

# HP AppPulse Mobile



## At a glance

HP AppPulse Mobile is a Software-as-a-Service (SaaS) mobile analytics solution intended to monitor and report aggregated statistics on the usability and performance of your mobile application (“Mobile Application”) on a user’s mobile device. In mobile applications, user experience isn’t everything; it’s the only thing. With HP AppPulse Mobile, application owners, product managers, and developers can measure what matters in user experience, and focus on fixing problems that affect the most users and improve customer experience.

Implementing HP AppPulse Mobile is extremely simple since it doesn’t require the application developer to make complex code changes so application release cycles can stay responsive and on track.

## Mobile analytics and monitoring of customer experience

So how do you measure what mobile customers really experience? How can you know what user actions resulted in a problem? How many users were affected by a crash or a poor performing UI control? HP AppPulse Mobile uniquely connects user’s actions to detailed data and crash analytics to provide the specific Mobile Application performance information needed to help you improve app stability, performance, and device resources consumption.

HP AppPulse Mobile also introduces “FunDex” a mobile user experience benchmark index. HP FunDex combines key user experience data points into an easy-to-understand score showing how happy users are.

Measure—Measure and score key aspects of real user experience.

Focus—In which screen are problems occurring? Which device, OS, app version? How many users are affected? So many questions—HP AppPulse Mobile, a SaaS mobile analytics solution, helps you focus where it means the most.

Improve—How can the app be better? HP AppPulse Mobile provides you with detailed mobile analytics to help you identify areas that you want to improve.

### Service benefits

- On-demand
- Pay-as-you-go fee structure
- Self-service administration
- Multi-tenant architecture
- Enterprise SaaS

**Key software capabilities**

Easy and fast setup	Yes
UI response time	Yes
Crash analysis	Yes
Errors	Yes
Battery usage	Yes
Cellular data usage	Yes
Application usage statistics	Yes
Application funnel analysis	Yes
Multi-dimensional user experience scoring (FunDex)	Yes

**Administration**

User management	Self-service
Application performance monitoring configuration	Self-service
Application instrumentation	Self-service
Tenant onboarding	Self-service
License upgrade	Self-service

**Enterprise SaaS**

Support	24x7x365, via Web or telephone
Availability	Service level objective of 99.9%
Upgrades	Included
Security	ISO/IEC 27001:2013 certified

**Measure user experience**

- Comprehensive and holistic approach for measuring user experience and providing a single score for it
- Measure what affects the user and show issues according to their impact
- Measure user perceived UI responsiveness, crashes, errors, application impact on device resources
- Understand user experience impact of the way users use the application

**Ease of use**

- Quick on boarding
- Code free instrumentation—no need for cumbersome tagging and constant maintenance with every version
- Simple UI focused on the need of the business persona with easy way to share and collaborate

**Enterprise agility**

- Manage across applications and platforms
- Share production insight with your application development personnel to continuously identify areas to improve the end-user experience

**Service features**

**Feature**

**Delivery specifications**

Basic training

Includes access to on-demand white papers and videos with recorded content on topics such as onboarding process and reports.

HP SaaS system tools

Alerts and notifications are available through a centralized notification system, providing proactive customer communications about application changes, planned maintenance, and outages.

## Operational services

Feature	Delivery specifications
Solution provisioning and configuration	Available within one business day of booking. Additional onsite components, such as the Instrumentation SDK, are installed and configured to the customer's applications by the customer or customer's contracted consultants. HP SaaS does not operate or support onsite components on behalf of the customer.
Scheduled upgrades	HP AppPulse Mobile major and minor version upgrades and binary patches will be performed by HP SaaS as part of the service. Additional onsite components, such as the Instrumentation SDK, should be upgraded by the customer or customer's contracted consultants.
Scheduled maintenance	HP SaaS reserves a weekly two-hour window (Sunday 00:00 to 02:00 Pacific time) and one monthly four-hour window (Sunday in the 00:00 to 08:00 Pacific time block). These windows will be used on an as-needed basis. Planned windows will be scheduled at least two weeks in advance when customer action is required, or at least four days in advance otherwise.
Trial data	Trial data is retained for up to 30 days after expiration of the trial period.
Data backup and retention	HP SaaS retains daily customer tenant database backup for the most recent seven days.
Security and audit management	<p>HP SaaS and its infrastructure are compliant with the information security standard ISO/IEC 27001:2013. For HP SaaS, this means annual ISO 27001:2013 process certification of our data facilities by the Standards Institution of Israel (SII), including organization, processing facilities, customer data and privacy, technology and services, marketing, financial, and HR data. The customer is responsible for managing user and group account administration for the HP SaaS application and making sure that only valid, authorized users access the HP SaaS application. This includes the following tasks:</p> <ul style="list-style-type: none"> <li>• Permissions and privileges for users and groups</li> <li>• Account naming schemes, password policies, and authentication procedures</li> </ul> <p>Such users will access and use the system only for the purpose of working with the application. The customer will prohibit the use of any hacker tools—such as but not limited to port scanners, password crackers, and network sensors—on the HP SaaS environment. The customer may not perform load tests on HP AppPulse Mobile.</p> <p>HP SaaS has implemented numerous physical security measures, firewalls and routers, access control lists, OS hardening, and other processes.</p> <p>HP SaaS provides:</p> <ul style="list-style-type: none"> <li>• Strong password policies</li> <li>• Two-factor authentication for network devices</li> <li>• Controlled access to database or system passwords</li> <li>• Each data center is equipped with physical protection such as video cameras on all access points and along the perimeter, key card access and ID cards, and visual identification by 24x7 security personnel.</li> <li>• All visits must be prearranged, otherwise access is denied</li> </ul>

