The Economic Impact of Using Countly in Enterprises

Countly

About Countly

Countly is a product analytics solution and innovation enabler that helps organisations track product performance and user journey and behaviour across mobile, web, and desktop applications. Ensuring privacy by design, it allows organisations to innovate and enhance their products to provide personalised and customised customer experiences, and meet key business and revenue goals.

As the world's leading open source product analytics platform, Countly has tracked 1.5B+ unique identities on more than 16,000 applications. With on-prem deployment and democratisation of data for multi-function applicability, Countly enables you to track, measure, and take action - all without leaving Countly.

BMW, Microsoft, SAP, CocaCola, IBM, Standard Chartered Bank, TomTom, Deutsche Telekom, and Verizon are only some of the institutions that we serve around the globe; we help them get insights from their web and mobile platforms to offer an exceptional experience to their users.

> *"At Countly, we strive to liberate product analytics data for businesses worldwide. That's why we have created a product that has, at its core an extensible, plugin-based architecture so that all businesses, large or small, can tailor all aspects of their analytics and marketing efforts to meet their specifications.*
>
> *We continue to develop Countly and always stay one step ahead based on the experiences that we have gained from the needs of our clients in various industries."*
>
> Onur Alp Soner
> CEO, Countly

1. Executive summary and key findings

Countly offers an analytics solution that captures, manages, and analyses user data to generate insights that enable understanding digital interactions of users and better business decisions and customer experiences. In our report, **The economic impact of using Countly in Enterprises**, we convey the financial benefits of using the Countly Enterprise Edition. We prepared this report, with the help of our customers, to transfer our experience and know-how to all the players in the industry and shed light on the digital journey of organisations with analytics products.

We interviewed two customers to understand how they benefitted from Countly, and gathered comments of five other customers on these benefits in order to provide insights from various industries.

We interviewed four business units from each organisation that actively uses Countly's platform. They chose Countly because of its robust solution to track and analyse digital interactions, ease of use, and dedication to the security that led to democratisation of analysis and better collaboration across teams and departments. We grouped main drivers and objectives based on business unit objectives, and worked with each unit to calculate the financial benefits.

Business units	Main drivers to choose Countly
Product management	● Accelerate Data-led product innovation ● Better decision-making process and labour efficiency
User experience	● Design user-centric omnichannel customer journey
Marketing	● Increase revenue ● Optimise return on ad spending (ROAS)
Information technology	● Improve agility through platform consolidation ● Ensure compliance and protect customer trust

The key findings of the research are as follows:

1. **Accelerate data-led product innovation** by decreasing the number of product development sprints by up to 40%. Our two interviewed customers experienced annual savings of $140,625 and $606,000.

2. **Track performance and resolve issues efficiently** with the automation of anomaly detection and reporting, and integration with other tools, resulted in up to 80% improvement in labour efficiency for certain business units that led $420,000 annual savings for one of the interviewed customers.

3. **Ability to design user-centric omnichannel customer journeys** with efficiency gains and robust solutions provided by Countly. Organisations decreased their agency spending on their user research and testing needs by 92%, from $320,000 to $25,000, within a year. They could create an in-house knowledge management tool to track best practices to guide future development.

4. **Increase revenue** by decreasing churn rates by up to 30% and improving sales conversion rate by up to 20%.

5. **Optimise return on ad spending (ROAS)** by targeting the right customers with the right message, at the right time and through the right channel. Interviewed organisations reached out to the same number of users by saving 63% to 76% of their budgets.

6. **Improve agility through platform consolidation** by using far fewer vendors due to Countly Enterprise Edition providing more features than any other competitor, consequently eliminating the need to use additional services. Vendor consolidation can reduce the annual licensing costs by 80% and improve labour efficiency for procurement and IT departments in terms of management of these licenses, and benefit business units from training and utilisation perspectives.

7. **Ensure compliance and protect customer trust** by being compliant with regulations such as GDPR, HIPAA, CCPA, and COPPA. Organisations collaborate with Countly to ensure compliance with laws and regulations, and build trust as a differentiator.

2. Framework and methodology

Countly interviewed two organisations to understand their experiences and determine the benefits of Countly. One of the organisations is a financial service provider in Europe with over 3,000 employees and the other one is a telecom operator in Asia with over 12,000 employees. Countly developed the framework and used data[1] and insights shared by these organisations in order to prepare this case study, and validated it before publishing.

