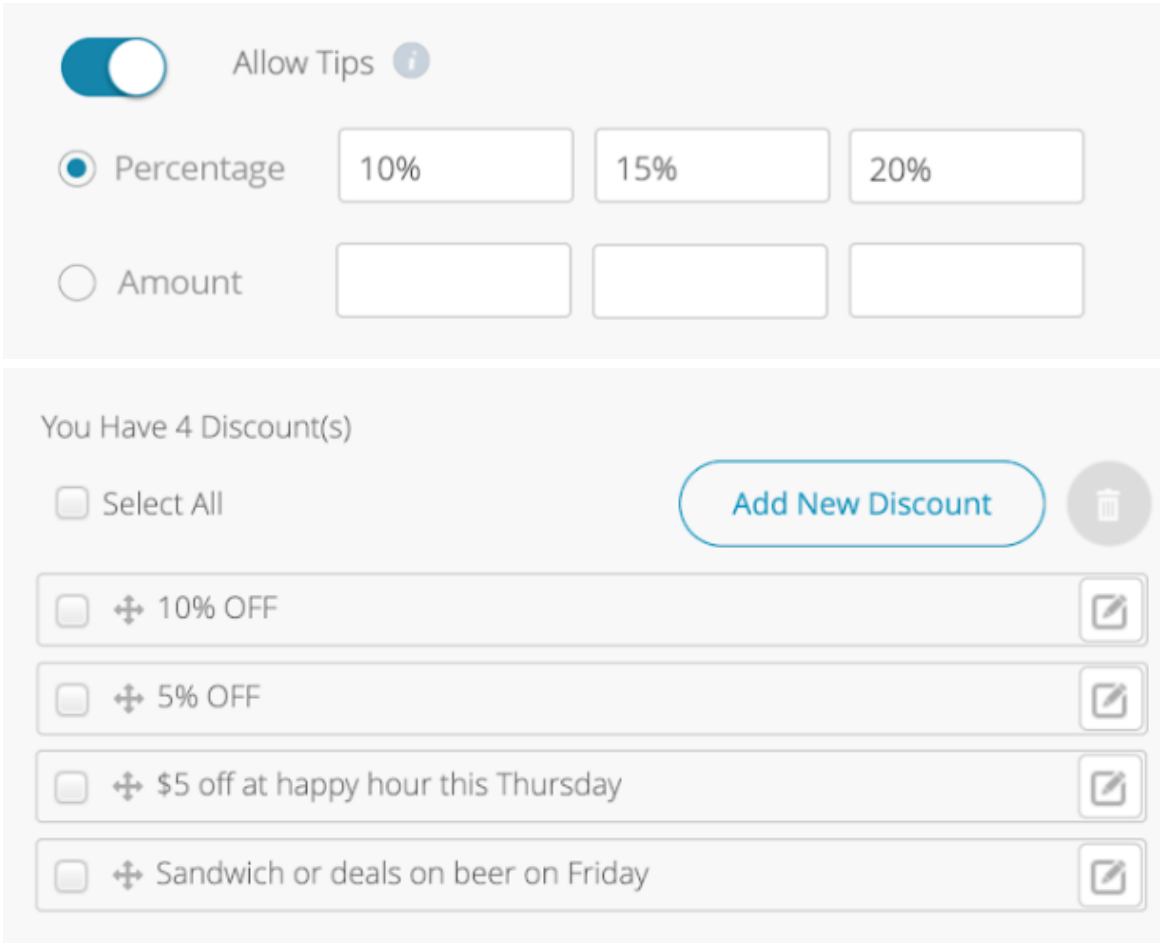
Innovation Roadmap:

