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# Optimize the Customer Experience on Your Website Through New, Codeless Programming Solution

Give Business Owners Complete Control without  
Writing a Single Line of Code

*Businesses depend on their web presence to build loyalty and drive revenue; however, the digital journey requires a high degree of precision to deliver a positive online customer experience. The smallest error in process or code either during initial deployment or found through monitoring could impact thousands of customers globally, decrease satisfaction scores, and impede both new and repeat customer purchases.*

*Today's fragmented buyer's journey covers websites, in-store kiosks, mobile devices, and more in a constantly changing digital environment. Even the smallest change to the user experience across these touchpoints involves a time consuming, inefficient and costly process between the business owner and the developer. A minor update typically requires multiple interactions and hundreds of lines of coding. In order to protect the customer experience, monitoring and testing of any updated code needs to operate at scale across all environments.*

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The standard coding approach is **unsustainable** and **cannot reach the scale and speed required.**

## RunCodeless: Same Precision with Lighter Engineering Burden

**RunCodeless: Synthetic Monitoring & Automated Testing** from pureIntegration is a first of its kind digital tool that gives business owners complete visibility into product performance and empowers them to address the user experience without needing to engage developers.

This simple, web-based tool automates changes across all stages of the product lifecycle spanning from pre-deployment certification, User Acceptance Testing / UAT to monitoring. pureIntegration and its global development partner, IMT Solutions, allows application owners to monitor and test their customer experience journeys for errors or poor performance, helping predict issues before they impact customers and expedite resolution.

And the best part...no coding experience required.



VS



### Saves Time

One of our customers, a Fortune 50 company, **can reclaim 65% of the developers' time**. In the past, it took as much as 13 hours to develop 1 synthetic script – RunCodeless brings that process **down to 4.5 hours**.

### Optimizes Team Resources

**Promote highly skilled engineers** to do what they love doing – challenging and innovative assignments.



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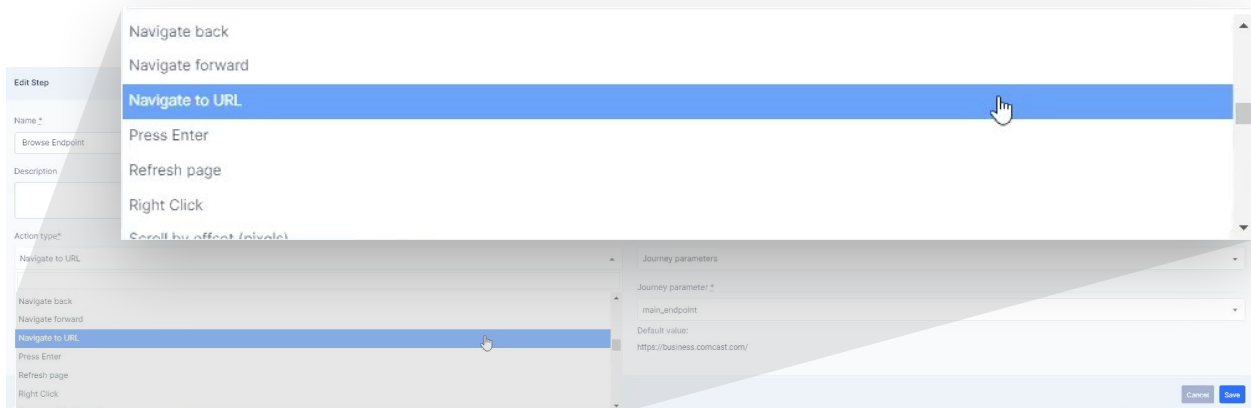


### Saves Money

The managed service and software cost of RunCodeless is approximately **half the cost of an FTE entry-level developer**.

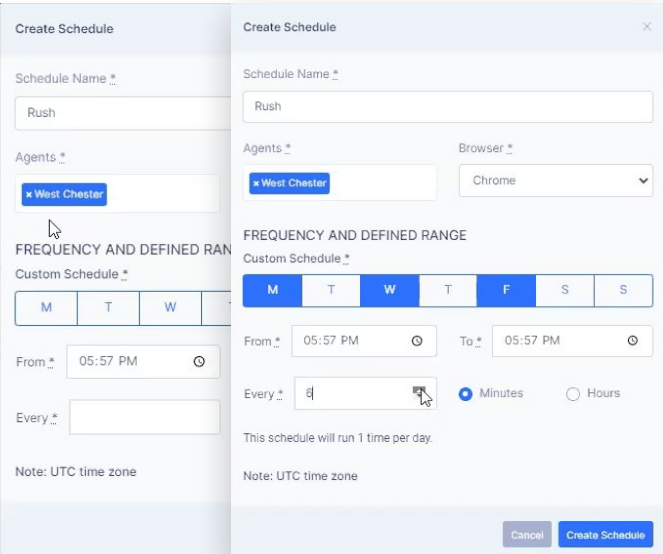
# Lean Approach to Synthetic Monitoring and Automated Testing

