

Mobile Network Operator Improves Revenue with 25% Faster Time to Market Using Cloud Testing

THE CUSTOMER

A leading mobile Network Operator (MNO) serving nearly 8M subscribers providing comprehensive wireless communication services to residential and business customers.

THE SITUATION

Globally, mobile operators are under pressure. While mobile subscriber growth and usage are growing, *average revenue per subscriber is falling*. Mobile operators are keen to offer revenue generating services beyond voice and data, and are turning to pre-loaded apps to compensate. Efficient device and application certification is a core business process sustaining revenue growth. Before apps can be pre-loaded by device manufacturers, mobile network operator certification is required. Pre-loaded apps offer mobile operators incremental revenue opportunities.

THE CHALLENGE

The MNO is responsible for meeting tight timelines to pre-load applications onto new devices. Pre-loading apps onto devices greatly increases user conversion and has proved vital to their mobility business. Missing the app certification window results in lost a revenue opportunity.

THE REQUIREMENTS

FASTER TIME TO MARKET

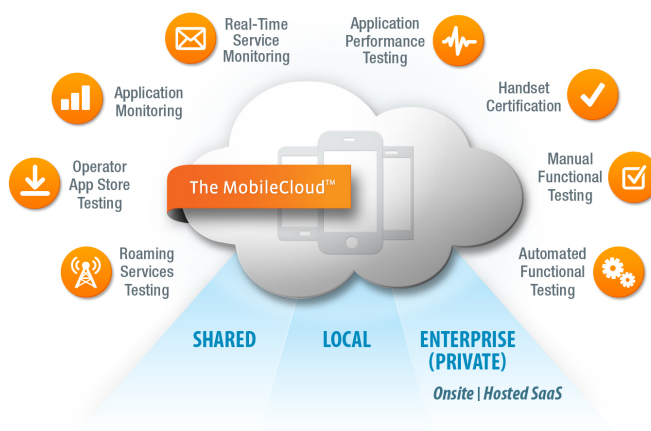
- » Accelerate application certification
- » Eliminate physical distribution of pre-release handsets to third party developers.

TESTING ON REAL NETWORKS

- » Conduct testing on their own networks
- » Enable globally distributed third party developers access to pre-release device operating on owned networks

AUTOMATED TESTING

- » Automate UI testing
- » Automate regression testing on mid-cycle firmware updates.



Mobile Operators Use Cases

THE SOLUTION

HP UFT INTEGRATION ENABLES 50% FASTER TEST AUTOMATION DEVELOPMENT

The customer deployed Perfecto Mobile's cloud-based MobileCloud™ platform, an end-to-end mobile quality platform providing remote access to real mobile devices connected to local carrier networks for manual and automated testing of applications. The MobileCloud solution was deployed on-premise four years ago. The MobileCloud initially deployed to support handset and app certification grew to also support Client Care functions.

By partnering with Perfecto Mobile, the customer accelerated certification testing by 25%. Pre-release devices hosted centrally eliminated the requirement to send third-party developers devices for local app testing. Previously, shipping could eat up 2 weeks plus more if a mid-cycle firmware refresh was required from the already tight testing schedule.

An internally hosted solution enabled a more efficient and simpler process. Defect identification improved as testing transitioned from WiFi only to internal networks. In addition, the frequency of “bricked” phones was dramatically reduced when developers were no longer responsible for implementing firmware updates. A hosted solution provide stronger device control throughout the testing cycle.

Test repeatability and reliability was enhanced by implementing Perfecto Mobile's device agnostic test automation. The customer targeted automation for UI and regression testing. Automation strengthened their ability to meet strict time to market deadlines.

Using Perfecto Mobile's device-as-a-service and automation offerings, they has realized a significant cycle-time improvement. Improved cycle times enabled consistently certifying the complete app and services suite in time for pre-loading by handset OEMs.

By consistently meeting device manufacturer pre-load timelines, consumer conversions have substantially increased, enabling regular achievement of uplift targets.

To learn more please visit us at www.perfectomobile.com or call us at 781.205.4111.



Perfecto Mobile is transforming the way enterprises go mobile. With the MobileCloud™ Platform and end-to-end mobile quality platform, we enable the world's leading brands to, test, monitor and deliver 5 star mobile applications. The MobileCloud enables globally distributed teams to access thousands of REAL mobile devices at their fingertips and collaborate in real-time to continuously develop, test and monitor user experience under real market conditions.