

Mobility Solutions

Introduction

Organizations are on a constant quest to better understand customer behavior and how it influences buying habits. Understanding customer preferences, buying norms, likes, and dislikes helps organizations provide insight into customer satisfaction. Moreover, by understanding customer behavior, organizations can design new marketing strategies, modify product features, or use data-driven insights to resolve issues concerning customer churn and retention.

Data collection has traditionally been collected through customer feedback calls or surveys but is not necessarily the most effective method today. Currently, market competition is at its peak, with customers scattered across time zones and cultures.

Mobile analytics have emerged as a powerful resource in the midst of this changing global consumer market. Mobile analytics are naturally conducive to optimizing mobile apps, encouraging the customization of mobile application engagement, and becoming more customer specific.



Challenges

Despite having all the necessary features that help organizations understand their customers, cloud mobile analytics is still not entirely foolproof. Mobile analytics pose several challenges to organizations that wish to leverage its advantages.

Below are the main challenges that appear before an organization looks at tapping into mobile analytics.

Data Collection

Millions of users globally use mobile applications of various brands and products. This means petabytes of data generation. Organizations subsequently face the challenge of collecting data, filtering out relevant data, and ultimately storing this filtered data.

Real-time Data Tracking

Large amounts of data is generated every second of the day. Organizations must keep track of the data in real-time to be on top of their marketing game. However, real-time data tracking is a challenge for any organization. Businesses must possess a system that ensures no data loss, with only the latest version of generated data stored.

Log Analysis

A colossal amount of data needs to be analyzed for it to make any sense. Log analysis helps organizations determine customers' buying patterns and preferences. Organizations though often lack a proper log analysis tool, which is necessary for transforming data into relevant content.

Instantaneous Troubleshooting

System crashes can affect the stability of mobile applications and bring down an entire platform. Additionally, the absence of a mechanism that performs system crash recovery is concerning. To combat this problem, organizations require a system that not only instantly troubleshoots itself but also retains information processed before the actual system crash takes place.

Why Alibaba Cloud

Alibaba Cloud Mobile Analytics is a one-stop solution to resolve all your mobile analytics concerns. With a global outreach and a trusted reputation, Alibaba Cloud Mobile Analytics solution enables organizations to track, measure, and comprehend how mobile users are interacting with their mobile apps. Additionally, it allows you to build an efficient mobile marketing strategy based on user behavior reports. Alibaba Cloud offers the following tools to ensure that mobile analytics are carried out in the most efficient and effective manner.

MaxCompute

A fast and fully hosted TB/PB-level data warehousing solution. MaxCompute provides comprehensive data import solutions and several typical distributed computing models.

ApsaraDB for RDS

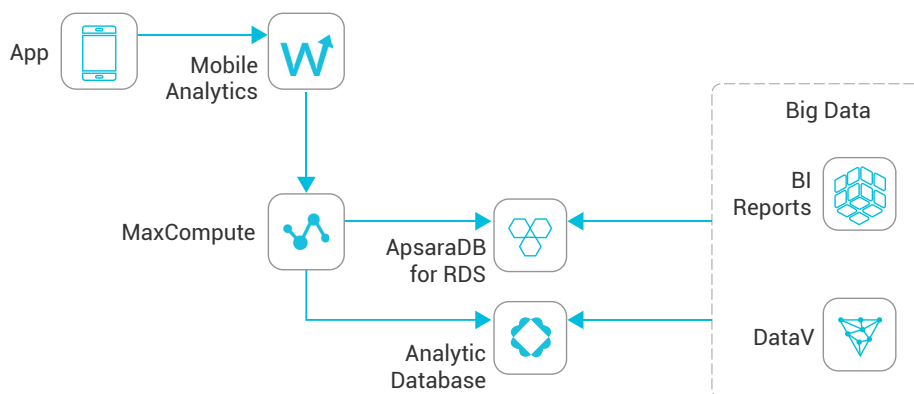
Organizations want to be liberated from the administrative task of managing a database and focus on their core business. Alibaba Cloud's ApsaraDB for RDS lets business do exactly that. It is a ready-to-use service on MySQL, SQL Server, and PostgreSQL. RDS handles routine database tasks such as provisioning, patch up, backup, recovery, failure detection, and repair.

Alibaba Cloud Analytic DB

Analytic DB is a real-time Online Analytical Processing (OLAP) managed cloud database service to crunch enormous amounts of data. As a fast and flexible database service, Analytic DB is compatible with MySQL protocol, including metadata information.

Alibaba Cloud Solution & Deployment Architecture

Understanding the architecture concerns of organizations that seek to use their mobile analytics to the fullest, Alibaba Cloud offers a comprehensive suite of mobile analytical solutions. The following diagram presents a model deployment architecture proposed by Alibaba Cloud as a part of its Mobile Analytics for Big Data Analysis and Storage Solutions.



MaxCompute

Provides comprehensive data import solutions and several typical distributed computing models. Furthermore, enables organizations to speed up massive data computing, effectively minimize costs, and ensure ironclad data security.

ApsaraDB for RDS

With features that include a three-level security defense system and three-tier high availability, ApsaraDB for RDS facilitates automated monitoring, backup, and disaster recovery. Additionally, it includes automated provisioning and scalability, which allows organizations to scale their databases up and down based on the application's real-time needs.

Analytic DB

Alibaba Cloud Analytic DB gives access to critical business insights from data sourced from multiple locations, instantly processed in a highly concurrent and multi-dimensional analysis system.

Key Benefits



Offers remote and local disaster recovery



Processes massive amounts of data and delivers high performance through SQL multi-dimensional analysis and data filtering



Compatible with MySQL standard protocol including JDBC and ODBC



Automatic indexing without requiring schema or secondary indexes

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