

Technical Disclosure Commons

Defensive Publications Series

May 2022

Unified View of Product Adoption Metrics with Layered Granularity

Poorva Arankalle

Vinay Karajagi

Stefan Vant

Shashwat Anand

Ginto Cherian

See next page for additional authors

Follow this and additional works at: https://www.tdcommons.org/dpubs_series

Recommended Citation

Arankalle, Poorva; Karajagi, Vinay; Vant, Stefan; Anand, Shashwat; Cherian, Ginto; and Moore, Dearbhla, "Unified View of Product Adoption Metrics with Layered Granularity", Technical Disclosure Commons, (May 25, 2022)

https://www.tdcommons.org/dpubs_series/5170



This work is licensed under a [Creative Commons Attribution 4.0 License](https://creativecommons.org/licenses/by/4.0/).

This Article is brought to you for free and open access by Technical Disclosure Commons. It has been accepted for inclusion in Defensive Publications Series by an authorized administrator of Technical Disclosure Commons.

Inventor(s)

Poorva Arankalle, Vinay Karajagi, Stefan Vant, Shashwat Anand, Ginto Cherian, and Dearbhla Moore

Unified View of Product Adoption Metrics with Layered Granularity

ABSTRACT

This disclosure describes techniques to enable an enterprise or its resellers to view data related to product adoption and usage by customers. Adoption metrics can be viewed in the form of scorecards, tables, graphs, etc., and are presented using layered granularity for interpretability at a glance. The fall of an adoption metric below certain thresholds automatically generates alerts and actionable insights to enable corrective actions. The techniques enable the enterprise to more accurately gauge customer sentiment for renewals or upgrades.

KEYWORDS

- Adoption metric
- Channel partner
- Product reseller
- Enterprise user

BACKGROUND

Many enterprises sell a number of types of products and services, e.g., subscription products such as Software-as-a-Service (SaaS). Such enterprises can contract with resellers (also known as channel partners, themselves possibly enterprises), to extend the reach of sales and to better support end customers. It is of interest to such enterprises and its resellers to view data related to adoption and usage of the entire suite of its products by customers. Adoption of a subscription product is directly correlated to its renewal. Although product adoption reports can be generated today, it takes manual effort to do so. Adoption reports are often dense with statistics, lack layered granularity, and are difficult to interpret at a glance, e.g., within a unified view. They typically do not produce alerts or actionable insights that enable corrective action.

Channel partners complain of lacking clear, actionable visibility into how a customer is using the product suite. Lacking visibility, they cannot gauge customer sentiment for renewals or upgrades.

