With the ever fast-growing demand and number of Enterprise Mobile apps expected to seamlessly run across myriads of handsets, geographies, network environments over the various flavors of operating systems and hardware configurations and on top of it high expectations for an awesome user experience; Mobile Test Automation plays a pivotal role towards your success in this highly fragmented marketplace.

- Amitabh Srivastava - Director of Technology, Transility

………..

In recent times, the mobile test automation space has undergone a radical change. Devices? Diverse and complex. Network and carrier environments? Varied. Operating systems? Several versions. Platforms? Many. Budgets? Tigher than ever. Competitors? Rising, and they'll stay. Time to market? Faster than ever. Lack of comprehensive test automation tools! Consequently, questions like what's the ROI, how costs to be managed and why do we need an efficient test automation tool, are common and demands an unusual answer.

A mobile development company belonging to any operating domain or function, be it healthcare, telecom, banking, automobile, CRM, ERP, BI, Custom Sales or any other; each needs an awesome end-to-end mobile automation testing solution in place. Each domain has evolved and accelerated in its own way and changed with the growing times. This is exhibited by the large number of mobile apps that needs their way to market and those which are already deployed and continually upgraded again to adapt with the changing requirements.

Furthermore, the development methodologies like scrum, where the software development cycle had been at agile speed, needs robust testing that automates the testing process and help simulate infinite hypothetical scenarios through interruption events, wait times, looping, skipping few events and other conditional activities.

These days, indeed, it's customer euphoria beyond just satisfaction. The wide open market offers numerous attractive test automation vendors, subsequently enabling to co-create a long term customer loyalty. However, only fewer mobile app development companies delivers a great user experience, an interface in eye-catching visual format and a highly responsive as well as a high-performing mobile app.

Certainly, the digital way has always paid off to the companies endeavoring for it and would continue to drive great value right from automating the test processes to achieving required breakthroughs through digital innovation.

An Enterprise App release – without thoroughly testing its overall *quality* (responsiveness and transition etc.) & *performance* may be a crucial risk to your company reputation. Of course, you don't want to take that risk!

………..

How do we master the way to overcome the increased functional complexity of enterprise apps, consumer apps and utility apps? How do we take care of variations in network capabilities? And non-availaibility of devices across the globe? And, how do we apply conditional events? What about script maintenance? How will the app behavior change on third party interruptions? What about Dynamic applications? And most importantly, how do we automate these?

Use an awesome Mobile Test Automation product - A perfect and an amazing user experience is what customers want! Experiencing the world class is a routine these days. But how do you deliver that? How do you get up there? Are you bringing delight to your customers? How about an awesome Mobile Test Automation product that suffices all your testing needs under one roof!

Innovation, the true carrier - Every org strategizes into creating substantial breakthroughs and giving birth to out-of-the-box products through innovative technologies and methods. The key is not to innovate first but fast. The enterprise mobile apps should have lesser time to market with nice look and feel and suffice to its purpose. A tool which ensures that your mobile apps foray into the market not just bug-free and in time but also superlatively usable and of great quality!

Collaborate - Collaborate, give them that extra power and flexibility to operate within your app so that they feel it to be more useful, valuable and interesting. Elect not just a tool, but a vendor that listens, understands, collaborates and deliver. Also, build such a promising brand image that the customer walks along. Collaboration is the key.

Engage with a Technology Focused Vendor - "Any sufficiently advanced technology is indistinguishable from magic." — Arthur C. Clarke. A good technology company institutionalizes the very spirit of being technology savvy such that it endeavors to walk that extra mile to furnish more useful features and bring about more stability, reduce cost and add significant value to the user experience.
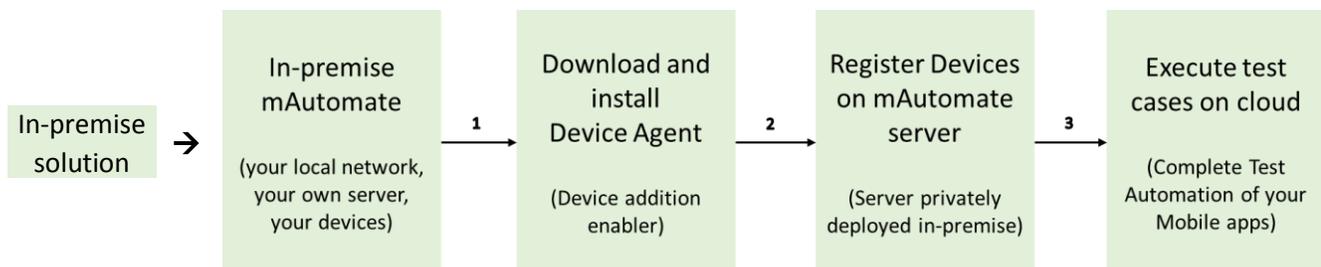
mAutomate, Impetus mobile test automation tool "Record Once - Test Anywhere!!!", is an innovative and cost-effective framework for testing mobile apps across diverse handsets, networks, operating system versions, and geographies.