- Food Ordering
- Tips
- Discounts
- Reservations
- Loyalty
- PWA

Food Ordering





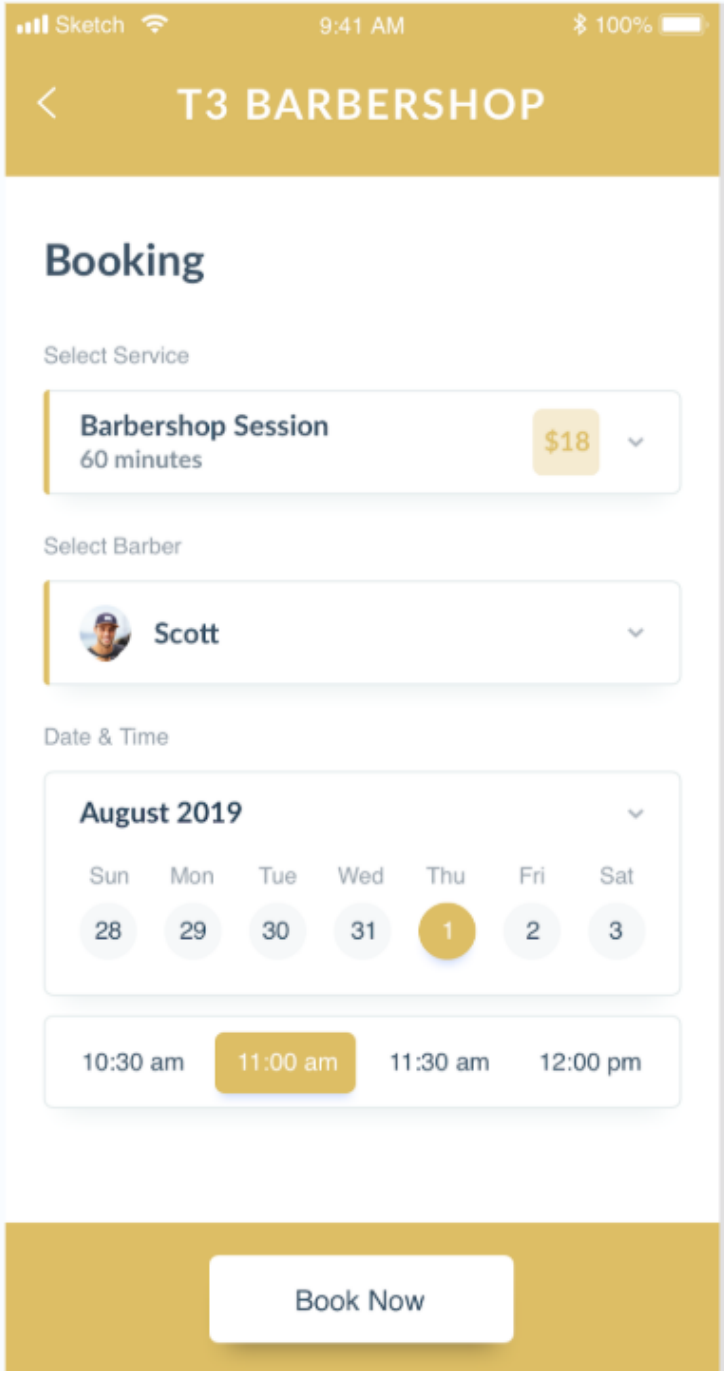


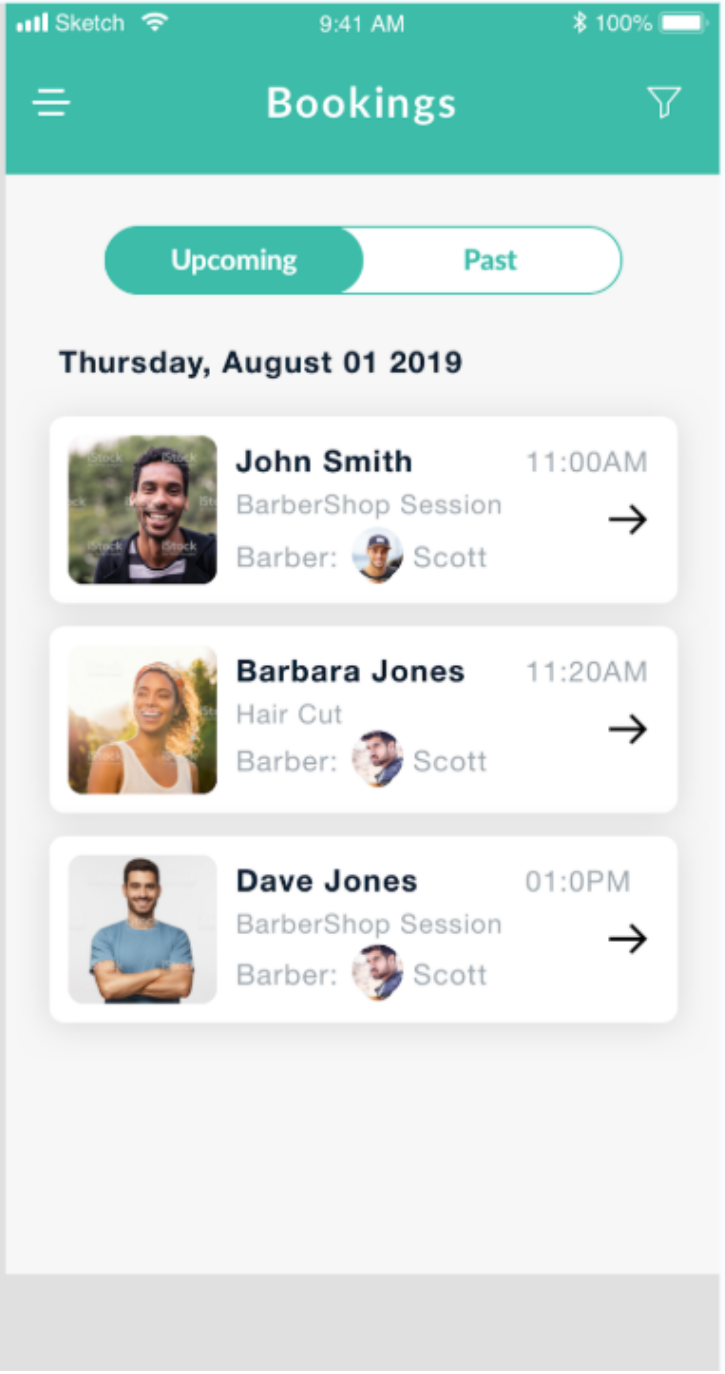
• Tips • Discounts • Accept/Reject Orders

