

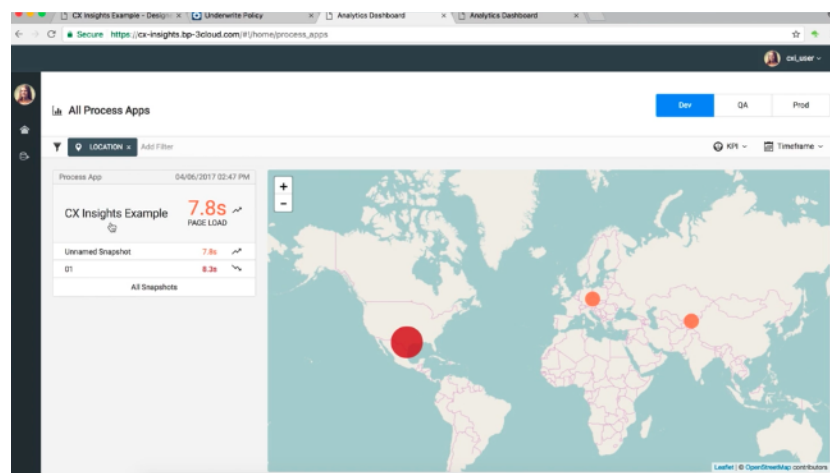
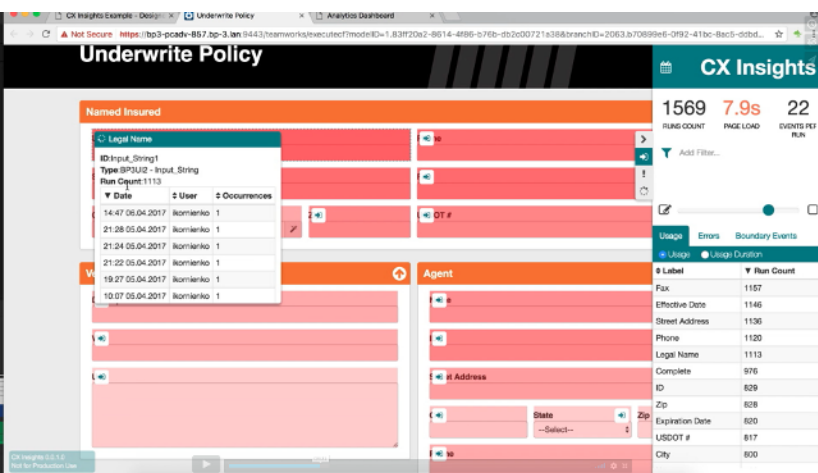


Brazos Customer Experience Insights gives you an instant view into your end users experience. At BP3, we believe in a delightful user experience but as developers it can often be difficult to see where our users are having trouble. Brazos Customer Experience Insights uses heat mapping technology to show developers where errors are occurring in the use of the user interface. By learning directly from user interactions developers can iterate and change quickly to create a completely frictionless user experience.

Brazos CX Insights benefits include:

- **Constant user experience analytics**
- **Heat maps to visually see interface friction**
- **Localized feedback for global deployments**
- **Abandonment tracking**
- **Iterative suggestions for improvement**

Brazos CX insights is available today to help you move towards a delightful user journey. For information contact info@bp-3.com.



About BP3: BP3 provides business process, decision management, and analytics software and services to the Global 500. Since 2007, BP3's Brazos Platform has powered thousands of digital transformations for our customers. BP3's blend of solutions and services have revamped customer experiences in the Financial Services, Retail, Healthcare, and Energy sectors. BP3 goes beyond analytics by embedding insights into workflows; connecting the dots between the customer experience and the enterprise to actually address the problems. The largest corporations in the world depend on BP3's operational services, including: 24/7 solution support, process optimization, migration assistance, and cloud management. BP3 is recognized by Fortune magazine and The Austin Business Journal as a best place to work, and is the recipient of numerous growth and innovation awards. A fast growing company headquartered in Austin, Texas with offices in London, Amsterdam, and Copenhagen covering customers worldwide. For more information, please visit www.bp-3.com.