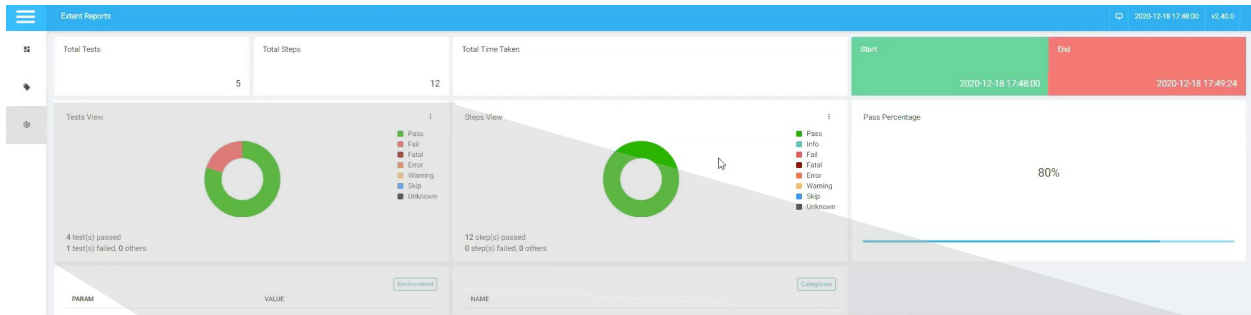
Effective customer journey mapping requires granular monitoring and analysis. With RunCodeless, product owners can easily monitor and perform QA on every user action across multiple journeys and multiple devices including desktops, mobile platforms, etc. decreasing labor and cost overhead. Through an easy-to-use web interface, product owners are empowered to:



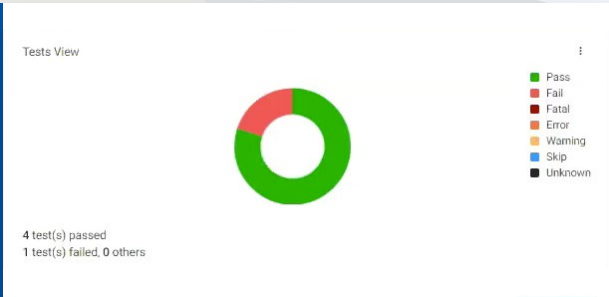
- **Plan and execute** monitoring and testing of possible customer journeys.
- **Eliminate lines of code** for synthetic script development and test automation script development.
- **Change or replicate** a user experience flow without engaging a developer to write an automated script.

- **Scale the measurements** of end-user experiences through familiar drag and drop automated workflows.
- **Monitor and measure** the customer's digital experience in operational environments, with little to no programming experience.
- **Perform rigorous monitoring** and testing of each action (e.g., click, input, submit) and back-end calls (e.g., GET, POST, PUT) as found in synthetic monitoring and automated testing but without the need for costly coders.





- **Break free** from the limitations of manual testing by having the flexibility to run new tests on demand or at scheduled intervals.
- **Collect and report metrics** (e.g., performance, availability, request & response, errors) to measure quality of experience end users receive as they interact with an application.



## Increase Customers Satisfaction but Decrease Overhead!

### Our Synthetic Monitoring Experts Are Here to Help.

pureIntegration's codeless solution allows product owners to self-assemble monitoring and testing checkpoints and assess their applications proactively and fully, resulting in:



**Visibility** to performance and availability issues reported by end users



**Proactive** resolution of issues



**Reduced** mean time to detect and mean time to repair (improved uptime)

## Deploy RunCodeless and Enjoy a New, Better Way to Manage the Customer Experience

Learn more about our groundbreaking approach to managing product performance at [pureintegration.com/runcodeless](https://pureintegration.com/runcodeless) monitoring checkpoints and assess their apps proactively and fully.

📞 703.707.9680

📍 13454 Sunrise Valley Drive, Suite 500, Herndon, VA 20171

### About pureIntegration

With pureIntegration, you get more than a project. Quite simply, you're putting the best problem solvers in the industry to work for your organization. With an uncanny knack for solving tough problems, our team leads are former executives from global management consulting organizations. And our performance results are reflected in our 97% customer satisfaction rating through formal surveys.



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