....

mAutomate Value Proposition for Test Automation of Mobile Apps

Executes automated tests on remote mobile devices connected to the provider networks without rooting/jailbreaking and provides key performance analytic about device CPU, memory, battery, responsiveness, transition and much more!
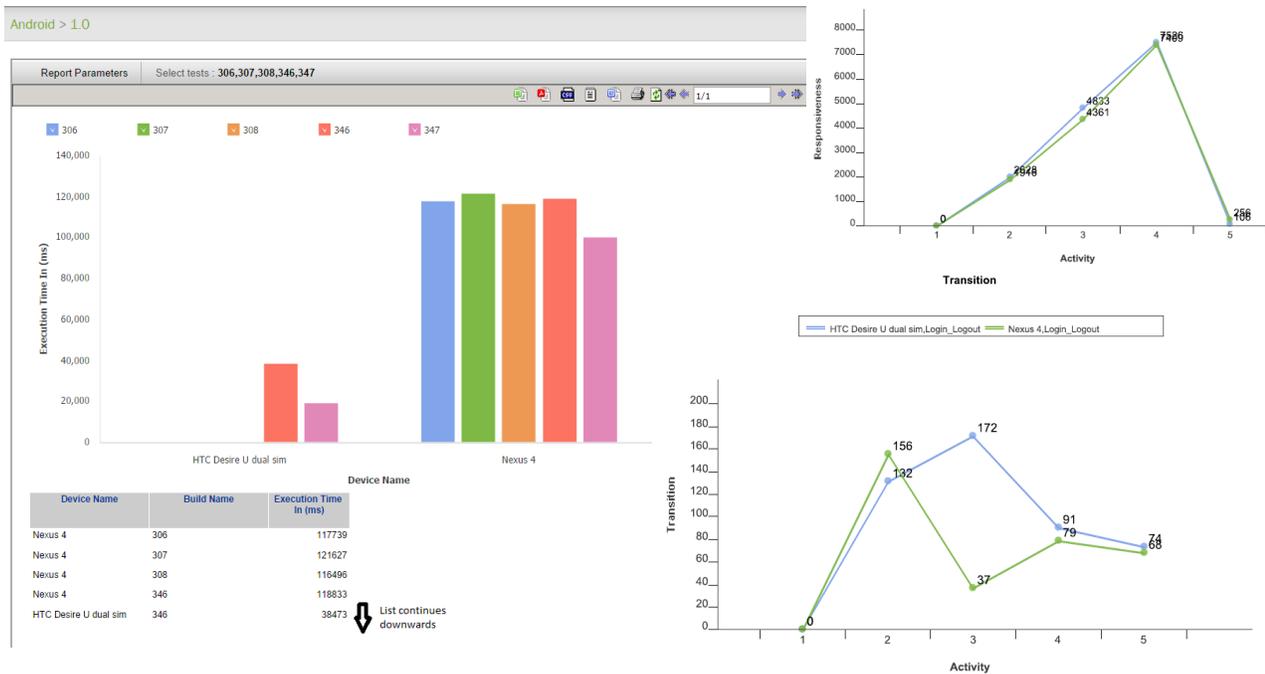
➢ Mobile automation testing solution for both: In-premise and Cloud

➢ Systematic testing approach to surmount increased functional complexities

➢ Testing across diverse network capabilities and carrier environments

➢ Solution to cater to powerful devices and apps, Faster time to market

➢ Automatic script writing, UI driven script editing; integration with other open source automation solutions

➢ Simulation of third party interruptions to test app behavior

➢ Iterative and conditional execution; assertions, regressions etc.

➢ Auto-execution (Auto-installation of target app) on multiple devices through Remote Device Cloud Manager

➢ Object-based comparison, Image and OCR comparison for objects on screen

➢ Seamless integration with CI tools (Jenkins)

➢ Record and execute type, Auto-re-record test cases

➢ Release and version management

➢ Integration with defect tracking tools like Bugzilla, HP ALM and JIRA

➢ Rich analytics and reporting system

| In-premise solution → | In-premise mAutomate

(your local network, your own server, your devices) | **1** | Download and install Device Agent

(Device addition enabler) | **2** | Register Devices on mAutomate server

(Server privately deployed in-premise) | **3** | Execute test cases on cloud

(Complete Test Automation of your Mobile apps) |

Test Automation with mAutomate

As mobile apps become exceedingly popular for carrying out day-to-day activities related to banking, shopping, healthcare, or even planning a vacation – the list is huge – it's not just about how many extra useful features you provide but also how your application perform! How interruptions, events affect app performance! And many more aspects needs to be validated across the wide range of devices, geographies, networks and operating system versions; concurrently maintaining the "quality - directly corresponds to brand image" and "time to market" factor. How to achieve this?

The answer is: mAutomate - Record Once - Test Anywhere!!!

To know more about mAutomate and its unique & state-of-the-art capabilities that can help carry out end-to-end automated testing of your mobile apps and enrich the user experience subsequently generating higher returns, download your free trial version of mAutomate today by logging on to www.mautomate.com.

………

About IMPETUS

Headquartered in Los Gatos, California, Impetus Technologies is an award-winning software product engineering company, which offers state-of-the-art technology, software R&D and full lifecycle product engineering services for technology companies. Since its founding in 1996, Impetus has been involved with hundreds of product launches for clients ranging from enterprise class software product companies to innovative technology start-ups.

Phone: 408.252.7111, 408.213.3310 | Fax:408.252.7114

720 University Avenue, Suite 130; Los Gatos, CA 95032, USA