



Empowering the Enterprise Through  
Mobile Applications

**Faraz Syed, CEO & Co-Founder**



# Company



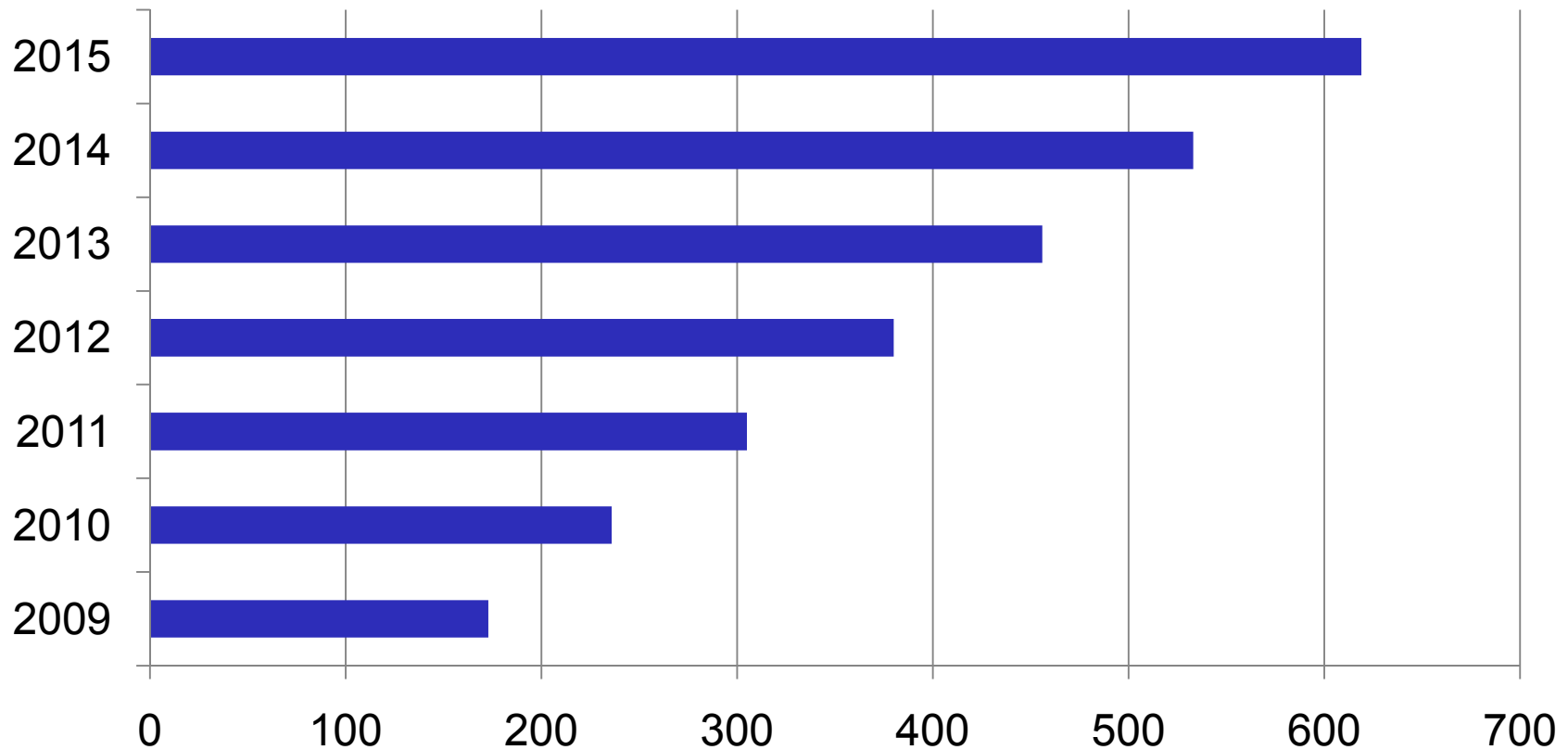
Mobile Application Testing.  
Any Device. Any Platform.  
Anywhere.



