

On the Radar: Newwired digital accelerator speeds user adoption of web applications

Code-free tools delivering quick usability fixes

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Summary

Catalyst

With agile, lean, and DevOps methods, organizations' development teams are delivering new web-based applications more rapidly into production than ever before. The pressure on users receiving these applications is demanding a more immediate and direct response, including a rapid means to educate and teach the user community how best to use new applications and business processes. It also needs to capture users' feedback on how well developers are meeting the requirements, a critical and immediate need within the rapid agile development lifecycle.

Newired enables developers and power users to collaborate with the user community, injecting tips and assistance into browser-based applications to explain the elements they contain and to lead users through a process. This provides usability support and a mechanism to gather and respond immediately to users' issues. To define these usability fixes, Newired uses a code-free mechanism that makes it easy for non-technical staff to augment the usability of the applications and to place users at the center of the development process.

Key messages

- Newired makes technology and software more accessible, replacing any disconnected documentation, tutorial, or training with contextual in-place guidance and support.
- Newired guides users with in-place help so they can learn by doing until they comprehend it and are comfortable with challenging content, with support that ensures process compliance in complex internal applications.
- Newired can be deployed on any web-based application or website without touching the code and can be adapted to meet customers' needs.
- Newired supports only web-based applications and is premises-based, which offers openness to OEM deployments but also makes the product more resource-demanding. A full SaaS option will, however, soon be available.

Ovum view

Newired enables staff to become trainers to help users learn to use new applications, such as when on-boarding new employees, or to develop and deploy the usability fixes and respond to user feedback. Using Newired successfully requires a good understanding of the application and how it should be used, and does not require any technical knowledge of the application. The ability to guide people through complex processes and to train them to use new applications at the point of using the applications, without the need for rather disjointed separate tutorials or training courses, is particularly useful.

It will also help in enforcing compliance issues and adding usability to existing public sector applications where customer support is limited. In addition, it will assist in the delivery of all applications built using agile methods because it offers a collaborative approach that delivers immediate user feedback to developers and trainers.

Ovum thinks the pricing model is very positive, enabling those evaluating Newired to add user experience fixes to existing applications and play with and amend them, only paying for support of the base URL when they are happy to deploy apps into production. If users want to proceed, they can purchase a one-year subscription for one URL, for one application at €5,000, for one year for up to 1,000 users. Newired also offers an OEM opportunity for enterprise clients that wish to integrate Newired output seamless in their application (a white label possibility).

Recommendations for enterprises

Why put Newired on your radar?

There are two obvious reasons for the adoption of a solution such as Newired. The first is where a development team is struggling keep up with the demand for new web-based applications and needs to work closely and quickly in collaboration with the user community to develop, refine, and publish apps that are self-sufficient without the need for specialized training. The other is where existing well-established applications are not intuitive to use or have issues of compliance that means they must be approached in a certain way or are complicated and users need guidance through the processes. The first instance could apply to almost any development team, but particularly those using agile and lean methods. The second will be very valuable to institutions with large user communities and complex processes, particularly for public sector applications where there is little support. In addition, the solution will answer the kind of issues that users often turn to their help desk to assist with, and Newired says customers report a significantly lower pressure on their online and telephone support services.

Highlights

Newired has four main components: tips, journeys, editor, and portal.

Tips

Tips are inserted into the page without affecting the underlying process and are viewed by the user in a mimic of the production website until they are put into production. Tips are displayed in full when a user runs a mouse over them. They are connected to the elements on the screen and are defined in the editor. An icon can also be placed next to the element to tell users that a tip is available.

Journeys

Clicking next to an instruction launches users into following a journey that leads and supports them on a well-organized path, helping them understand and adhere correctly to the process defined. Most importantly, users are also able to give feedback about how helpful the advice was, and even say thank you or give the process a thumbs-down if they didn't like the way it executed.

Figure 1: How users see the tips and journey steps



Source: Newired

Editor

Creating the content for tips and journeys that is to be inserted is done using the editor. This is a standalone application for Windows and Mac, and it simulates a browser. The creators of journeys and tips, who are developers, trainers, or users, can directly access the editor during the evaluation phase on their own computers. They can play with it to create journeys and can immediately see if they work, and test them before deploying them into production.

