



How to develop better mobile applications for less money

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DeviceAnywhere
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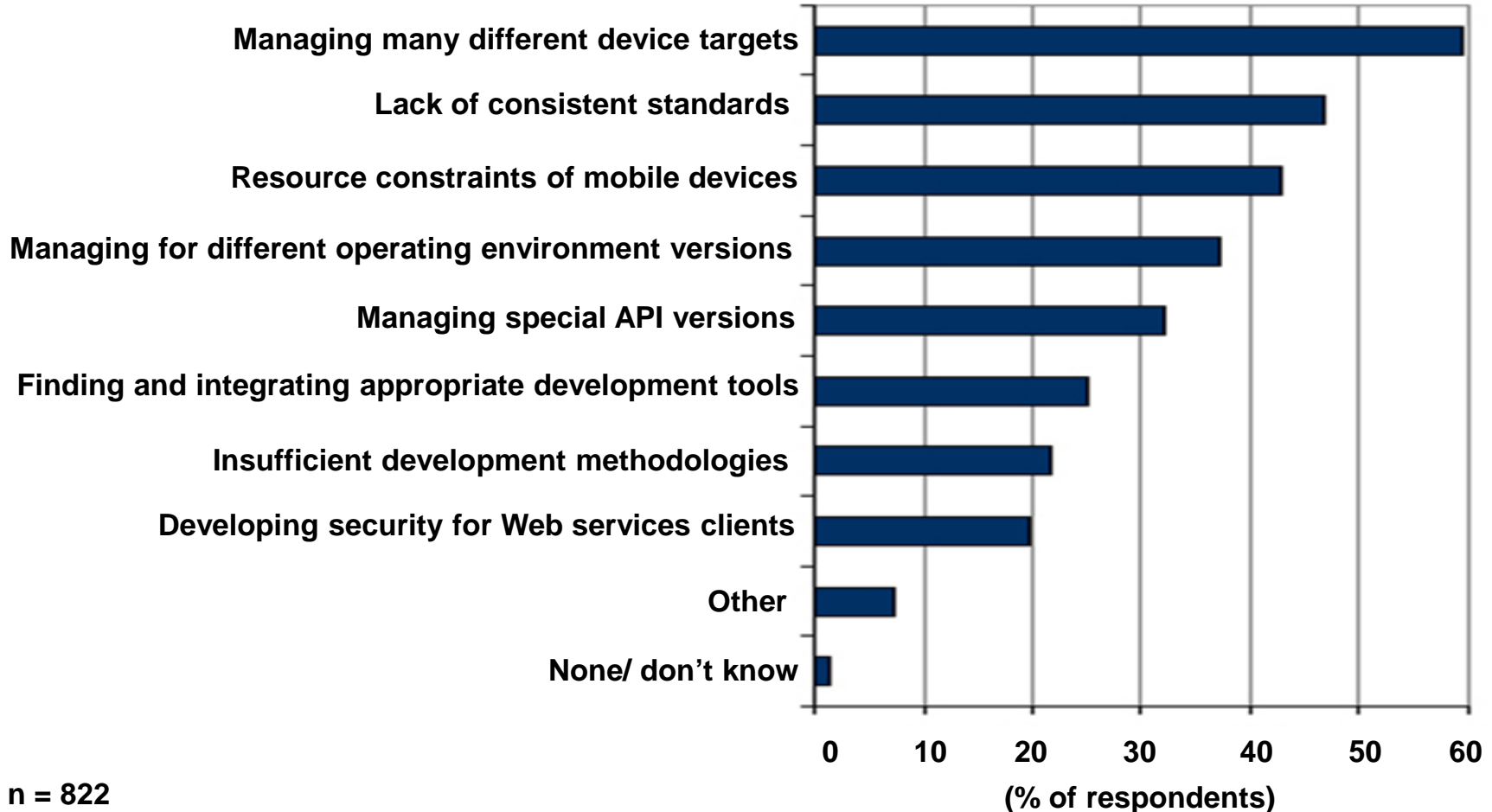
Company

- Founded in 2003, privately held, VC funded (Motorola Ventures and France Telecom)
- 150+ employees worldwide, with operations in California (HQ), Tucson, New York, London, Paris, Munich, Madrid, Milan, Toronto, Tokyo, and Karachi
- Products and services for development, testing, marketing, customer care and operational support of mobile applications – key enabler in the mobile space
- Deployed across the entire mobile value chain:
 - » Wireless carriers
 - » Handset OEMs
 - » Content/application providers/aggregators
 - » Infrastructure vendors
 - » Financial institutions/entertainment/retail etc.
- Flagship product, **DeviceAnywhere Test Center™** is currently used by 2000+ customers worldwide



Industry Challenges: Pick and Mix

Top Challenges of Developing and Deploying Mobile Applications



n = 822

Source: IDC's Software Developer's Collaborative Study

Industry Challenges in Summary

Regardless of the product or service— Mobile Application Testing is **imperative**: *Test early, test often, test on the actual device.*

The Challenge

- Mobile device, OS, network and platform fragmentation
- Offshore locations/disparate teams
- No easy way to communicate device/application issues during development/testing phase