In addition to the two customers that shared their data, we interviewed five other customers to learn from their experiences on these benefits in order to provide insights from various industries.

We interviewed key decision-makers from various departments in order to understand the main drivers behind investing in Countly. We took these comments, and gathered data, to quantify the financial impact which is explained in detail under the key results section. The financial impact depends on the organisation size, the level of maturity, and utilisation of Countly plug-ins.

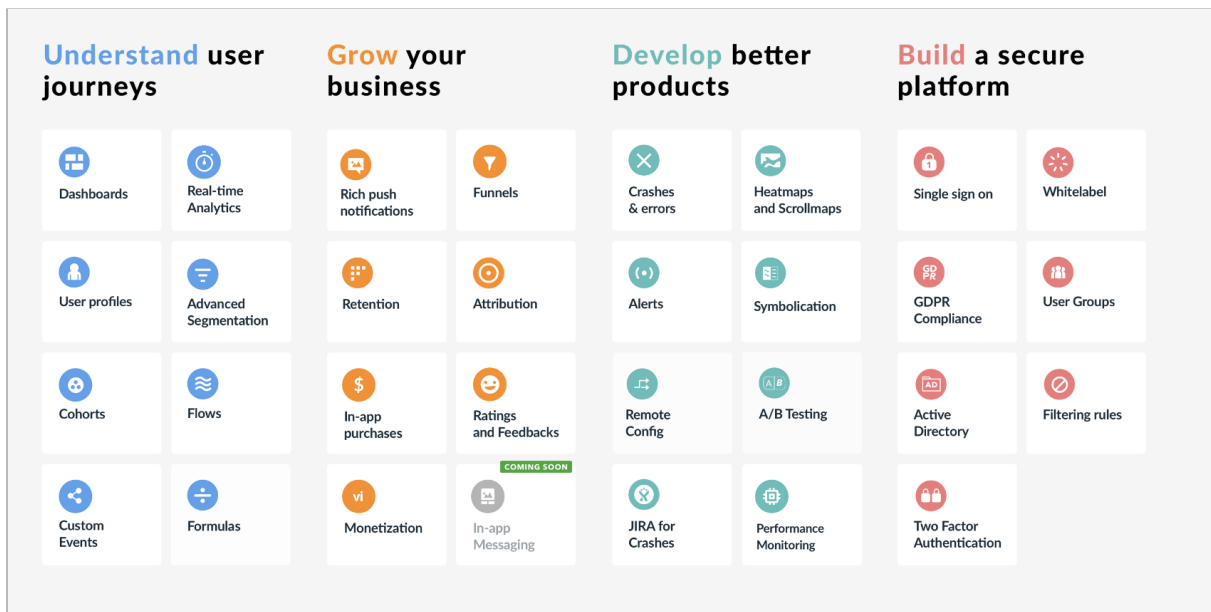| Business units	Main drivers to choose Countly
Product management	• Accelerate Data-led product innovation • Better decision-making process and labour efficiency
User experience	• Design user-centric omnichannel customer journey
Marketing	• Increase revenue • Optimise return on ad spend (ROAS)
Information technology	• Improve agility through platform consolidation • Ensure compliance and protect customer trust

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[1] The numbers provided by the customers and calculations performed by Countly may not represent the exact figures, rounding may occur.

3. Key results

3.1 Accelerate data-led product innovation

Every organisation leverages data, whether it's stored digitally or physically. As we leave more digital footprints, leading with data has become more important. Despite the promising value of leading with data, only data-sophisticated teams with high levels of digital maturity rely on quantitative data from product analytics solutions to drive innovation. These teams are mainly located in tech hubs, and data-led product innovation is led by these teams from San Francisco, London and Berlin.

Like their global counterparts, our customers leverage product analytics to accelerate product innovation through Countly's user-friendly interface and ability to interpret data to take actions. As a result, regardless of their stage on the digital maturity curve, product teams using Countly can leapfrog competitors and step up their game without heavy investment.

In this study, we measured the improvement in the product innovation process by the number of sprints needed to complete a cycle. Interviewed organisations stated that they experienced a decrease in number of sprints by 10 to 40 percent after implementing Countly.