DESCRIPTION

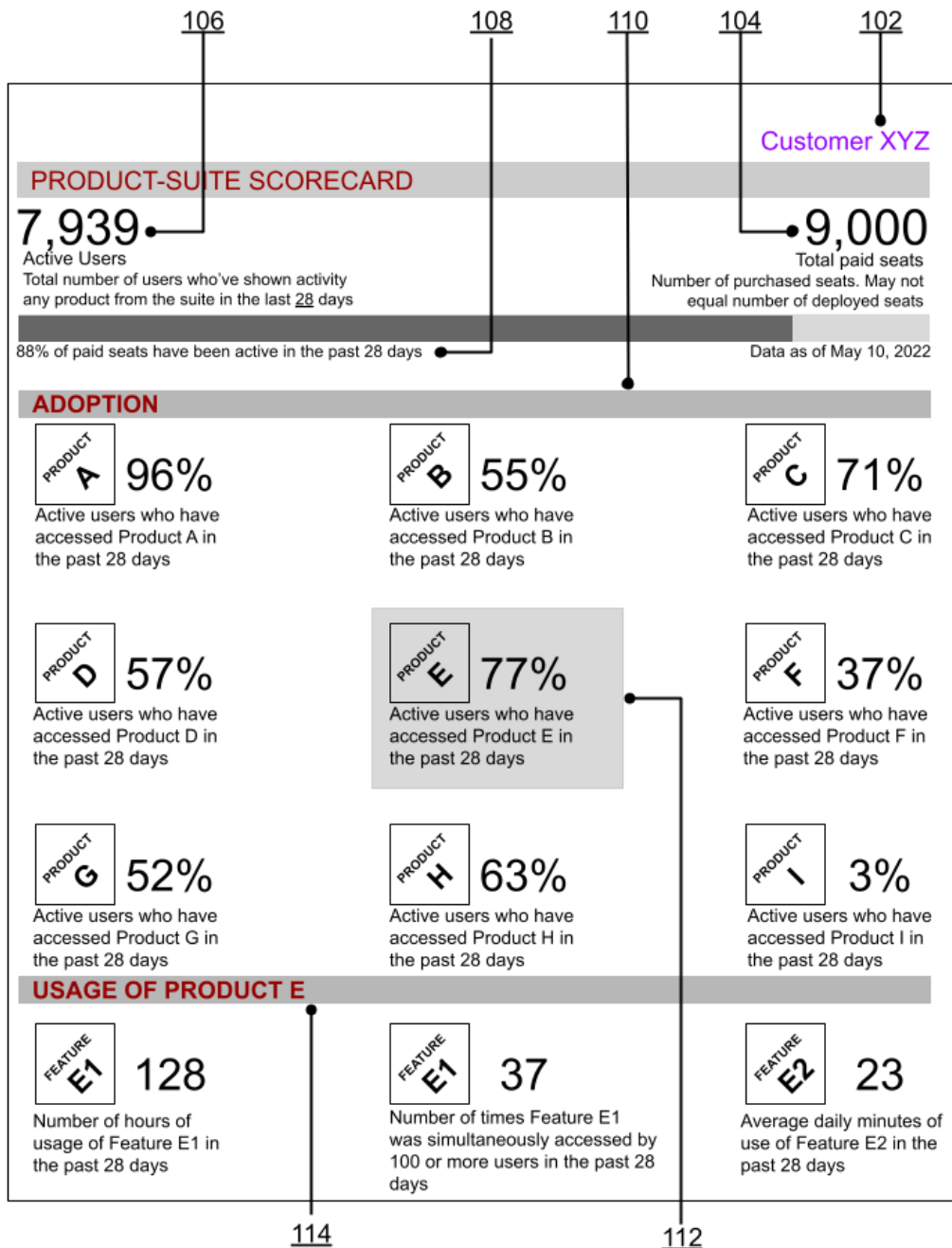


Fig. 1: An example unified view of product-adoption metrics with layered granularity

Fig. 1 illustrates an example unified view of product adoption metrics with layered granularity, referred to as an adoption scorecard. The enterprise or reseller who sells a product suite can view, under a customer head (102), the total number of seats purchased (104) (e.g., for a software product suite) and the number of active users in absolute (106) and percentage (108) terms. The number of active users can be variously defined. An example definition of an active user is: a user who has used (e.g., logged into; checked out a license for; viewed status on; read, wrote, spoke, imaged, designed, streamed using) at least one product from the suite at least once in the last n days, where n can be, e.g., 7, 10, 28, (selectable by the viewer) etc.

An adoption metrics section (110) of the unified view can include a list of purchased products (products A, B, etc.), such that each product is summarized by its name (or logo), the fraction of active users on that product, and a short definition of active user for that product. In this manner, the adoption performance of the entire product suite can be obtained at a glance.

Further insight into the usage of a particular product can be gained by highlighting the product (112) in the adoption metrics section. Upon highlighting, e.g., product E, a section (114) appears that shows the usage of various features of product E. A feature (E1, E2, etc.) is summarized by its name (or logo), a definition of 'usage' for the feature (e.g., number of user hours spent on the feature; average number of simultaneous clients hosted on the feature; etc.), and the usage metric under the definition. In this manner, usage metrics of increasingly fine granularity are layered within a unified view of adoption metrics.

