



BlackBerry Analytics

Administration Guide

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What is BlackBerry Analytics?

BlackBerry Analytics is a solution that consists of cloud-based portal that you can use to view information about the BlackBerry Dynamics apps and devices in your organization's environment.

BlackBerry Dynamics apps that have the BlackBerry Analytics Library integrated can send events to the BlackBerry Analytics portal. Some of the events that BlackBerry Dynamics apps can send include:

- App usage (launch count)
- Daily/monthly active users: app launch for individual, unique users
- Crash count
- Time zone from the device settings
- Locale and language from the device settings
- App name
- App version
- Operating system
- Minutes used

BlackBerry Dynamics apps send data when users open the app, when they close the app, and when the app stops responding. BlackBerry Analytics aggregates the events and displays them in a dashboard. It may take up to 24 hours for the data to update in the portal. You can view the information in the dashboard and download individual reports as .csv files to perform detailed analysis.

To protect data privacy, BlackBerry Analytics does not collect or store any information that identifies a user.

Setting up BlackBerry Analytics

This section provides prerequisites and set up instructions for BlackBerry Analytics.

Prerequisites: BlackBerry Analytics

Item	Description
BlackBerry EMM solution	<p>Your organization's domain requires any supported version of BlackBerry UEM.</p> <p>Verify that you follow all installation and configuration requirements and prerequisites so that the devices in your organization's environment can access the BlackBerry Analytics cloud. For complete installation and setup instructions, see the UEM documentation.</p>
Firewall	<p>Your organization's firewall must allow outbound communication on port 443 to *.analytics.blackberry.com.</p> <p>If you want to open the firewall to specific hostnames:</p> <ul style="list-style-type: none">• analytics.blackberry.com• receiver.analytics.blackberry.com
Web proxy	<p>If your organization's UEM deployment relies on a web proxy server, or if the connectivity profile is configured with "Route All", in the management console, add the following entry for the proxy.urls property:</p> <p><code>receiver.analytics.blackberry.com</code></p>
BlackBerry Dynamics apps	<p>Any BlackBerry Dynamics app released by BlackBerry includes the BlackBerry Analytics SDK and provides data that can be viewed in the BlackBerry Analytics portal. It is a best practice to use the latest available version of BlackBerry Dynamics apps to benefit from the latest software and SDK improvements.</p> <p>Note that the latest available versions of the BlackBerry UEM Client for iOS and the BlackBerry UEM Client for Android also integrate the BlackBerry Analytics SDK and provide data that can be viewed in the BlackBerry Analytics portal.</p>
Supported mobile browsers for the BlackBerry Analytics dashboard	<ul style="list-style-type: none">• For Android, the latest version of:<ul style="list-style-type: none">• BlackBerry Access• Chrome• Firefox• For iOS, the latest version of Chrome.• For macOS, the latest version of Safari.• For Windows:<ul style="list-style-type: none">• Chrome (latest)• Firefox (latest)• Microsoft Edge 40.15063• Internet Explorer 11.483

Set up BlackBerry Analytics

Before you begin: Contact your BlackBerry representative to obtain the entitlement for BlackBerry Analytics. The information for the entitlement that you receive in the management console is:

- App name: BlackBerry Analytics entitlement
 - BlackBerry Dynamics entitlement ID: com.blackberry.gdservice-entitlement.analytics
1. Entitle users for BlackBerry Analytics. You can choose to entitle all users, specific user groups, or specific user accounts based on your organization's needs. After entitling users and groups, it may take up to 24 hours for the accounts and data to be ready.
If your organization uses BlackBerry UEM, see [Add public BlackBerry Dynamics apps to the app list](#) in the UEM Administration Guide.
 2. Distribute BlackBerry Dynamics apps to your organization's device users and entitle users for these apps.
If your organization uses BlackBerry UEM, see [Add public BlackBerry Dynamics apps to the app list](#) in the UEM Administration Guide.

Log in to BlackBerry Analytics portal

Before you begin:


- [Create a BlackBerry account \(myAccount\)](#) that you can use to access BlackBerry Analytics.
 - Verify that you belong to the organization that your BlackBerry UEM instance is registered with.
1. Visit the [BlackBerry Analytics enterprise portal](#).
 2. Enter your BlackBerry myAccount username and password.