- Founded in 2003, privately held, VC funded (Motorola Ventures and France Telecom)
- 150+ employees worldwide, with operations in California (HQ)
- Products and services for mobile application testing for enterprise organizations
- Flagship products:
  - **DeviceAnywhere Test Center™** is currently used by over 25,000 mobile software developers
  - **DeviceAnywhere Test Automation for Smart Devices™** is currently used by Fortune 2000 companies

# Smartphone Explosion

Global smartphone sales will grow at +24% CAGR, to reach 619m in 2015

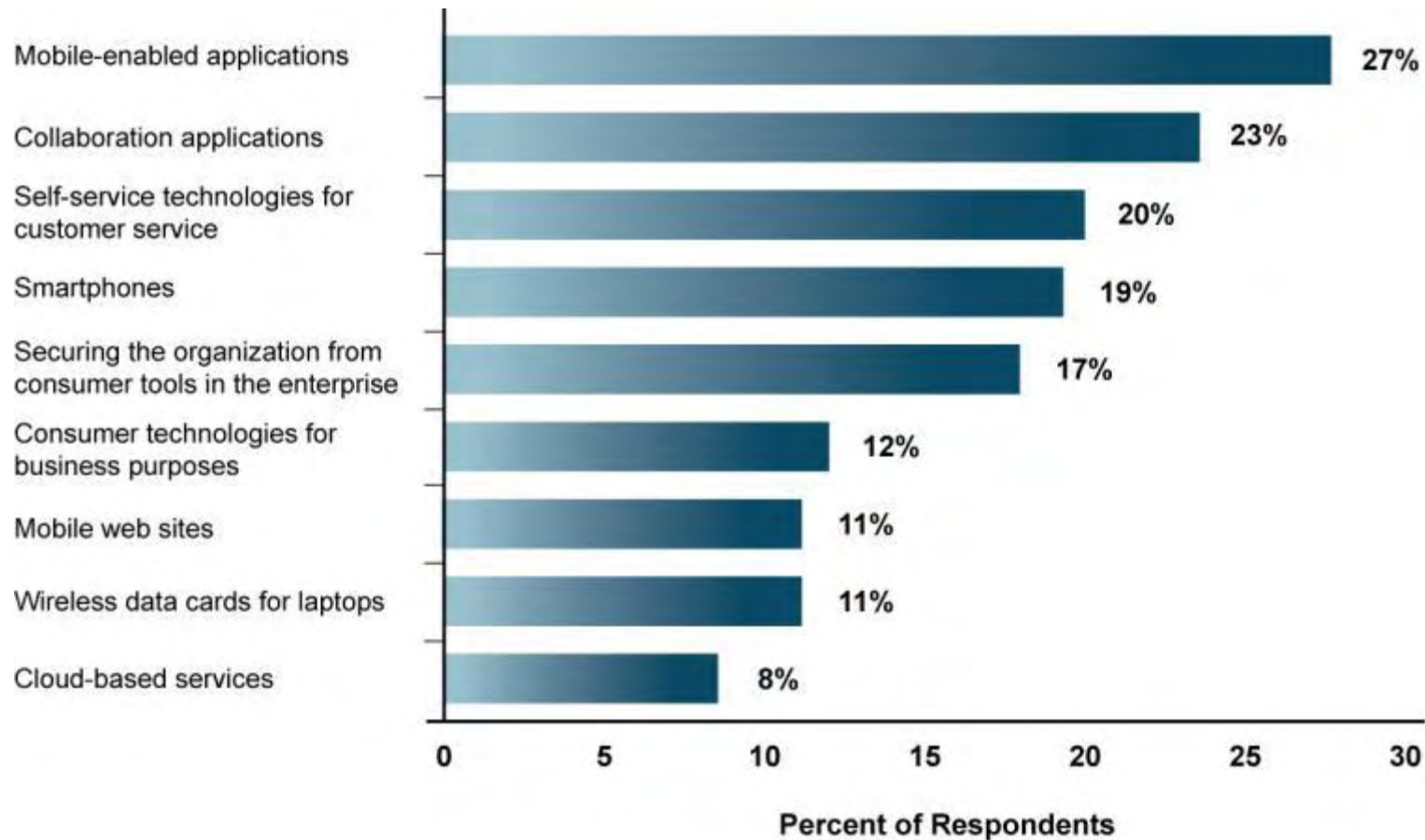


Source: Coda Research Consultancy, 2010

Note: Note all numbers in millions

# Mobile is a TOP Priority

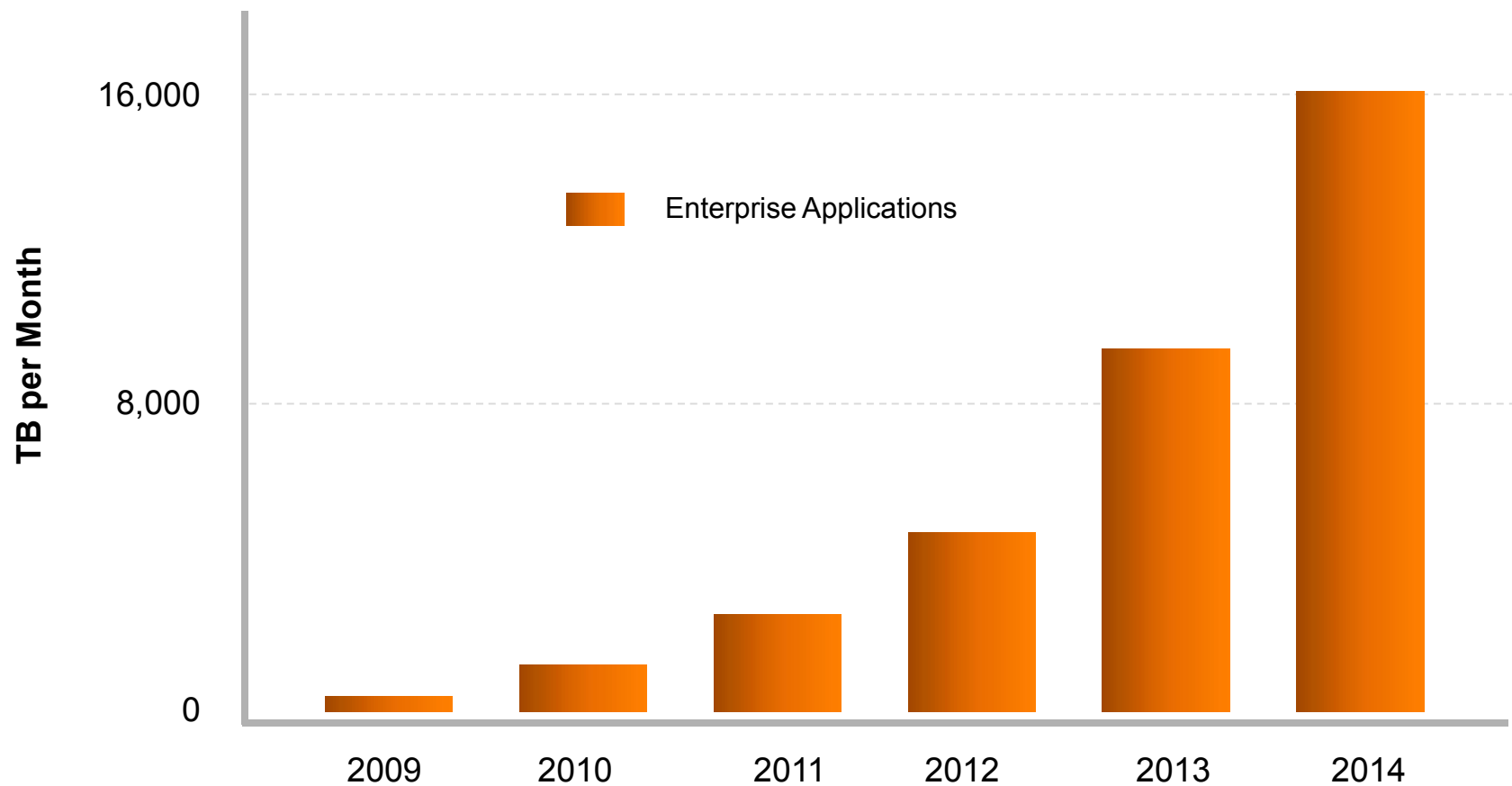
In your opinion, which of the following technologies will be the top priority for your organization over the next year?