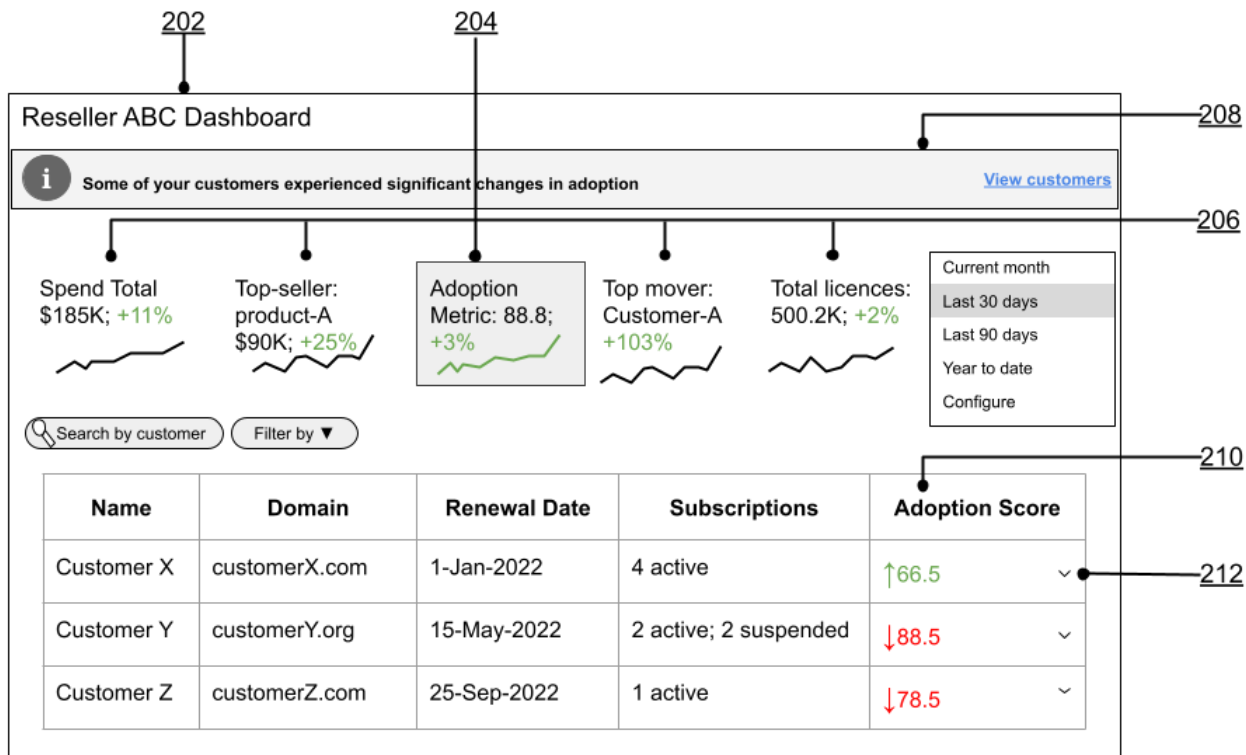


Fig. 2: Embedding the adoption metric within a product suite dashboard

Fig. 2 illustrates that the unified adoption metric can be embedded in a product suite dashboard of the enterprise or reseller (202). The dashboard can present, at the top level, an adoption metric (204) aggregated over customers, which can be presented alongside other metrics of interest (206). To proactively enable corrective action, a message can be flashed (208) indicating if any customer experienced a significant change in adoption. Adoption metrics (210) can be listed on a per-customer basis, e.g., in tabular form, and a link (212) provided alongside a customer’s adoption metric to enable drill-down into the product-wise adoption metrics for the customer. Application programming interfaces (APIs) can be provided to enable a reseller to access and present product adoption data in a customized manner within custom dashboards.

