



Leading multinational athletic apparel & accessories corporation reduces mobile delivery time by 92 percent with

Mobile Labs' deviceConnect™

This global leader in athletic apparel and accessories has more than 60,000 employees worldwide.





Challenge

In today's world, when consumers hear about new products or services, they immediately grab their phones to view the provider's mobile site or app. If the site isn't mobile friendly or the company doesn't have an app, it immediately loses traction with the prospect. That's the world we live in, and that means your mobile game has to be increasingly strong.

One company, a global leader athletic apparel and accessories, has long been on the forefront of mobile excellence. Smooth mobile apps and website experiences expertly extended the company's brand across mobile platforms. But as the demand for mobile increased, the company knew automation loomed as the inevitable answer to the climbing demand.

The development team saw performance testing as an area for potential improvement, as its testing efficiency was hamstrung by manual testing processes and physical device handoffs. At the end of each business day, someone on the team had to physically track down devices and denote the device location and use. This also severely limited the ability to have teams outside of its central testing offices to participate in performance testing.

Intent on keeping its position as a mobile leader, the team began searching for a path to automate testing and simplify device management.

Background

Known for staying ahead of the technology curve, this company offers customers and prospects the ability to purchase products and access services through numerous mobile apps and their interactive, mobile friendly website.

Solution

The multinational athletic company first learned of Mobile Labs through SOASTA, a partner of Mobile Labs. SOASTA was helping the company with its automation needs and recommended Mobile Labs deviceConnect for a complete device management platform.

With SOASTA's recommendation in hand, the company's engineering manager began researching Mobile Labs to see if deviceConnect met his criteria: ensuring device testing was secure, with devices held on-site, and seamlessly integrating with SOASTA for automated testing.

deviceConnect handily passed the test. Mobile Labs' "test your way" philosophy proved true as deviceConnect easily integrates with a variety of testing solutions, in this case SOASTA.

"The integration was the litmus test. Beyond that, I knew the devices would be under lock and key, which was important to maintaining device security and access. And the intuitive interface made me optimistic we could manage and track device allocation with ease," said the engineering manager.

The engineering manager was pleased to find Mobile Labs made life simpler before the interface was ever installed.

"Our account representative] came out and delivered the deviceConnect cart. We unboxed it and began adding our devices to it and had everything up and running the next day," said the engineering manager. "We only needed around 30 minutes for a training session with our team, because the system is pretty self-explanatory."

Results

Since implementation, the company has seen a dramatic decrease in its time to test rates. Thanks to the efficiency gains from deviceConnect enabling automated testing, the Mobile Labs and SOASTA integration has significantly decreased the time needed to deliver testing results. In several cases, the company has decreased its time to test from taking 160 hours to 12 hours.

"While we've seen major time savings, we haven't minimized our workforce. Instead, we've used the extra bandwidth deviceConnect gives us and expanded the team's capabilities," said the engineering manager.





The company also raves about Mobile Labs' commitment to adding functionality to deviceConnect. For example, since the athletic company adopted deviceConnect, Mobile Labs has added the ability to measure battery drain during testing procedures. This serves as a key metric for mobile app performance as consumers tend to detest battery-draining apps.

According to the apparel company's engineering director, one of the largest benefits has simply been the decrease in "heartburn."

"The key benefit was enabling our remote teams to access these devices," said the engineering director. "Now these individuals can access a device as soon as it's available, and that's relieved a major pain point that was set to crop up in the future as we expand our global teams. In fact, it's helped us stay ahead of the demand curve for instances like these. We've been able to address several pain points before they've even become an issue."

The company remains excited about its future expansion with deviceConnect. Currently, 20 percent of the company's development team is outside of the US. As this number is set to expand, the company remains confident it can scale while managing costs thanks to deviceConnect.

"We really value the partnership we have with Mobile Labs. [Our account representative] and the support team have proven themselves incredibly helpful and easy to work with. We definitely appreciate that and look forward to continuing those efforts."

About Mobile Labs

Mobile Labs provides enterprise-grade mobile device clouds that improve efficiency and raise quality for agile-based, cross-platform mobile app and mobile web deployments. The company's patented device cloud, deviceConnect™, is available in both public and on-premises configurations. deviceConnect provides affordable, highly-secure access to a large inventory of mobile devices across major mobile platforms to developers, test engineers, and customer support representatives, among others.

At the heart of enterprise mobile app deployment, deviceConnect enables automated continuous quality integration, DevOps processes, automated testing, and manual app/web/device testing on managed devices. deviceConnect supports all major integrated app development environments (IDEs), such as Xcode, as well as automated app and web testing on real mobile devices using a wide variety of mobile UI test automation tools. For more information, please visit www.mobilelabsinc.com.