Using the BlackBerry Analytics portal

This section provides more information about using the BlackBerry Analytics dashboard and viewing data for BlackBerry Dynamics apps.

Using the BlackBerry Analytics dashboard

The data displayed in the BlackBerry Analytics dashboard is for all apps in the domain. Line charts show activity for each OS in the domain. Below are some examples of the types of data that you can access from the dashboard.

To download data for all apps in .csv files, on the dashboard, click  at the top of the screen.

Report	Description
Monthly active users	This panel displays the number of active users in the current month. The line inside the circle shows the trend for the current day relative to the previous month. The line below the circle shows the active users trend over the last 30 days.
Daily launch count	This panel shows the number of users that opened an app in the most recent day. The line inside the circle shows the trend for the most recent day relative to the previous day. The line below the circle shows the trend over the last 30 days.
Daily minutes used	This panel shows the average number of minutes that the app is used. The line inside the circle shows the trend for the most recent day relative to the previous day. The line below the circle shows the trend over the last 30 days.
Daily and monthly active users	These panels show charts and counts of daily and monthly active users, including counts by OS.
Monthly new users	The panel shows the number of users that used an app for the first time in the previous month.
Monthly active users by time zone or region	This panel shows all monthly active users distributed by time zone or region.

View data for specific BlackBerry Dynamics apps

1. In the BlackBerry Analytics portal, in the left pane, click **Apps**.
2. Click the app in the app list. You can use the search field to narrow the list of apps, if necessary.
The BlackBerry Analytics portal displays user, device, and feature usage statistics and charts.
3. To view more feature usage details, do the following:
 - a) Expand **Feature Tracking**. In the drop-down list, select one or more features.
 - b) In the table that displays below the graph, click a feature to view information for that feature only.
 - c) To change the time period of the data, in the **Granulation** drop-down list, click **Daily** or **Monthly**.

- d) Use the drop-down menu at the top of the page to view the usage data for a different feature.

After you finish: You can use the icons in the top right corner to download .csv files of the data or print the data.

Turn on user correlation

By default, the data collected by BlackBerry Analytics is anonymous and is not linked to specific user accounts. If you want to correlate data with the activity of user accounts, you can turn on user correlation in the BlackBerry Analytics portal. When this option is enabled, all user generated analytics data will include a BlackBerry Analytics container ID that serves as a unique identifier for user accounts.

1. In the BlackBerry Analytics portal, in the left pane, click **Settings**.
2. Select the **Include a unique BlackBerry Dynamics Container ID with each active user's activity logs for the purpose of deanonymizing analytics data** check box.

When you export the data from BlackBerry Analytics, the container ID information is stored in the User App Details.csv file. Note that the container ID does not identify the user directly. You must use the [BlackBerry Web Services APIs](#) for BlackBerry UEM to retrieve the user's email address using the container ID (GET/{tenantGuid}/api/v1/users in BlackBerry Web Services REST and getUser API in BlackBerry Web Services SOAP. For more information, see the getting started blogs for making [web services calls to UEM](#).

Using BlackBerry Analytics with custom BlackBerry Dynamics apps and using the BlackBerry Analytics REST API

Developers can integrate BlackBerry Analytics with custom BlackBerry Dynamics apps to automatically record and send events to the BlackBerry Analytics portal. Previously, developers had to integrate a separate BlackBerry Analytics SDK with their BlackBerry Dynamics apps. In the BlackBerry Dynamics SDK version 8.0 and later, BlackBerry Analytics and CylancePERSONA functionality are now fully integrated with the BlackBerry Dynamics SDK.

For more information about integrating BlackBerry Analytics and CylancePERSONA functionality with a custom BlackBerry Dynamics app, see the [BlackBerry Dynamics SDK Development Guide](#).

Developers can also use the BlackBerry Analytics REST API to retrieve metrics programmatically, for the purpose of creating custom reports. For more information, see the [BlackBerry Dynamics SDK Development Guide](#).

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