Demo: Food Ordering

Reservations

- ✓ Staff Directory
- ✓ Ability to choose a Person while buying a service

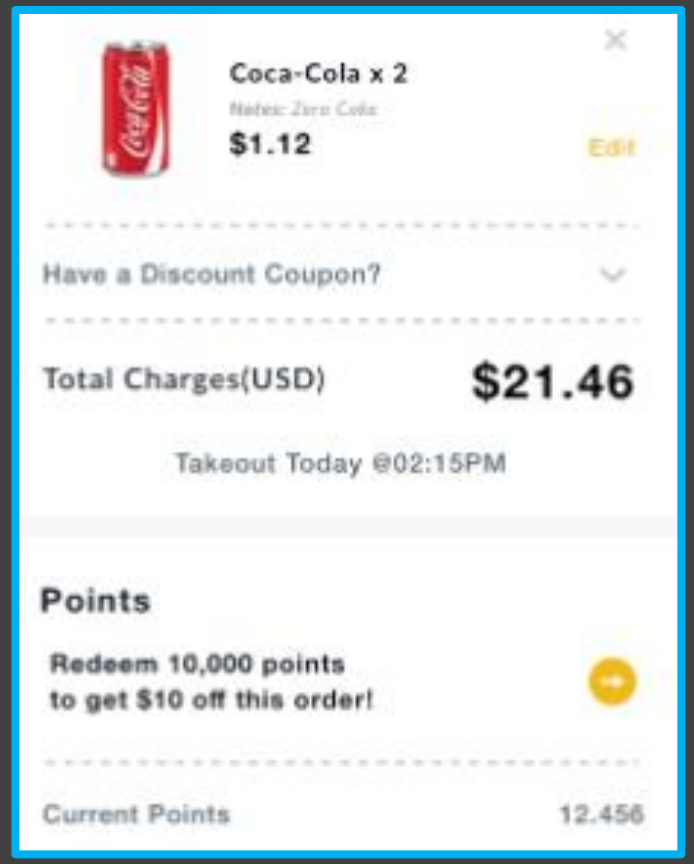


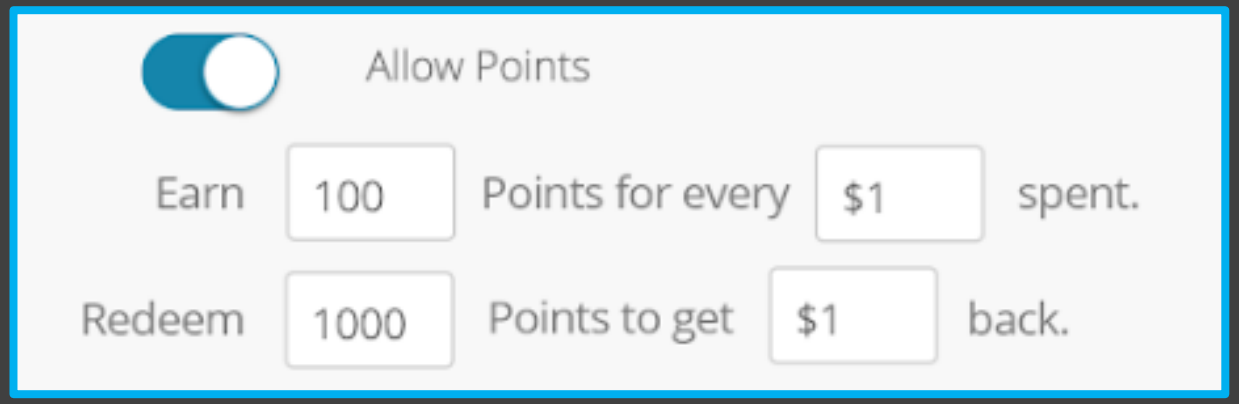


Demo: Reservations

Loyalty

- ✓ Earn points while you buy
- ✓ Redeem points online





Demo: Loyalty

PWA

- Desktop Friendly
- Faster
- Push Notes

Demo: PWA

Product Poll:
Which one feature would you like most?