## Operational services (continued)

Feature	Delivery specifications
Availability service level objective	<p>HP AppPulse Mobile service is designed for an availability service level objective of 99.9 percent. The HP SaaS availability service level objective commences on the “go live date”, the date when the customer accesses the production environment with production data. The HP SaaS availability service level objective shall not apply to performance issues:</p> <ul style="list-style-type: none"> <li>• Caused by overall Internet congestion, slowdown, or unavailability</li> <li>• Caused by unavailability of generic Internet services (e.g., DNS servers) due to virus or hacker attacks, etc.</li> <li>• Caused by force majeure events as described in the terms</li> <li>• That resulted from actions or inactions of the customer (unless undertaken at the express direction of HP) or third parties beyond the control of HP</li> <li>• That resulted from customer equipment or third-party computer hardware, software, or network infrastructure that was not within the sole control of HP</li> <li>• That resulted from scheduled HP SaaS infrastructure maintenance</li> </ul>
Service monitoring	HP will provide monitoring of HP AppPulse Mobile backend 24x7 using system monitors for availability.
Capacity and performance management	<p>All tiers of the HP SaaS infrastructure are proactively monitored for capacity and performance. HP SaaS architecture allows for the addition of capacity to applications, databases, and storage. Capacity is increased as required as the customer’s utilization of HP AppPulse Mobile expands.</p>
Change management	<p>HP follows a set of standardized methods and procedures for the efficient and prompt handling of changes to the infrastructure and application, which enable beneficial changes to be made with minimal disruption to the service.</p>

## Response and resolution targets

Summary of the service-level objectives for your service requests is available at the following site: [portal.SaaS.hp.com/slo](https://portal.SaaS.hp.com/slo).

These service-level objectives are subject to modifications in response to changes in support needs.

## Service request submission

Community support is available from the HP AppPulse Mobile Community: [pronq.com/community/AppPulse-mobile](https://pronq.com/community/AppPulse-mobile)

HP SaaS staffs and maintains a 24x7x365 service operations center (SOC), which is the single point of contact for requests related to this offering. HP will provide ongoing break-fix support for the duration of the agreement. You may contact HP SaaS SOC via the Web portal or telephone 24 hours a day, 7 days a week, 365 days a year; the severity of the request will determine the response and resolution times for each request. The SOC will either provide support to you directly or coordinate the delivery of HP Software support.

## Assumptions

Assumptions associated with this offering include the following:

- You must have Internet connectivity to access this offering.
- The mobile end-user device must have Internet connectivity to report the collected statistics to HP SaaS.
- HP AppPulse Mobile services will be performed remotely and delivered in English only.
- HP AppPulse Mobile, along with all statistics collected is hosted in the U.S.
- The service commencement date is the date that the customer purchase order (PO) is booked within the HP order management system.
- You agree to respond in a timely fashion to requests for customer business and technical data, documentation, and other information or assistance needed to provide this offering.
- You are responsible for the accuracy and completeness of all information provided.
- You will perform validation activities related to implementation and external application setup during the service initiation and ongoing phases. This includes validation after service packs or emergency product patches have been applied to this offering application instance according to the change schedule.

## Privacy

- It is your responsibility to ensure that the collection, use, and monitoring of personal data through your use of HP AppPulse Mobile is in compliance with all applicable laws and regulations, including privacy.
- The collection of these Mobile Application performance statistics is enabled by your addition of HP AppPulse Mobile Materials (HP-provided compiled code) into the Mobile Application.
- You have the option to modify this default collection for your users to whom you have provided a method to “opt out”, in which case the Mobile Application performance statistics will not be sent from such user’s device to HP AppPulse Mobile.
- HP AppPulse Mobile collects the names of UI controls. We automatically replace any strike of 4-20 digits and separators with asterisks. In case you are aware of UI controls with names containing personal information, you can use our regex tool to mask it.
- For more information, see [“AppPulse Mobile: Setting up iOS Apps”](#) and [“AppPulse Mobile: Setting up Android Apps”](#) guides available in Pronq.