This saving was mainly a result of understanding users and finding improvement areas quickly to offer better products and services to them.

Interviewed organisations experienced savings of $42,000 to $95,000 in the first year after implementation.

Customer A (financial services provider with 3,000 employees) with a 15% decrease in the number of sprints:

	# of Employees Contributing to the Innovation	% Time Allocation of an Employee	Decrease in # of Sprints	Employee Cost (Yearly Average)	Efficiency Gain
Product Management	5	25%	15%	$120,000	$22,500
UX & Development	15	25%	15%	$110,000	$61,875
BI & Data Analysis	10	25%	15%	$150,000	$56,250
				TOTAL SAVINGS PER YEAR	**$140,625**

Customer A had a team focused on product innovation consisting of 5 product managers, 15 user experience designers and software developers, and 10 engineers for business intelligence and data analytics. As expected, they had other roles and responsibilities; by analysing their schedules and project management tool entries we measured the time allocation and how fast they completed a cycle.

We observed that a product manager with a compensation package of $120,000 spent 25% of her time to get prepared to run and control the product innovation process. In other words, the company was investing $30,000 in product innovation through one product manager every year. With the 15% decrease in the number of cycles, the company was able to save $4,500 per product manager and $22,500 for a product team of 5 product managers per year.

When we applied the same measurement methodology to other employees, the total yearly savings reached $140,625. As a result, the company could save one full-time employee headcount, and current employees could enjoy more meaningful and innovation-driven jobs, which eventually increase employee satisfaction.

Customer B (telco provider with 13,000 employees) with a 20% decrease in the number of sprints:

	# of Employees Contributing to the Innovation	% Time Allocation of an Employee	Decrease in # of Sprints	Employee Cost (Yearly Average)	Efficiency Gain
Product Management	120	15%	20%	$60,000	$216,000
UX & Development	200	15%	20%	$50,000	$300,000
BI & Data Analysis	40	15%	20%	$75,000	$90,000
				TOTAL SAVINGS PER YEAR	**$606,000**

Customer A had a team focused on product innovation consisting of 120 product managers, 200 user experience designers and software developers, and 40 engineers for business intelligence and data analytics. Given the team allocates 15% of their time for product innovation on average, for a product manager with a compensation package of $60,000, the company was investing $9,000 in product innovation through one product manager every year. With the 20% decrease in the number of cycles, the company was able to save $1,800 per product manager per year. The total saving for 120 product managers was $216,000. In total, the company was able to save $606,000 which is equivalent to ten full-time employee headcounts, and current employees could enjoy more meaningful and innovation-driven jobs, which eventually increase employee satisfaction.

> *"Our teams are more aligned. We know what we're doing and why we're doing it. As a result, we get the right things done and do it faster. For major releases, we were spending six months on average, and now it is close to four months."*

Chief Information Officer of a telecommunications service provider

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3.2 Track performance and resolve issues efficiently

A survey with over 2,000 executives done by PwC[2] shows that highly data-driven organisations are three times more likely to experience significant improvements in decision-making compared to the ones that rely less on data. Making data-driven decisions increases revenue, accelerates product innovation as previously analysed in this study, and also helps organisations reduce costs and improve labour efficiency.

In interviews, customers mentioned that with Countly they achieved labour efficiency improvements through ***automation of anomaly detection, reporting processes, and integration with other tools and platforms***. As a result, they experienced up to 80% improvement in labour efficiency for certain business units. By freeing up their time, the organisation enabled employees to focus more on innovation and value-added tasks which led organisations to become more proactive rather than reactive.

	# of Employees	% Time Allocation before Countly	% Time Allocation after Countly	Employee Cost (Yearly Average)	Efficiency Gain
Issue & Error Resolution	10	50%	20%	$100,000	$300,000
Data Analysis & Reporting	2	70%	15%	$80,000	$88,000
Executive and Cross-functional Reporting	8	5%	1%	$120,000	$32,000
				TOTAL SAVINGS PER YEAR	**$420,000**

The customer had a team of 20 employees spending their time finding and fixing errors, analysing data and reporting them. By utilising Countly's crash alert and reports, and preparing customised dashboards for certain levels and business groups the team experienced significant time savings. An employee with a $100,000 annual salary, who used to spend 50% of his time finding and fixing errors, could now get notifications when they happen, and now spends only 20% of his time and focus on fixing them.

