

# Data Collection and Processing

## Application Analytics and Business iQ

### Product Overview

At AppDynamics, we offer enterprise-grade software that enables our customers to monitor and analyze the performance of their business applications and supporting infrastructure. In addition to our suite of more traditional application and infrastructure performance monitoring products, we offer Application Analytics and Business iQ for customers who want deeper insight into the data collected by the AppDynamics products they've deployed.

Application Analytics and Business iQ are add-on services designed to help our customers understand how application performance impacts their desired business outcomes. In order to apply the enhanced analytics capability enabled by Application Analytics and Business iQ to the data sets collected and processed by our Core Products, our customer must purchase license units of Transaction Analytics and/or Browser and Mobile Analytics.

With Application Analytics and Business iQ purchased and enabled, our customers can stream contextual insights for every transaction, customer segment, code release, or complete business service. Application Analytics and Business iQ are designed to give immediate, clear, actionable correlations between application performance, user experience, and business outcomes.

For more information and a representative sample of Application Analytics and Business iQ use cases, please visit <https://www.appdynamics.com/app-iq-platform/business-iq/>.

### What data do Application Analytics and Business iQ collect?

Application Analytics and Business iQ are analytics licensing offerings that do not collect data on their own. Rather, these offerings enable our customers to perform deeper analysis on data collected by their instances of AppDynamics Application Performance Management, End User Monitoring, and/or Infrastructure Visibility products (Core Products).

For information on data collection and processing by our Core Products, please see the Data Collection and Processing information sheet(s) available in our Privacy Center at <https://www.appdynamics.com/privacy/product-information>.