## Additional terms

- HP AppPulse Mobile includes HP-provided SDK, documentation and materials (collectively “HP AppPulse Mobile Materials”) used by HP to enable HP’s provision of the HP AppPulse Mobile service. The HP-provided compiled code, when added by you to your Mobile Application, measures and reports the Mobile Application performance statistics from the mobile devices that have installed the Mobile Application (provided they are powered on, connected to the Internet, and functionally capable).
- You acknowledge you have no ownership interest in the HP AppPulse Mobile Materials. HP and its third-party suppliers remain the sole and exclusive owner of all rights, title, and interest in and to the HP AppPulse Mobile Materials. HP provides you with a personal, limited, non-exclusive, non-transferable, and non-sublicensable right and license to use, execute, and install the HP AppPulse Mobile Materials, only to the extent necessary for you to support the Mobile Application’s ability to access and use the HP AppPulse Mobile service.
- HP AppPulse Mobile reports performance data from the mobile end-user device to HP SaaS. The data reporting has small overhead on the mobile end-user report data plan. Please contact HP Support if you need additional information about the overhead to notify your mobile end users.
- HP AppPulse Mobile Materials include HP-provided compiled code that you add inside your Mobile Application. Although those components are thoroughly tested, unexpected problems may occur. HP will not be responsible for any damage caused to you, the Mobile Application, or an end user’s mobile device.

- We are using ACRA library to report crash occurrences. To avoid collision, in case the library already exists in the product, we will not report crash as part of HP AppPulse Mobile.
- You shall not use the HP AppPulse Mobile Materials for any purpose other than to receive the HP AppPulse Mobile service, including without limitation, competitive analysis and/or reverse engineering. You shall not sell, transfer, assign, pledge, purchase or in any way encumber or convey the HP AppPulse Mobile Materials, or modify, adapt, copy, disassemble, or decompile them. You shall not grant any third party any access to the HP AppPulse Mobile Materials. You shall not remove any copyright or proprietary notice from any of the HP AppPulse Mobile Materials or copies thereof or fail to reproduce any such notices.
- Upon termination or expiration of the term, you must return all HP AppPulse Mobile Materials upon HP's request.
- HP has the right to suspend or terminate the service if HP has good reason to believe that you: (a) have provided false or inaccurate information during the submission process; (b) are not authorized to create or distribute the Mobile Application; (c) do not have the right and authority to make available the Mobile Application and any services or content, which may be provided through it; (d) are not complying with all applicable laws, regulations, and rules; (e) engage in, allow, or enable any activities that are prohibited by HP's Terms of Use.
- HP reserves the right to expire this data sheet according to the expiration date of the accompanying quote, or if unspecified, 45 days from the date this data sheet was delivered.
- This data sheet is governed by the current HP terms for SaaS. A copy of the terms is attached or may be requested.

## Pricing and terms

Pricing is per Mobile Application. There are two pricing packages:

- HP AppPulse Mobile Express—monitor up to 10,000 monthly active users (MAUs) (extension packs not available).  
Access to performance data provided for previous 30 days.
- HP AppPulse Mobile Premium—monitor up to 25,000 MAUs (the number of MAUs can be increased by purchasing extension packs of additional 25,000 MAUs per pack).  
Access to performance data provided for previous year.

Performance data access is provided for these timeframes during your AppPulse Mobile subscription (excluding reliance on HP SaaS 7-day retention of the daily customer tenant database backup). Performance data in the status as of an expired subscription will remain available in the event of your renewal of the expired subscription within 180 days.

## HP SaaS contact

HP Software as a Service 1140 Enterprise Way  
Sunnyvale, CA 94089, USA

Initial credentials will be sent to your primary point of contact.

Phone numbers by country: [portal.saas.hp.com/site/html/contact.mss](http://portal.saas.hp.com/site/html/contact.mss)

## Additional terms

MAUs: The number of unique users per the past 30 days.

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Month to month subscription

Month to month subscription is available with no minimum term. The subscription will be automatically renewed from one month to the next unless customer decides to unsubscribe. The contract start at the date of the purchase and points will be refreshed every month at this date (calendar month).

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Term subscription

Term subscription available for one year period. Projects can be extended by purchasing additional terms or monthly subscription.

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Customer can purchase either month to month subscription or the yearly term subscription license.

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