



New Startup Modernizes In-App Support for Mobile Users, Developers and Enterprises

RevTwo disrupts device market by providing first ever in-app community support platform

Boston – [Feb. 24, 2016] – RevTwo, the new startup making in-app support human and collaborative, exited stealth mode today with a vision to provide universal, built-in support within every app on every device. RevTwo was founded by the entrepreneurs who started Axeda, the world’s first Internet of Things (IoT) platform, which sold to PTC for \$170 million in 2014.

The company’s first offering, the RevTwo In-App Support Platform, completely modernizes the in-app support model by enabling users to connect with app evangelists and users from across the world for real-time support. Typically, when app users encounter an issue they cannot solve, they are forced to leave the app, search online, comb through message boards and hope that another user encountered the same problem. RevTwo flips that model on its head, enabling users to connect with other users, in-app, with the push of a button. One minute a user is stuck, the next an app expert can see their screen directly, and talk them through what to do next.

“At today’s speed of app development, support is almost always an afterthought, something tacked on long after a release, or often, never included,” said Dale Calder, co-founder and chief executive officer of RevTwo. “At RevTwo, we’re disrupting that model and putting support and human connection at the center of development and the app experience. We founded RevTwo on the belief that fast, easy support is a universal right—and need—for end users of any technology.”

In addition to the community model, the RevTwo platform provides universal support for every stage of the app lifecycle. Functionality includes free tools for **developer support** throughout testing that provide insight into problems at the software level—preventing issues long before production. In-app professional **help desk support** services are also available to connect users to a help desk within the app through audio, video and screen share, driving faster problem resolution.

Providing support – for humans, by humans

There are more than 1.5 million consumer apps available in Apple’s App Store today, with more than 1,000 new products submitted daily. But apps that are not working properly are quickly abandoned. In fact, research has shown that only 16 percent of users will give a failed app more than two attempts, with 80-90 percent of apps estimated to be deleted after one use.

RevTwo’s innovative in-app **community support** combats app abandonment by leveraging the power of an app’s user base. The platform connects users to one another to provide help, all within the app itself.

“Our in-app, community-based support will completely transform the user experience,” said Jim Hansen, co-founder and chief technology officer of RevTwo. “From a teacher in Alabama helping a student in California solve a math problem to a professional gamer in Japan providing tips and tricks to a player in Holland, for the first time ever, users can get the help they need from their peers without ever leaving their apps.”

Making the invisible visible

In addition to creating a better experience for app users who need support, RevTwo is modernizing the app building, testing and development processes. The company’s free **developer support** reveals problems at the software level, helping developers find root causes faster. While most other testing platforms only allow developers to see what’s happening within an app at a surface level, RevTwo’s technology opens the mobile sandbox and cuts the cord to Xcode, giving developers real-time visibility into what else is happening on a mobile device that could be impacting performance.

“We started RevTwo because we have seen firsthand how hard it is to replicate problems in testing, and later in production. We wanted to know what the app was doing, and what had gone wrong.” said Hansen. “Realizing that we were encountering a problem that developers face every day, we created a new tool that reveals what’s happening inside the app when an issue is encountered, regardless of where the device is.”

To see inside an app, a developer simply bundles the RevTwo library into any iOS-based app (Android support is forthcoming). Following the integration—which takes only 10 minutes—the app can open support sessions, initiate and respond to voice calls and interact with diagnostic tools like screen sharing, logging, database inspector and file browser. The functionality is built using WebRTC to create fast peer-to-peer connections with devices, helping shorten time to resolution.

Professional support for high-value apps

For high-value consumer offerings and mission-critical enterprise apps, RevTwo offers **help desk support**, by connecting tech specialists, content experts and developers directly with end users requesting assistance via in-app video, audio and screen share. Users get quick results to their issues while support professionals see problems as they happen on a specific device, ultimately shortening support timeframes, reducing help desk ticket volumes and maximizing a company's support experience. The integrated help workflow is designed to provide quick support, whenever and wherever it's needed, reducing the risk of app abandonment.

Developers can take advantage of RevTwo for free, with developer support through TestFlight and community support for production. Sign up for an account and get up and running in 10 minutes at www.revtwo.com.

About RevTwo

RevTwo is making support human again by laying the foundation for built-in support within every app, on every type of device. The company was founded with a mission to connect end users directly to the support they need whenever they need it. The RevTwo In-App Support Platform connects end users with community experts, developers and technical specialists to get help at all stages of the app life cycle, enabling quicker time to resolution through unique peer-to-peer support and by revealing software-level issues in development, testing and production phases. Developers can use RevTwo for free with developer support through testing and community support for production. Get started in 10 minutes at www.revtwo.com.

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