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[2] Retrieved from
https://www.pwc.com/us/en/services/consulting/analytics/big-decision-survey.html

With this saving, the company was able to allocate 3 headcounts on product development 6 months after implementing Countly.

The management team who rely on data analyst reports started fully utilising customised dashboards on Countly and got notifications and weekly reports to track the performance to intervene when it is needed within three months of implementation.

Report automation: The customer was waiting for up to 15 days to get marketing campaign analysis and was relying on business analysts to generate reports. With Countly, customers set regular reports on analytics, revenue, push notifications or crash analytics-related metrics consisting of data from multiple sources.

Enabling dashboards: With the custom dashboards feature, customers have created dashboards with widgets that can be dragged and dropped easily. By giving view and edit rights, customising for business units, analysts no longer prepare reports to track performance and business KPIs. Moreover, the customer compares analytics data for multiple applications or multiple custom events and metrics with Countly's compare plugin.

Automation of anomaly detection: Customers that used to analyse anomalies (e.g. crashes, latencies, errors) every day now set daily and automated alerts to get informed about them immediately. While analysts and developers follow crashes and errors more closely, managers get notified about more serious anomalies and receive weekly reports to track the overall health and performance of the platforms.

> *"Alerts seem important for technical teams only, however as a marketing manager, I am interested in seeing whether users are interested in our promotions, and in sudden increases and decreases in the number of users. Alerts give us the ability to intervene immediately when something does not go as planned. With Countly, we can link anomalies with the unique user profiles and take actions at the individual level to deliver an exceptional user experience."*

Marketing Director of a telco service provider

Tool and platform integration: Customers also improved labour efficiency through synchronising Jira issues and tracking Github activities from Countly. Customers create JIRA issues directly from the Crash Analytics

dashboard and utilise GitHub webhooks to receive notifications about actions that happen on GitHub, so that they attribute to specific users on platforms.

3.3 Design user-centric omnichannel customer journey

Every organisation tries to understand its customers, and improvements in technology have helped expedite this process over the years. Launch of the Tesco clubcard in 1995 was a significant milestone for Tesco's success and Tesco Chairman, Lord MacLaurin, said, *"What scares me about this is that you know more about my customers after three months than I know after 30 years."*[3] Almost 30 years later, although tools have evolved, the goal is the same.

Countly offers tools to enable organisations to know more about their customers. Countly helps its customers **track user journeys**, **get user feedback effortlessly,** and **experiment and improve** through remote config (feature flags) and A/B testing.

Before implementing Countly, the interviewed organisation worked with an agency for its research and testing needs. The year before the implementation, the organisation spent $320,000 with the agency. In the following year, the budget allocated for the same agency and needs was $25,000.

With the increased efficiency and Countly's robust product, employees were now able to spend even more time on research and testing; hence, the organisation significantly reduces its cost. Moreover, by creating an internal knowledge management platform, the company is now able to store the best-known methods, and transfer the know-how among employees without relying on 3rd parties for very important information: user insights.

Track user journey: Interviewed customers shared that they were looking for a reliable solution to track user behaviour on an individual level. With Countly, the interviewed customers pull customer data, preferences, and pain points, and integrate them directly into the development process, to prioritise what customers want and are willing to pay for. Countly enables customers to track and monitor user behaviour across multiple platforms

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[3]Retrieved from
https://www.telegraph.co.uk/finance/newsbysector/retailandconsumer/10577685/Clubcard-built-the-Tesco-of-today-but-it-could-be-time-to-ditch-it.html

(web, app, connected devices such as IPTVs, and other smart home solutions) starting from the first anonymous visit. The journey doesn't end with the purchase; it continues even after with user interactions, ensuring loyalty, and providing upsell and cross-sell opportunities to address user needs.

> *"In today's world, like all organisations, we have more touch-points than ever and we have to offer a consistent and smooth experience to our customers, however they interact with us. We cannot think of these touchpoints in silos. With Countly, we combine data across channels to get a complete picture of our customers' journeys."*

<div align="right">Chief Product Officer of a financial services company</div>

Get customer feedback effortlessly: In today's world, organisations need to improve their listening skills. Tracking user journeys is important, but not sufficient. Listening to users is key to engaging with them and keeping them happy. When Bill Gates said, "*Your most unhappy customers are your greatest source of learning,*"[4] he highlighted the value of using valid grievances to find shortcomings to turn unhappy users into advocates.