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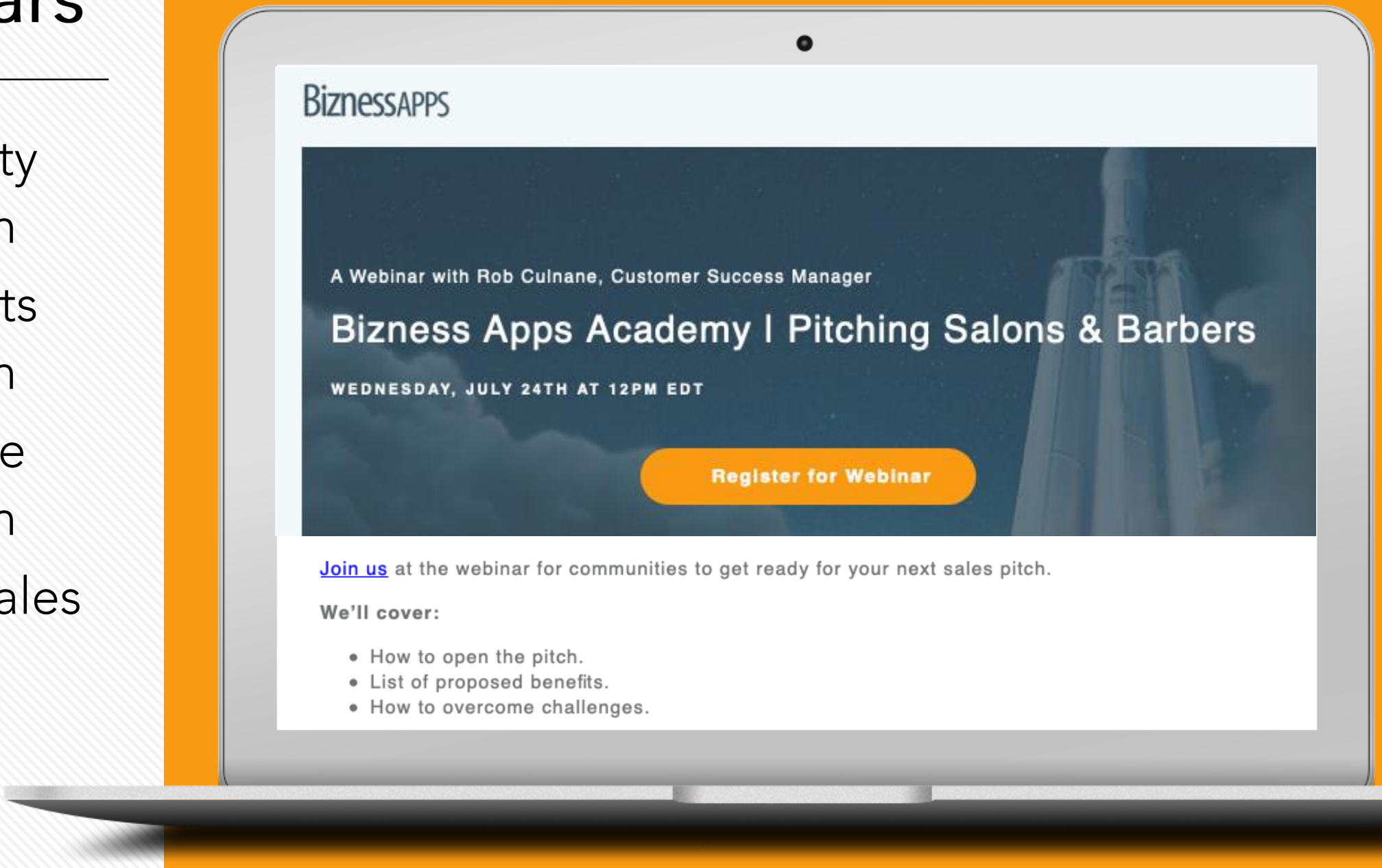
Partner Success 2019

- ✓ 1:1 Goal Setting and Milestones
- ✓ **Data-Driven Business Reviews**
- ✓ Monthly Product Webinars and Newsletters
- ✓ On-Demand Library of Professional Content
- ✓ Customer Focus Groups and Success Sharing

Webinars

- Community Sales Pitch
- Restaurants Sales Pitch
- Real Estate Sales Pitch
- Schools Sales Pitch
- Salons & Barbers



Newsletters

- Information regarding recent releases
- Upcoming Webinars
- Product Roadmap updates
- Analysis and Trends within the Industry
- Case Studies to help educate

