

# TOP 5 QUESTIONS YOU NEED TO ASK ABOUT CRASH AND ERROR MONITORING

With the shift toward continuous delivery and accelerated product releases, software bugs are a fact of life in every stage of the development cycle.

## THE PROBLEM

Sources: Cambridge University, Information Technology Intelligence Consulting



Developers spend

# 50%

of their time debugging



Outage cost

# \$300K

per hour

# 1

## HOW DOES IMPLEMENTING ERROR MONITORING IN EARLY DEVELOPMENT STAGES IMPROVE YOUR PRODUCT'S GROWTH TRAJECTORY?

DEVELOPMENT AND EARLY RELEASE-PHASE ERROR MONITORING PROVIDES THREE BENEFITS:



Spend more time creating new features and product improvements



Fewer bugs released to production



Accelerate your development cycle

# 2

## HOW WILL THE IMPROVED QUALITY OF YOUR GAME AFFECT YOUR COMPANY'S BOTTOM LINE?

CUSTOMER RETENTION IS KEY.

Customer satisfaction may be responsible for as much as

# 37%

of the difference in customer loyalty levels.

Source: Harvard Business School

Retention is a significant source of profit as it's

# 6X

cheaper to keep an existing customer than it is to acquire a new one.

### BETTER USER EXPERIENCE

Monitoring lets product and engineering managers understand MTTD by identifying when an issue has occurred, then organizing and prioritizing issues.

Improve MTTR through deep analysis of the problem and automated collaboration with your peers.

### REDUCE DOWNTIME

Error monitoring is a critical tool to decrease your downtime. By retracing bugs and errors, your team will be able to resolve problems before they cause a crash, outage, or missed SLA.

# 3

## WHICH KPIs SHOULD YOU TRACK TO IMPROVE YOUR ROI ON ERROR MONITORING?

THESE KPIs WILL HELP YOU MAXIMIZE YOUR ROI:



Total number of errors



Number of users impacted by an error



Errors introduced after a new software release



Errors per application module



Errors that occur in the first 5 minutes of application usage

# 4

## WHICH CUSTOMERS ARE IMPACTED BY A SPECIFIC PROBLEM, AND HOW DOES THAT AFFECT MY BUSINESS GOALS?

A Bain and Company study revealed that **retaining 5% of customers could increase profits by nearly 95%.**

### BIG PROBLEM VS. SMALL PROBLEM

Understanding the number of users impacted by a specific bug is essential. This helps you to make better decisions regarding which bugs take priority.

### YOUR PROBLEM VS. THEIR PROBLEM

Error monitoring allows you to understand when it's a user's problem and not an internal issue.

### EXPENSIVE CHURN

Monitoring will give you insight into which types of customers experience issues.

# 5

## WHEN SHOULD YOU IMPLEMENT A CRASH AND ERROR MONITORING SOLUTION?

An error monitoring system provides you with accurate historical records of your software's bugs, enabling your team to track an error down to its root cause.

Error monitoring is also critical in a mature product. As you add new features and enhancements, you will inevitably introduce new bugs into your once-stable product.

The primary benefits of buying a monitoring solution are its cost effectiveness and ease of implementation, keeping your team focused on developing your product rather than your monitoring system.

Backtrace was designed to be easy to use for engineers and managers alike.