To create a new journey, content can be modeled and previewed to be shown to the user community, selecting or defining content and attaching it to elements on the page. This content can also be animated so that it jumps to gain attention, or can be spotlighted to gain the user's attention. The next step in the journey can then be defined. Only when the creators are happy with the simulated journey is it published for end users to use in production.

Portal

The final component is the portal, which is a kind of envelope for all the journeys and tips for one or more applications. The Newired Portal is server-based and runs in a web browser. The portal enables creators to publish journeys and tips in multiple languages in support of the websites. There are two options for how to publish the content. The first is via the Newired Delivery server that is an optional component of the portal. The second option enables content to be exported to a standalone package that contains the Javascript code that defines all the components and is then uploaded and combined with the website to be put into production.

A powerful feature of the portal is reporting. This provides an overview of what is happening with the deployed content, including the history of usage and testing and the paths taken by the users. It enables the reviewer to see the feedback and to determine how successful the journeys were.

Security in Newired is achieved by its “inside the walls” setup, and it therefore shares the same organization security as other applications running within the firewall. It also offers a private cloud option on AWS to offer AWS security levels.

Roadmap

Newired can collect contextual voluntary feedback from users about their experience with the application they are using and is able to record their behavior. This data is used to show reports and graphs. In future it will be used to create best practices about the creation of guidelines and, more importantly, to feed the development process of the applications. These capabilities will be pushed to the product in each future version, with AI capabilities to be introduced in 2021.

Before 2020, Newired will have a full SaaS solution in place suitable for smaller organizations. The company is also planning to add a freemium option to better support its digital marketing and sales strategy.

Background

Newired, a privately funded company, was founded in January 2017 after 12 months of development. Its headquarters is in Turin, Italy, and its development team is in Ostrava, Czech Republic. Newired also has distribution partners around the globe.

Newired’s founder and CEO, Stefano Rizzo, and Antonin Pokorny, its co-founder and CTO, have backgrounds in application lifecycle management, requirements management, and agile software development. Rizzo was formerly VP product management then SVP strategy and business development at Polarion Software, now part of Siemens, while Pokorny was formerly VP R&D at Polarion.

Current position

Newired employs 20 people (14 in Ostrava, five in Italy, and one in the US). In 2019 it plans to double its headcount, mainly by adding digital sales and customer success managers in the EU and the US.

Newired is a startup with growth rates of between 100% and 150% a year, with an expected €3m subscription business expected in 2019. It has between 40 and 50 customers globally, and a pipeline that contains hundreds of potential new customers. Customers include Snaitech, AnsaldoSTS, NYC health, Banca Reale, Seri Jakala, CNHI Industrial, Estra, Neki IT, and Maserati.

Newired offers its technology as an OEM possibility to software vendors. For example, Siemens offers it as an extension that its customers can download to provide free guidance for common use cases. With other vendors, including Synertrade (an e-purchasing solution), Newired has OEM agreements to support customers with contextual help in addition to traditional user manuals and tutorials.

Key implementation and distribution partners include AGS Digital (US and Pacific), Corbinsoft (US), Hova IT (Mexico, Chile, and Spain), eLead ALM (Canada and North America), Teamlive (China), Taipuva (Sweden, Denmark, and Finland), Neki IT (Brazil), Radax Software Solutions (India), Emerasoft (Italy), M10M Group (Spain), and Evocean (DACH).

Data sheet

Key facts

Product name	Newired	Release date	January 2019
Version number	19.0	Licensing options	One-year term: €4.995
Industries covered	All	Routes to market	Digital sales, VARs and Sis, OEM partners
Relevant company sizes	Medium and large	Company headquarters	Turin, Italy
URL	www.newired.com	Number of employees	20

Source: Ovum

Appendix

On the Radar

On the Radar is a series of research notes about vendors bringing innovative ideas, products, or business models to their markets. Although On the Radar vendors may not be ready for prime time, they bear watching for their potential impact on markets and could be suitable for certain enterprise and public sector IT organizations.

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