Upcoming Bizness Apps Webinar

Internal Apps for Small Businesses
August 22nd at 12:00 p.m. ET

What you will learn…

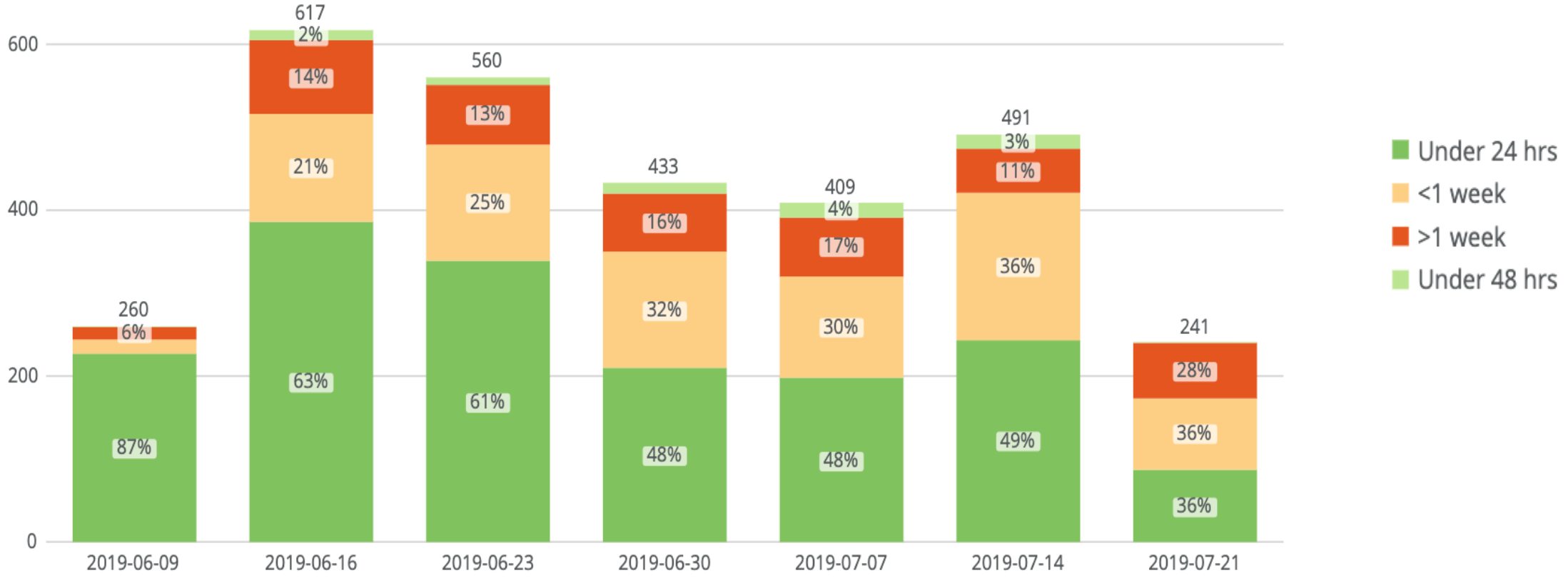
- Communication and engagement issues
- Who can benefit from an Internal App
- Solutions to common problems customers face
- How Bizness Apps can help solve these issues

Customer Poll:
Are you currently successful with Bizness Apps?

Rolled Out New Support

- 24x7 Support
- Additional Support Staff
- 30-Min Guaranteed Response Time
- Extended Hours & Weekend Phone Support
- An Additional Escalation Tier
- Agents Trained in Other Prime Offerings

Support: We need to improve



The coverage has improved, and we are set up for long-term success.
However, resolution times have increased.