Interviewed organisations leverage Countly's plug-in and feedback feature to achieve this transformation. They mentioned that they collect, store, search, and track user feedback from across platforms. Enabling Countly's ratings and feedback plug-in, which allows customers to show pop-up screens for certain devices and pages based on users' engagement with your platform, takes less than a minute. As a result, customers are able to get real-time feedback from their users to understand what users like or dislike, and feed this data to the product innovation process.

> *"We used to rely on mainly user interviews performed by 3rd party agencies to understand what our users think of our offerings. User interviews are insightful and they allow us to go deeper. However, they require significant time and investment. We still do user interviews, but less frequently. We leverage Countly's rating and feedback feature as a first step to listen to our users, then go deep if needed."*

<div align="right">Chief Product Officer of a financial services company</div>

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[4] Gates, B., 1999, Business @ the Speed of Thought: Succeeding in the Digital Economy

Experiment and improve: After observing user behaviours, and listening to them, another important step in product innovation is to test product hypothesis with users. Interviewed organisations utilise Countly's **Remote Config** and **A/B Testing** tools to iterate their solutions by experimenting with their users:

- **Remote config:** Remote Config, sometimes referred to as Feature Flags, enables customers to change the behaviour and appearance of platforms for all users or certain segments without a need to update platforms by changing server-side parameter values, and without any further deployment or help from technical teams. Therefore product, design, and marketing teams can easily experiment releases quickly. Countly Remote config also allows a canary launch[5].

  "The thing that keeps me up at night has never changed: PR Crisis. Sometimes you cannot avoid it, so you always have to be prepared. It's important to understand the situation and have information before deciding how to address it. Countly helps me be prepared. Before important launches, I sit in meetings to understand different scenarios and discuss what can go wrong."

  Communications Director of a telco service provider

- **A/B testing:** Countly's A/B testing plugin creates experiments to find the best performing variants based on business goals. A/B testing is valuable because users behave differently. Every organisation needs to find what works for their users.

  "We appreciate passionate debates in our meetings. However, we let our users decide what's best for them by using Countly's A/B testing feature. It saves us time and makes sure the team is aligned towards the right direct direction."

  Design Lead of a telco service provider

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[5] Canary launch is named after the "canary in a coal mine" — back in the old times, miners would carry canaries into mines, as canaries were more sensitive to fatal gases like methane or carbon monoxide in a coal mine. If the canary stopped singing, miners knew it was time to leave the mine immediately since the fatal gasses were already building up. Canary launches are done on real users in the production environment. In that sense, it is a lot different than internal betas, quality assurance (QA) or performance testing, or internal user testing, which all are done in test environments. Canary launches provide risk mitigation to your team and helps limit the scope of the problem to affect only 1% of your users instead of 100%.

3.4 Increase revenue

Countly not only offers advanced analytics capabilities to understand users, but also offers advanced performance monitoring and push notifications features to help its customers optimise user interactions to increase customer value by providing the right solutions to the right users at the right price.

> *"We can attribute $ 1M in incremental revenue from targeting the right customers with the right messages and products."*
>
> CMO of a leading telecommunications company

Interviewed customers experienced an increase in customer retention, improved sales conversion rates, and better pricing and discount management process with Countly. The analysis shows that customers could achieve a 20% revenue increase through reducing customer churn and improving sales conversion rates.

Moreover, customers shared their anecdotes on how Countly has helped them strengthen their competitiveness and supports their effective pricing initiatives, which were not quantified in this study.

- **Reducing customer churn by 30%:** Countly displays cumulative and individual users who haven't been engaged in 7, 14, 30, 60, and 90 days. With the ability to analyse acquisition channels, activity, event, and session retention data, and funnel completion rates of users acquired through various sources in total, and on average also in cohorts, a customer was able to decrease customer churn rate by 30%, from 20% to 14%, in six months after implementing Countly.

  For example, the customer discovered that while the retention rate for users owning an iPhone X with iOS 11 was very high, it was low for users owning an iPhone 7 Plus with iOS 10. As a result, the customer was able to check the user experience across devices and fix quickly.