Source: Yankee Group Anywhere Enterprise-SMB: 2009 U.S. Transforming Infrastructure and Transforming Applications Survey

# Enterprise: Mobile Applications on the Rise, 2009-2014

**126% CAGR 2009-2014**



**Source:** Cisco VNI Mobile, 2010

# With Opportunity Comes Challenge

## Top Challenges of Developing and Deploying Mobile Applications



### Cross-Platform Ranks As #1 Pain

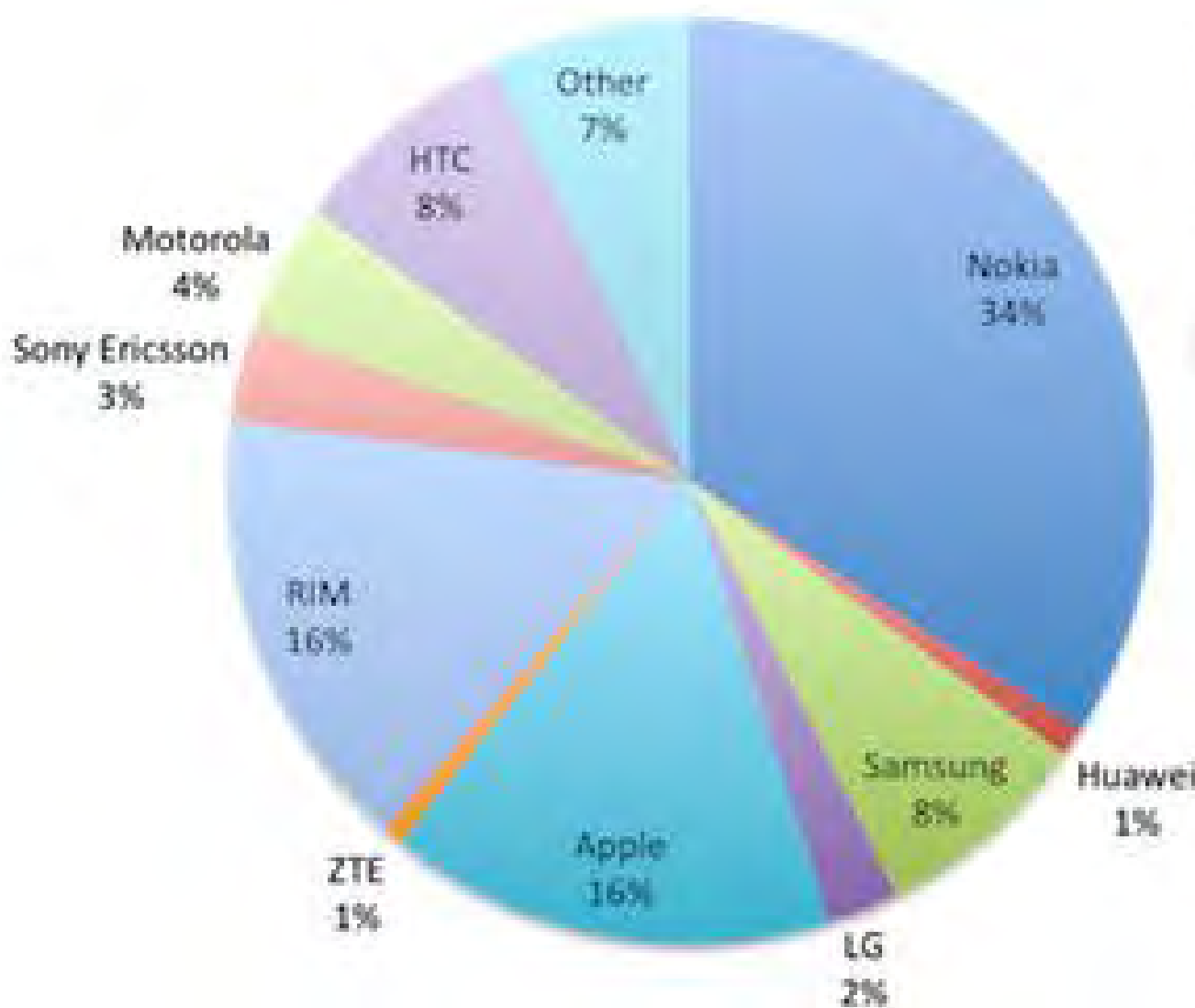
When building mobile or desktop applications, what is the biggest pain point?

|                                      |              |
|--------------------------------------|--------------|
| Design                               | 15.0%        |
| <b>Development</b>                   | <b>21.7%</b> |
| Testing Q/A                          | 15.0%        |
| <b>Porting to Multiple Platforms</b> | <b>31.0%</b> |
| Distribution/Launch                  | 4.4%         |
| User Acquisition/Marketing           | 9.7%         |
| Ongoing Support                      | 3.2%         |

