Glassbox Distances Competitors by Patenting Its Technology for Recording Web Sessions

NEW YORK, UNITED STATES, May 9, 2019 /EINPresswire.com/ -- Glassbox, the leading enterprise Digital Customer Management solution provider, today announced that a patent for its technology to record web sessions has been approved by the U.S. Patent and Trademark Office (USPTO).

The patent for "Systems and Methods for Recording Web Sessions" covers a proprietary technology in Glassbox's digital customer management platform that records both client- and server-side, providing global enterprises with an evidential 360-degree view of their website and mobile app. Server-side website session recordings significantly reduce the overhead of client-side recording and provide visibility into scenarios that cannot be captured with client-side recording, such as bot investigations, fraud attempts, scraping, and HTTP errors.

Glassbox's technology breaks the dependency between server-side recording and external devices like TAP or even the need for SPAN port. As TAP or SPAN port are not required, this technology is ideal for cloud infrastructure or when access to network devices is not an option.

Glassbox's technology enables Tealeaf customers to migrate to Glassbox Cloud without losing any visibility into their production environments.

"Client-recording is important, but it is only part of the ultimate digital truth, and enterprises cannot afford to lose [session replay] capabilities when migrating to the cloud," said Glassbox CTO Yaron Gueta. "We created this technology to exceed the highest standards in the industry for quality and quantity of insights available to large enterprises. We're very proud to have received the approval for the patent and appreciate the recognition that sets our technology apart from all other providers globally."

Glassbox is the only enterprise-grade [digital customer analytics] platform that allows users to capture, index, search, retrieve, replay and drive real-time machine learning-driven insights from data related to digital customer journeys. It enables online customer experience professionals to receive automatic alerts about customer struggles and technical anomalies and act upon them. Glassbox does all this whilst meeting the highest security and privacy standards.

About Glassbox
Glassbox empowers organizations to manage and optimize the entire digital lifecycle of their web and mobile Customers. Leveraging unparalleled big data, behavioural analytics, session replay, free-text search, application monitoring and machine learning capabilities, Glassbox enables enterprises to see not only what online and mobile Customers are doing but also why they are doing it. Most importantly, Glassbox informs and facilitates action based on those insights that can lead to enhanced Customer experience, faster Customer disputes resolution, improved regulatory compliance and agile IT troubleshooting. Glassbox's solutions are used by medium to very large enterprises mostly in the telecommunications and financial services and insurance industries and could cater to the needs of a wide range of verticals including healthcare, travel, hospitality and business services.

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