- **Boosting sales conversion rates by 20% by offering a seamless experience across channels:** By merging data from multiple devices into a single user profile, the organisation was able to track User IDs, offer a personalised and fast experience, and allow more relevant and effective interactions over time. The interviewed organisation increased conversion from the consideration to purchase stage by

20% for a certain cohort. The interviewed organisation created an experiment for the loan approval process. After seeing that customers used the loan calculator wizard, the bank representative was able to guide the customer towards the final purchase.

	Customer A	Customer B
Conversion rate for the control group[6]	35%	28%
Conversion rate for the treatment group	39%	34%
Increase in conversion rate in %	12%	21%
Impact on revenue	$5,000	$70,000

Interviewed customers also shared some anecdotes to describe Countly's positive impact on revenue, which were hard to quantify for this study. These included "*Increasing competitiveness*" and "*Improving margins by optimising prices*", explained below in detail.

- **Increasing competitiveness:** Interviewed organisation mentioned about the necessity of the use of analytics when starting with the strategy process. By understanding the users and market better, the organisation has developed its strategy better, set the right metrics to keep different business units in line with the strategy, and track the performance in real-time in order to adjust and iterate its strategy quickly.

   "We decided to invest in analytics to gain a competitive edge, to have tools to beat the market. Throughout the time we observed that our competitors were also going through the same journey. Analytics is not a "nice to have", it's a "must-have" for today's world. With Countly's advanced features we can stay ahead of the competition and increase our market share."

   CIO of a leading telecommunications company

- **Improving margins by optimising prices:** By using analytics-driven prediction models, the organisation was able to offer targeted

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[6] The analysis has been focused on new product offerings for the existing customers. For the analysis a certain cohort divided into two random groups to analyse their purchase behaviour patterns towards a certain product type. Final purchase through both online and offline channels are included. While the control group did not receive any special treatment, the treatment group received push notifications and/or agent contact with customised messages.

discounts for the right products to the right customer based on the customer profile. Over time, the organisation experimented with prices to understand price elasticity. Studies show that using analytics can have a significant impact on profitability and yield high returns on investment. Deloitte concluded that the impact of effective price management on company margins could vary from 2% to 8% throughout the year.[7] McKinsey observed that a building-materials company experienced up to 20% increase in margins for selected products.

3.5 Optimise return on ad spend (ROAS)

Countly enables marketers to manage all stages of the funnel: Awareness, consideration, purchase, and loyalty by tracking user journey from the very first interaction - visiting the web or mobile platform as an anonymous user. Interviewed customers experienced significant improvements in marketing efforts. In order to quantify the impact of marketing optimisation, customers shared conversion rates of paid marketing campaigns.

With Countly, customers started testing marketing materials and delivering customised messages and promotions towards targeted segments at a scale that led to better customer engagement, membership, and sales. Customers achieved up to a 300% increase in the number of users that they reach out to with the same marketing budget. In other words, the same number of users can be reached out by using 20% of the budget.

	Customer A	Customer B
Digital marketing budget	$200,000	$50,000
Conversion rate before Countly	10%	5%
Conversion rate after Countly	27%	21%
Savings	$126,000	$38,000
Savings in %	63%	76%

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[7]Retrieved from
https://www2.deloitte.com/global/en/pages/deloitte-analytics/solutions/three-minute-guide-to-pricing-analytics.html

"With Countly, we know our customers better. First, we started with improving our communication with existing customers to offer the right offerings with the right message and on the right platform. We are obsessed with improving our funnel. It's fascinating to see how fast you learn and improve your marketing strategy with Countly. "

CMO of a leading telecommunications company

3.6 Improve agility through platform consolidation

Organisations are aware of the necessity of digital tools to stay competitive, retain customers, and employees. Despite the proven benefits of digitalisation, having so many tools in place can diminish operational efficiency and be frustrating for users to adopt before using them effectively.

One of the biggest challenges when it comes to implementing digital transformation projects is "one and done training". Employees do not get the opportunity to learn how to use the tools to get the support that they need to achieve their business goals. Introducing more tools, especially with lack of integration into the current systems, significantly impacts the success of individuals, and hence the organisation.