Source: Appcelerator, Inc. 06/2010

Source: Appcelerator, Inc. 06/2010

# Hardware Choice



# There Is No Magic Pill

---



# Test Automation for Smart Devices™

Automated testing on real mobile devices providing a simpler, more efficient vehicle for mobile app developers and test engineers to test their mobile products



- Easily create simple or complex test scripts to test any mobile app/website in a private cloud
- Schedule tests to run at the tester's convenience
- Web-based reporting interface records all results and can be accessed remotely
- Scripts can be utilized across multiple handset models

- Integrates seamlessly with IBM Rational Quality Manager and HP Functional Testing (QTP)



# Test Automation for Smart Devices™

## The Big Picture

IT Environment



Mobile Applications



Mobile Devices



# DeviceAnywhere Studio User Interface



# DeviceAnywhere/IBM – Integrated Solution Benefits

The DeviceAnywhere and IBM Rational Quality Manager (RQM), joint solution allows:



- Companies using RQM as their test management system to test their SW products on real mobile devices from within the Rational environment.
- All results (script steps, test pass/fail results) are tracked by RQM and available through the RQM interface.
- Test Case Maintenance & Execution Scheduling is centralized within RQM.
- Complex test scenarios, such as Mobile-2-Web, and Web-2-Mobile are fully supported

## Test Case Management Tools

IBM Rational Quality Manager v2.0, v3.0

## Test Automation Tools

IBM Rational Functional Tester (RFT)

# DeviceAnywhere/HP – Integrated Solution Benefits

The DeviceAnywhere and HP Functional Testing (QTP) and HP Quality Center joint solution allows:



- Leverage existing test assets and infrastructure while extending capabilities to the mobile space.
- Easily port test scripts from desktop to mobile versions of Web applications.
- Generate accurate and reliable results from working with real, live mobile devices.
- Meet auditability requirements by referring to DeviceAnywhere test results stored in HP Functional Testing (QTP).
- Support test scenarios that include mobile and Web application interactions.

## Test Case Management Tools

HP Quality Center v9.2, v10.0

## Test Automation Tools

HP Functional Testing (QTP) v9.5, v10.0, v11.0

# Automation Delivers ROI

- *A McKinsey study found that manufacturing companies lose an average of 33% of after-tax profits when they ship products six months late, compared to 3.5% when they overspend 50% on product development.*
- *A recent NIST study estimates that ineffective testing costs the US economy as much as \$56 billion per year.*
- *Many studies have shown that for every thousand new lines of a software program, we can expect an average of five bugs. At least 5,000 bugs are probably lurking in an untested business system with just a million lines of software.*
- *Software testing creates value because on average, it costs 10 to 1,000 times more to fix an escaped bug than fixing before release.*



# Customer Ecosystem

---



# Device Calculator

**DeviceAnywhere™** | Testplan Builder

Welcome, test@test.com! [Logout](#)

Home
Device Lists
New Device List 2

## New Device List 2 Edit

Edit Priorities...
Export Testplan

1 Devices included

- Xperia X10**  
Android 2.1
- NexusOne**  
Android 2.2
- myTouch Slide**  
Android 2.1
- myTouch 4G**  
Android 2.2

Overview
Android
BlackBerry

**Overall (51%)**

51% covered

**Input Type** 61 %

**Screen Resolution** 56 %

**Memory** 33 %

**Major OS Version** 56 %

**Manufacturer** 50 %

Recommended Devices

**Curve**  
BlackBerry 5.0

**Curve**  
BlackBerry 4.5

**MyTouch 3G**  
Android 2.2

**Streak**  
Android 2.2

**Input Type (61%)** Show

**Screen Resolution (56%)** Show

**Memory (33%)** Show

**Major OS Version (56%)** Show

**Manufacturer (50%)** Show

**BlackBerry Bold**

Input Type **Keyboard Only** +39%

Screen Resolution **480X360** +33%

Memory **2.6** +6%

Major OS Version **BlackBerry 5** +38%

Manufacturer **BlackBerry** +44%

Overall **+30%**

[Add Device](#)

[Show](#)



THANK YOU!