**Integration with Pendo.**

**Pendo**

Pendo.io is a comprehensive product experience platform designed to help companies improve their digital product experiences, make data-driven decisions, and drive user engagement and satisfaction. It provides a range of tools and features, including product usage analytics, in-app messaging, user feedback collection, and more, to empower organizations to understand how users interact with their products and optimize those experiences. Pendo.io enables businesses to enhance their products, increase user adoption, and ultimately achieve better business outcomes.

**Why Pendo?**

Pendo.io is a platform designed to enhance the product experience by helping companies understand how users interact with their digital products and directly guiding that experience through interactive in-app messaging. Here are the key points about Pendo.io:

* Understanding User Behavior:
  + Pendo.io offers rich analytics tailored for software products with logged-in users.
  + It captures user activities and aggregates data at both the individual and company/customer levels.
  + Customized segments can be created based on demographics or specific user behaviors.
  + Pendo.io supports feature-level tracking and allows you to track user navigation through the application.
  + Interactive polls within the application provide qualitative feedback in real-time, helping development teams prioritize updates and features.
* Engaging and Guiding Users:
  + In-app messages and user guides can be configured and displayed within the application.
  + Guides can announce new features, provide step-by-step walkthroughs, or offer tooltips.
  + Guides are highly customizable and can be updated without coding, inheriting your application's styles.
  + User data captured by Pendo.io helps target specific guides to particular user segments.
  + Polls can be embedded in guides to gather feedback after introducing new features.

Overall, Pendo.io helps companies improve the user experience by combining analytics to understand user behavior with in-app messaging to guide and engage users effectively. This approach enables organizations to make data-driven decisions and enhance their products continuously.

**Features in Pendo:**

Pendo.io offers a variety of features designed to help companies improve their product experiences, understand user behavior, and drive engagement. Here is a list of some of the key features of Pendo.io:

**1. Product Usage Analytics:** Track and analyze user interactions and behaviors within your product to gain insights into feature adoption, usage patterns, and user engagement.

**2. In-App Messaging:** Create and deliver targeted in-app messages, announcements, and notifications to engage users and provide relevant information.

**3. In-App Guides and Walkthroughs:** Build interactive guides, tooltips, and walkthroughs that help users navigate your product, complete tasks, and discover new features.

**4. User Feedback Surveys:** Collect user feedback through surveys and polls to understand user sentiment, gather feature requests, and identify areas for improvement.

**5. Product Roadmaps:** Visualize and communicate your product roadmap to internal teams and customers, showcasing upcoming features and enhancements.

**6. Customer Segmentation:** Segment your user base based on various criteria (e.g., user roles, subscription tiers) to deliver personalized messages and experiences.

**7. Data Integration:**Integrate Pendo.io with other tools and platforms to consolidate data and improve decision-making, such as CRM systems.

**8. Usage-Based Analytics:** Analyze product usage and engagement based on different user segments, helping you tailor experiences to specific groups.

**9. Retention and Churn Analysis:** Monitor user retention and identify churn risks by analyzing user behavior and engagement over time.

**10. Product Metrics Dashboard:** Create custom dashboards to visualize and share key product metrics and performance data with stakeholders.

**11. User Behavior Tracking:** Track user paths, funnels, and drop-off points within your product to identify areas for optimization.

**12. Product Surveys and Polls:** Gather user input through surveys and polls triggered at specific points in the user journey to collect valuable feedback.

**13. Customer Community and Education***:* Access the "Mind the Product" community and educational resources to stay informed about industry trends and best practices.

**14. API Access:** Pendo.io offers API access for custom integrations and data exports, allowing you to leverage Pendo's data in other applications.

**15. Mobile App Support:** Extend Pendo's capabilities to mobile apps, enabling you to analyze and improve the user experience on mobile devices.

**16. Security and Compliance:** Pendo.io includes security features and compliance measures to protect user data and meet regulatory requirements.

These features collectively empower organizations to gain a deeper understanding of user behavior, communicate effectively with users, optimize the user experience, and make data-driven decisions to enhance their products and drive business success.

**Security:**

The provided information highlights the security and privacy measures that Pendo.io implements to protect user data and ensure data privacy. Here are some key points from the information provided:

**1. Data Encryption:** Pendo.io ensures data security by transmitting all application data over SSL/TLS, encrypting it, and storing it using AES-256 encryption. This helps protect user data during transmission and while it's stored within the platform.

**2. Data Separation:** Pendo.io employs techniques for logical separation and stores data for each customer using separate namespaces to prevent data co-mingling. This ensures that customer data remains isolated and private.

**3. Unique User Identifier:** The Pendo platform primarily requires a unique identifier for each user in your application. This identifier does not have to be personally identifiable information (PII). While additional information, such as email or account name, can be passed to Pendo for segmentation purposes, it is not mandatory.

**4. No User-Entered Text:** Pendo.io does not collect user-entered text or information within form fields in your application. The platform captures the names of fields, buttons, and other elements on pages for tracking purposes, but it does not capture user-supplied information. However, disabling all text capture is not recommended, as it may limit data analysis.

**5. Audits and Certifications:** Pendo undergoes SOC 2 Type 2 audits annually, covering Trust Services Principles, including Security, Availability, Processing Integrity, Confidentiality, and Privacy. The reports have been issued with no exceptions in related controls. Pendo also conducts third-party penetration testing twice per year.