The Solution

- **DeviceAnywhere Test Center** – Remote access to 2000+ mobile devices worldwide
- **DeviceAnywhere Test Automation™** – Test automation, with support for scripting across a variety of devices
- **DeviceAnywhere Proof Center™** – Self Certification for app store development
- **MonitorAnywhere™**– 24x7 automated monitors for quality/reliability



DeviceAnywhere

- ▶ Access to a wide range of devices, no capital outlay
- ▶ Wide range of carriers, no monthly network expense
- ▶ On-demand access for development
- ▶ Globally shared development, debugging and monitoring environment

Customer Ecosystem

Operators and MVNOs



Web



Financial



Handset Manufacturers



Entertainment and Media



Healthcare



Platform and Aggregators



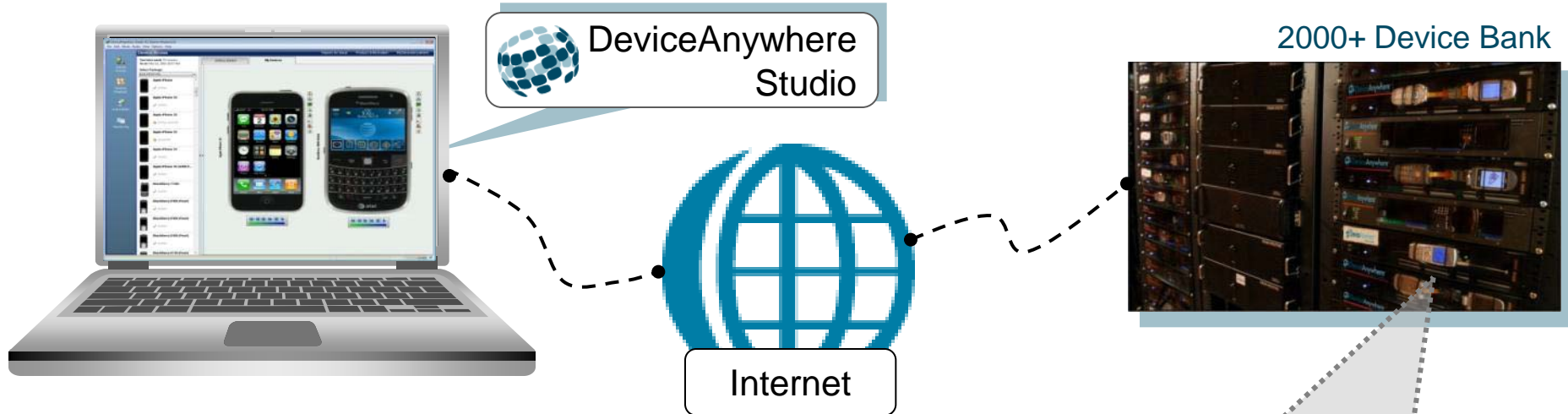
Games



Services



Direct-To-Device™ Technology



Direct connections to every device input and output allowing for full device functionality; as if the device were in your hand:

- ✓ Pressing buttons
- ✓ Opening and closing flip phones, tapping touch screens, connecting/disconnecting the battery, accelerometer support
- ✓ View the LCD with accurate pixel-by-pixel displays
- ✓ Listen to ringers and speakers



How it Works



Device Access

You have used: 6 minutes
As of: Dec 2, 2009 3:31 PM

Select Package:

[INTL] Navteq LBS Challenge

[AT&T US]
 ✓ online

Apple iPhone 3G S
[AT&T US]
 ✓ online

Apple iPhone 3G S (Accel...
[AT&T US]
 ✓ online

BlackBerry 8900 (Curve)
[AT&T US]
 ✓ online

HTC Hero (Android)
[Sprint US]
 ✓ online

HTC Pure
[AT&T US]
 ✓ online

Palm Pre
[Sprint US]
 ⏻ offline

Palm Pre
[Sprint US]
 ✓ online

Palm Pre
[Sprint US]
 ✓ online

Getting Started

My Devices



Palm Pre



Device Access



Record Playback



Automation



Monitoring



Proof Center



Testing For LBS is Critical

- **Gartner's list of top ten consumer mobile applications for 2012:**
 - 1: Money Transfer
 - 2: Location-Based Services**
 - 3: Mobile Search
 - 4: Mobile Browsing
 - 5: Mobile Health Monitoring
 - 6: Mobile Payment
 - 7: Near Field Communication Services
 - 8: Mobile Advertising
 - 9: Mobile Instant Messaging
 - 10: Mobile Music
- URL: <http://www.independent.co.uk/life-style/gadgets-and-tech/news/mobile-application-trends-for-2012-the-top-ten-applications-1822948.html>

Navteq 2010 LBS Challenge

- Test your LBS apps remotely on DeviceAnywhere on every mobile device required for the challenge including the BlackBerry 8900, HTC Pure, HTC Hero, and the iPhone 3GS!
- As part of the 2010 NAVTEQ Global LBS Challenge **DeviceAnywhere Special Sponsorship Package**, we are giving you **TEN FREE HOURS** for you to test on from anywhere in the world.



- Registration is open now @ [www.LBSChallenge.com!](http://www.LBSChallenge.com)



Thank you!