Moreover, each tool adds additional workload on the procurement and IT departments. Choosing the right tools is important to mitigate risks, reduce costs, and improve efficiency in order to become agile when it comes to responding to trends in the market, and lead the market. Therefore many organisations seek opportunities to consolidate their tools.

The interviewed organisation replaced six different tools that they were using with Countly. The consolidation helped the organisations save up to 65% and 80% of yearly subscription costs in order to get the same functionality. The tools that they stopped using are as below:

- Product analytics, engagement and retention analysis
- Push notifications and messaging campaigns
- Product performance monitoring (APM)
- Crash and error reporting with anomaly detection
- NPS, user feedback, and in-app survey solution
- Remote configuration and A/B testing

As Countly comes packed with powerful plugins such as user profiles, push notifications, crash analytics, and attribution, the customer could achieve the same outcomes, if not better, with one tool. As a result their budget used for these tools was cut to one-third of what it was before. Interviewed customer shared how moving to Countly helped them improve their agility:

- Improved vendor management efficiency
- Low total cost of ownership
- Lean IT management with less admin workload, which speeds up the rate of deployment
- Reduced onboarding and training time and costs
- Supporting digital transformation efforts
- Saving up to 80% of the budget spent for the yearly licensing

"When I saw Countly's demo, the first thing that I wanted to explore was the tools that Countly could replace. In 2 years, we transitioned from using six tools sourced from different vendors, to Countly. We could save 65% of our budget."

CTO of a telecommunications service provider

3.7 Ensure compliance and protect customer trust

Data privacy and security is the essence of what we do at Countly. We have extensive knowledge, especially when it comes to General Data Protection Regulation (GDPR), HIPAA and COPPA, collaborating with several parties and conforming to their standards and regulatory laws. Interviewed customers highlighted the below benefits:

- **Self-hosting options:** Countly can be installed on-premise (either in your data center or with a trusted hosting partner), or in a public cloud allowing for greater depth and breadth of security and control. Self-hosting means complete data ownership and control.

- **Secure transmission:** Data collected from devices are sent over a secure channel, and cannot be tampered with—this eliminates intruders and potential man-in-the-middle attacks.

- **Right to be forgotten and not to be tracked:** Under new regulations, individuals have the right to block or suppress the processing of personal data, and even ask for their data to be removed. Countly supports these needs and does not track those

users at all or wipes out their data completely. Countly also has a "Filtering Rules" plugin that blocks data from reaching the database using several criteria like username, email, IP address, deviceID etc.

- **Data-at-rest encryption:** When data is stored, we can use data-at-rest encryption, further enhancing the security of personal data, making it impossible for a rogue employee to reach this data.

- **Extensive system audit logs:** There are over 30 different system logs collected, and this helps system administrators know what is happening inside the server. In case of an emergency or an audit, organisations can see what has happened by checking the logs.

- **Access levels:** Administrators have the ability to disable a menu item or a view (e.g User Profiles, Certain Dashboards, etc.) for specific users. This way, only necessary and required data is shown.

- **No IP address storage:** Countly doesn't store any IP address, but rather converts IP to the user's city and then discards the IP. For customers where this is an issue, Countly has the ability to completely remove city and country information.

- **Data portability:** Countly database schema is completely open, allowing any Countly client to transfer data from Countly Enterprise Edition to another service/vendor easily.

"Compliance is very important in our industry. While the level of detail that Countly enables us to see is fascinating, we have to control the access and ensure the segregation of duties. We cannot risk our customers' trust and we maintain this trust by not only complying regulations but also setting high internal standards."

CFO of a financial service provider

4. Countly: Your go-to analytics vendor

Countly's technology provides product managers, marketing managers, and development teams to focus on their product and receive deep insights they cannot get from other platforms. With a focus on taking appropriate actions, Countly's 360-degree product accelerates digital transformation efforts by providing a secure, on-prem platform, without any hassle around data privacy.

Countly, with its professional services and experienced development team, helps customers be productive with their needs and organisational requirements by providing them with the right feature set at the right time. This ensures that Countly's customers do not need several vendors for their analytics, marketing, or error reporting needs but only one, reducing the need for training and saving up to 80% in annual subscription costs.

To learn more about Countly's offerings and how Countly helps hundreds of financial, medical, telco and other verticals, contact hello@count.ly