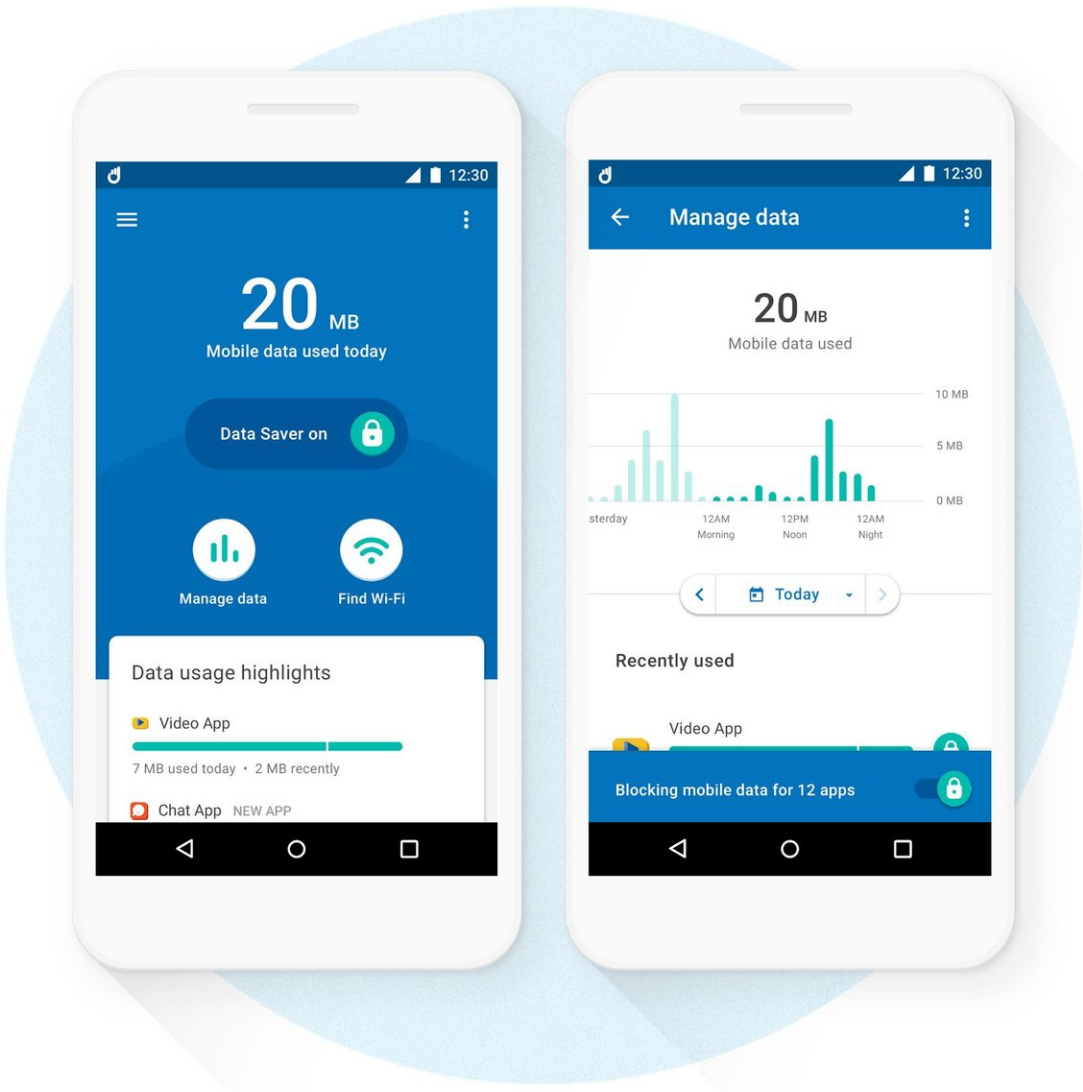# Datally app launched by Google helps monitor, control mobile usage

December 1 2017, by Nancy Owano

(Tech Xplore)—A new app from Google is designed to ease the load off mobile users who are regularly worried about using up their mobile data.

The Datally app is now available for Android.

Paresh Dave, in Reuters: "Datally, the new service, lists data consumption by app and enables users to shut off data transmissions by apps of their choosing, Google group product manager Josh Woodward told Reuters."

Google describes it as a mobile data saving app.

Datally can be used to provide updates on how much data each app is consuming—Google calls this a 'speedometer for data', said Thailand-based *TechCrunch* writer, Jon Russell.

It makes sense that if you do not have a plan in the "unlimited" category, you want to know how much data you are using. You want to know which apps of yours are consuming the most data. And if you are saddled with rates bruising your budget, you are always thinking about being taken offline if your allowance is up. In turn, Google's app can curb your burning through your data package.

"Mobile data is expensive for many people around the world. And what's worse, it's hard to figure out where it all goes. That means you're never just chatting, playing games or watching videos on your phone—you're also anxiously keeping an eye on how long your data will last," said Caesar Sengupta, Google India Blog, in a post on Thursday.

Datally was called Triangle. Rob Thubron, *TechSpot*: The Android application is out of beta and had this name change.

"Datally is part of Google's Next Billion Users initiative," said Thubron, "which looks at ways of bringing Google products to emerging markets such as India, where there are certain challenges such as limited cellular connectivity."

Dave in Reuters described Google's Next Billion Users division as an effort "to make internet services more accessible to people in countries where technology infrastructure is not as fast or affordable as in the United States or Western Europe."

Long and short, it helps you monitor and control usage. You get realtime updates of your data use—and you control it.

Datally can guide the user into strategies that deliver for enabling more chatting, more listening, more gaming. Datally (1) will recommend data saving methods based on your individual use and (2) features a button that stops background data; alternatively, Thubron said, it is possible for you to select the background applications to block on an individual basis.

Anxious about saving the allowance and/or running out? "Datally features a directory of nearby public Wi-Fi services. Users can even rate the quality of these networks, letting others know whether it's best to avoid them," said Thubron.

The Google Play wording: "Our Wi-Fi finder helps you discover great Wi-Fi networks nearby with details like distance. Before connecting, you can see how other Datally users have rated the Wi-Fi network, and you can also rate Wi-Fi networks that you've connected to."

Google presented a video that walks you through the free app Datally,

available on Google Play.

Being that data is how we connect to the world, you do not want to worry over running out of data. When we run out, we miss out, said the presenter.

How well does it work?

"After testing the app in the Philippines for several months, reported Thubron, "Google said users were able to save up to 30 percent on their data."

According to Sengupta in the Google India blog: "We've been testing Datally in the Philippines for the past few months, and people are saving up to 30 percent on their data."

 More information: india.googleblog.com/2017/11/m … y-to-understand.html

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