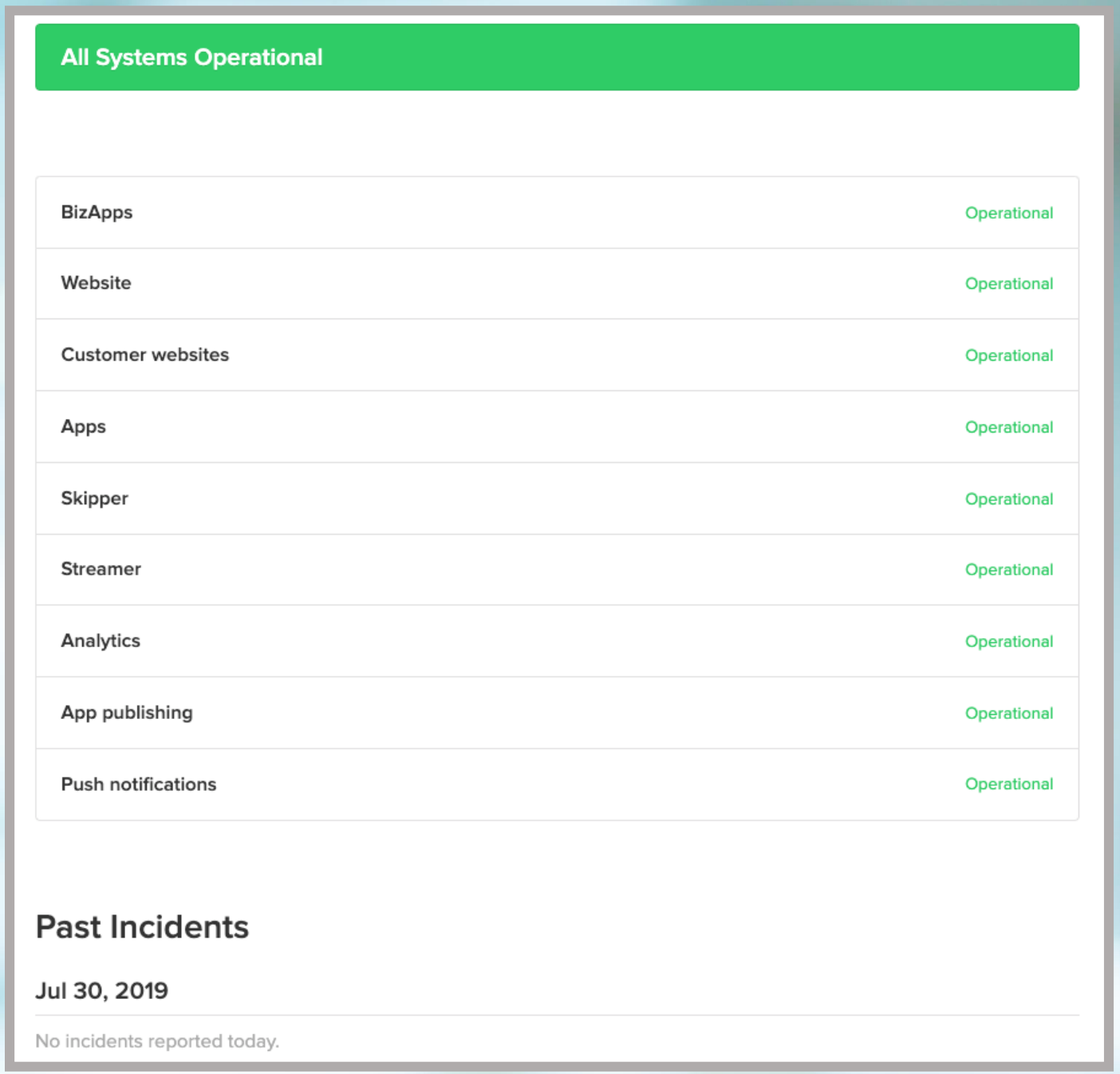
The Plan to Improve Support

1. Weekly analysis done on each ticket that breaches our resolution time quality bar
2. Knowledge gaps identified
3. Training material produced and rolled out to Support Agents
4. This program will drive continuous improvement

New: Status Page

http://status.biznessapps.com

- ✓ Track incidents and platform status
- ✓ Receive outage and resolution alerts
- ✓ View monthly outage summaries



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T3 Prime Store
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Featured Apps

Visit: prime.think3.com

The Prime App Store Is Here!

DNN

Deliver Modern Web Experiences

DNN is a leading .NET Content Management System for building web

KAYAKO

Customer Service Made Personal and Simple

Kayako leading customer service platform features ticketing and live c...

Demo: Prime Store

Getting Started with PRIME

3 Easy Steps

Step #1

Go to prime.think3.com. Or, either reach out to your Partner Success Manager, or contact us at: success@biznessapps.com.

Step #2

We will set up a quick discovery call to consult on your various options. We will then schedule a personalized demo so you can learn how each solution would work for your team's specific needs.

Step #3

When you're ready to get started, a PSM will lead your onboarding and ensure a successful launch.

Prime Poll:
What is keeping you from launching Bizness Apps Prime?

Q&A

Thank You!

Email:
andy.tryba@biznessapps.com