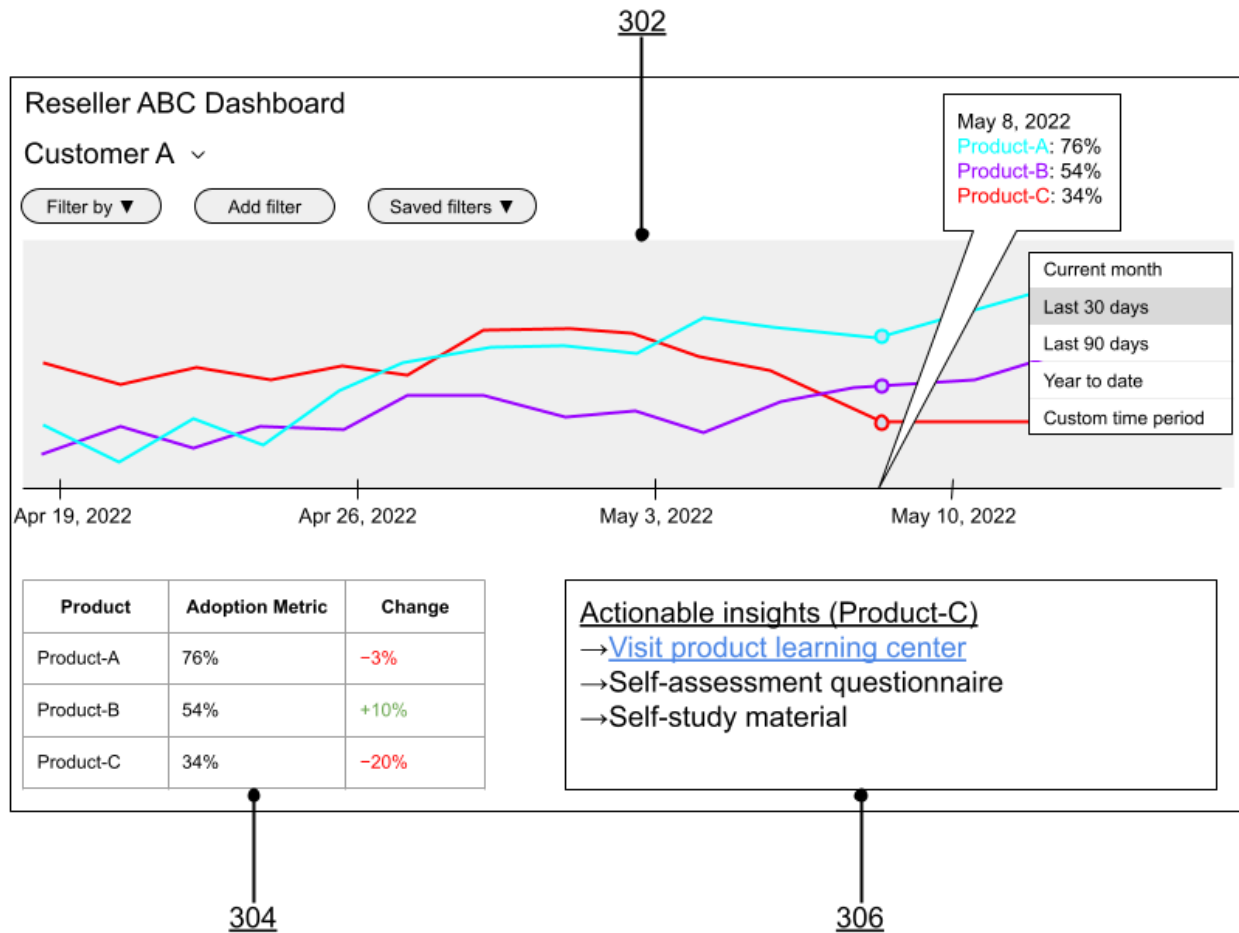


Fig. 3: Customer-wise drill-down, including graphical views, trends, and actionable insights

As illustrated in Fig. 3, adoption data and trends pertaining to a particular customer (customer A) can be displayed in a graphical manner (302), with user selectable options to select timescales and particular products. The graphs can be filtered out such that the adoption metric in the aggregate, the adoption metric of the top mover, the adoption metric of selected product(s), etc. can be displayed. Adoption trends, e.g., recent changes in adoption metrics, can be presented in tabular form (304). If the adoption metric for a particular product falls below a certain threshold, product specific actionable insights (306) can be provided.

In this manner, by providing adoption metrics in a unified view with layered granularity, the described techniques provide a clearer understanding of product adoption rates and ongoing

usage (for user-configurable time periods) of various products from a particular enterprise, e.g., a suite of software products. The techniques provide actionable insights and suggest corrective actions such that the enterprise or its resellers can reduce churn, take offline actions, identify anomalies in adoption, identify opportunities for product upgrades, etc.

CONCLUSION

This disclosure describes techniques to enable an enterprise or its resellers to view data related to product adoption and usage by customers. Adoption metrics can be viewed in the form of scorecards, tables, graphs, etc., and are presented using layered granularity for interpretability at a glance. The fall of an adoption metric below certain thresholds automatically generates alerts and actionable insights to enable corrective actions. The techniques enable the enterprise to more accurately gauge customer sentiment for renewals or upgrades.