**6. Google Cloud Services (GCS):** Pendo's application and data are hosted and stored in Google Cloud Services, which is SOC 2, SOC 3, ISO 27001, FISMA, and PCI compliant. GCS shares infrastructure with Google's primary services and undergoes multiple independent security audits annually.

**7. Authentication and 2-Factor Authentication (2FA):** Pendo provides two login mechanisms - internal authentication and authentication via Google Authenticator or another SAML Identity Provider (IdP). Using Google or another SAML IdP, users can set up and enforce 2-factor authentication for added security.

These security and privacy measures demonstrate Pendo.io's commitment to protecting user data and ensuring data privacy for its customers. Users and administrators have options for securing their accounts and data within the platform.

**Access to applications on private environment:**

Pendo.io is primarily designed to track and analyze user behavior, provide in-app messaging, and collect user feedback within web and mobile applications that are accessible over the public internet. However, using Pendo in applications hosted within a private network or intranet environment may present some challenges and limitations:

**1. Access Control:** Pendo relies on JavaScript code that is typically added to your web application's pages. If your application is hosted in a private network with restricted access from the public internet, Pendo's JavaScript code may not be able to communicate with Pendo's servers or collect data effectively.

**2. Firewall and Security Policies:** Your organization's firewall and security policies may block outbound connections to external services, including Pendo.io. This can prevent Pendo from functioning correctly.

**3. Data Privacy and Compliance:** If your application handles sensitive or confidential data, using third-party services like Pendo may require careful consideration of data privacy and compliance regulations. Ensure that using Pendo complies with your organization's data handling policies.

**4. Integration Challenges:** Integrating Pendo into applications within a private network may require custom network configurations or workarounds to enable data transmission to and from Pendo's servers.

To use Pendo effectively within a private network environment, consider the following:

*- Whitelisting:* Ensure that the necessary domains and endpoints used by Pendo are whitelisted and allowed through your network's firewall and security settings.

*- Custom Integration:* Depending on your network setup, you may need to work with Pendo's support or engineering team to create a custom integration that accommodates your network restrictions.

*- Data Encryption:* Ensure that data transmitted to and from Pendo is encrypted and meets your organization's security standards.

*- Privacy and Compliance:* Perform a thorough privacy and compliance assessment to ensure that using Pendo complies with your organization's policies and any applicable regulations.

Before implementing Pendo in a private network environment, it's advisable to contact Pendo's support team or your account representative to discuss your specific use case and requirements. They can provide guidance and assistance in configuring Pendo to work effectively within your network constraints.

**Performance:**

Performance is a crucial consideration when integrating third-party agents or tools into your application. The Pendo agent is designed to minimize its impact on application performance in the following ways:

**1. Lightweight Agent:** The Pendo agent is only 54 KB in size, ensuring it doesn't significantly increase the load time of your application.

**2. Asynchronous Loading:** The agent loads asynchronously, which means it won't disrupt or delay the page loading times for your users.

**3. Content Distribution Network (CDN):** Pendo's JavaScript code is hosted and deployed on Amazon's Cloud front Content Distribution Network (CDN), which has a widespread network of servers and edge caching. This ensures rapid loading times for the agent.

**4. High Uptime Guarantee:** Amazon's service level agreements guarantee 99.9% uptime for the agent delivery, ensuring that the Pendo agent is available and operational when you need it.

**5. Efficient Data Transmission:** Data transmissions from the agent to Pendo are queued and securely sent every two minutes, as well as when a user navigates away from a page or leaves the application. Additionally, data is compressed before transmission, resulting in each transmission being less than 2 KB in size.

**6. Fast Guide Rendering:** Guides, which are part of Pendo's in-app messaging and guidance features, render quickly on the client side. The typical response time is sub-second, with 99% of guides delivered in less than half a second in latency testing.

These performance optimizations ensure that integrating Pendo into your application doesn't sacrifice the user experience by causing delays or disruptions. Instead, it operates efficiently and seamlessly to provide valuable insights and guidance without compromising application performance.

**Pricing:**

Pendo offers a variety of pricing plans tailored to the needs of different businesses. Pendo's pricing can vary based on factors such as the size of your user base, the features you require, and your specific use case. Keep in mind that pricing structures may change over time, so it's advisable to visit Pendo's official website or contact their sales team for the most up-to-date and accurate pricing information. Here are some key points to consider regarding Pendo's pricing:

**1. User-Based Pricing:** Pendo often bases its pricing on the number of monthly active users (MAUs) or the total user count within your application. The pricing typically increases as your user base grows.

**2. Feature Tiers:** Pendo may offer different feature tiers or plans with varying levels of functionality. Higher-tier plans may include more advanced features and capabilities.

**3. Customization:** Pendo may offer customization options to tailor the pricing to your specific needs. This can include negotiating pricing based on your requirements.

**4. Enterprise Plans:** For larger organizations with complex needs, Pendo provides enterprise-level plans that may include dedicated support, custom integrations, and additional services.

**5. Free Trial:** Pendo often offers a free trial period, allowing you to test the platform's features and functionality before committing to a paid plan.

**6. Contact Sales:** To get a precise quote and explore pricing options that match your requirements, it's best to contact Pendo's sales team directly through their website. They can provide detailed information based on your specific situation.

Please note that pricing models and plans can evolve over time, so it's important to verify the latest pricing details directly with Pendo to ensure accuracy. Additionally, Pendo may offer discounts or special pricing for startups or nonprofit organizations, so it's worth discussing your circumstances with their sales team to explore any available options.

