



## MORE THAN APM

Ekara is a one-of-a-kind offer **unique** to the application monitoring market. It brings you 5 key benefits.

### 1 A hybrid solution

Ekara combines **synthetic monitoring with measurements from real users, on the internet and any intranet.** It's the only solution on the market to measure **all application types: web and business applications, of course, but not only those.** Ekara also measures apps on **mobile devices** as well as **voice and unified communications applications.**

### 2 Easy to use

Ekara is designed to be **intuitive for all users, without technical training or coding.** Your **IT, digital, or business teams** can create, edit, and maintain **user journeys independently.** They can manage the monitoring service **by themselves, without overloading technical staff.**

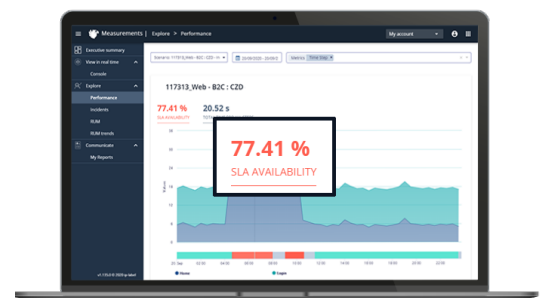


### 3 An innovative solution

Ekara is built on **the very latest new technologies.** Its **artificial intelligence** detects 'business'-specific elements, and automatically adjusts user journeys to ensure the highest availability, issue to-the-point alerts only, and minimize the need for human intervention for upkeep.

### 4 "A la carte" service

Now you have a choice between **entirely independent self-service, or managed service for guidance by our specialists.** Plus you can change service options as you go!

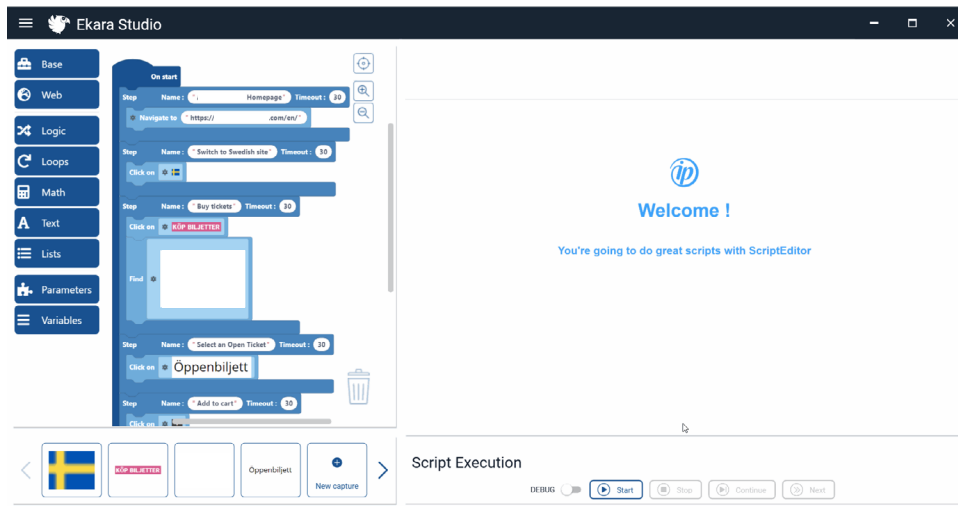


### 5 Flexible payment plans and models

Is **SaaS** a good fit for you? You can **subscribe** to Ekara for the length of your choice or opt for **pay-per-use** invoicing. Would you rather have a dedicated solution **on your premises** in your own environment? If so, you can **purchase** an Ekara license or **rent** it.



# An intuitive graphical scripting studio



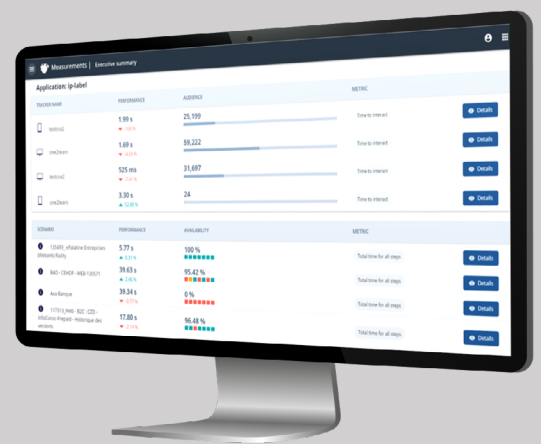
Ekara Studio is a wizard for creating and editing user journeys simply and quickly, using drag-and-drop features. In a matter of minutes, you can create your own user journey and replay it in real time.

This innovation means **greater productivity** because your teams are empowered to create and maintain scripts by themselves.

## Adaptable dashboards & custom reporting

Ekara's converged views adapt to the needs of all user profiles. Results from **synthetic internet/intranet monitoring** and **real-user metrics** are displayed in real-time dashboards with **precision filters** to get straight to the information that is most important to you.

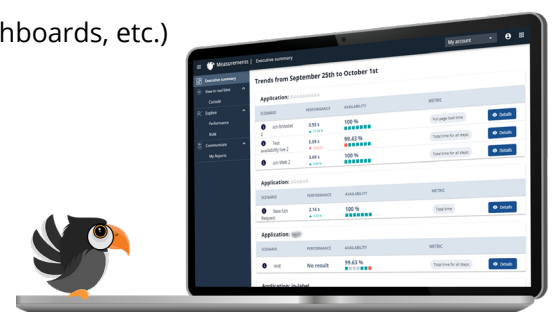
You can also build sophisticated **custom reports** and configure them to be sent automatically to designated recipients to facilitate communication.



## Expert assistance with any specific need

Take advantage of ip-label's experience with **performance benchmarks**, **application performance audits**, **training**, or **troubleshooting**. Our team of consultants is at your service. Our experts specialize in:

- quality tracking services (definition of KPIs, implementation of dashboards, etc.)
- validation of technology choices (CDN and more)
- competitive benchmarking
- strategies for setting up internationally
- load testing
- installations, upgrades of our solutions
- and much more!



## Benefits:

- Complete control over your applications for a fully optimized budget
- Simplified upkeep of your user journeys
- Direct ROI resulting from use of the most up-to-date user experience metrics
- Greater productivity for your teams
- Total freedom between a managed measurement service or self service... and you can switch or mix at any time!