



Impact Highlights

- Boost Mobile needed to ensure that its network of over 3 million customers (as of Q4 2008) were always able to properly utilize their wireless service, no matter what device they were using.
- Boost Mobile needed a solution that would alert them to system issues and downtime that had the potential to impact their service offerings and that could provide reports and results of when and how the errors were occurring.
- With the DeviceAnywhere monitoring solution, Boost Mobile is better positioned to provide subscribers the benefit of reliable and effective network performance.

Boost Mobile has found a cost-effective and easy-to-use service in DeviceAnywhere Monitoring, and utilizes it as a constant monitoring, testing, and debugging tool to ensure their customers always have access to reliable mobile service.

The Challenge:

Ensuring a high-quality and successful user experience is crucial to the success of mobile applications and content. Because of this, mobile companies need to constantly be aware of how their products perform and the overall user experience. This is not only crucial during development, but also once the application has been deployed. With mobile device manufacturers constantly launching new devices, mobile applications and content; monitoring and testing must occur to allow carriers to make changes necessary to ensure that their devices operate properly and that applications and content work. Similarly, mobile companies need to be constantly monitoring how their products are performing in the field. With the vast number of devices that currently exist, the process of continually testing mobile content and application

interaction on mobile phones is rapidly becoming a time-consuming and costly endeavor.

In addition to ensure that mobile applications and content are working properly, it is necessary for mobile application developers to have records of product interaction and statistics. Knowing the download time for mobile content, or the way a mobile application appears on different handsets, for example, are key factors to help create crucial updates to the product, or for releases of newer versions.

Boost Mobile (www.boostmobile.com) is one of America's most popular prepaid wireless brands, offering quality mobile phones as well as flexible pay by the month, day, or minute wireless services without hidden fees, no contracts, or credit checks. With over 3 million customers (as of Q4 2008), ensuring that it has a reliable platform and proper network performance is crucial to ensuring customer satisfaction. This, however, can be a costly and time-consuming task.

“DeviceAnywhere has provided us with a very cost-effective and very hands-on monitoring solution. We’re thrilled with the results that we’ve realized thus far from DeviceAnywhere Monitoring. Our subscribers benefit from network performance that we can prove is effective.” – Justin Anzilotti, Boost Mobile Platform Manager for Digital Media and WAP

The Solution: DeviceAnywhere Monitoring

In order to guarantee proper network functionality, Boost Mobile procured the services of DeviceAnywhere™ (www.deviceanywhere.com). Utilizing their product, DeviceAnywhere Monitoring™, allowed Boost Mobile to monitor the performance of their platform across different handsets, allowing for quick identification and resolution of problems and errors before they had an impact on customers. Boost Mobile chose DeviceAnywhere Monitoring to proactively monitor for problems, in order to secure their networks and scripts and prevent downtime. The DeviceAnywhere solution also allowed Boost Mobile to offset the costs associated with acquiring multiple devices, and allowed them to focus employee skills on more productive tasks as opposed to manual testing and monitoring.

DeviceAnywhere Monitoring allows Boost Mobile to create a series of scripts that allow for automated testing. The service also tracks problems and issues with content or services, and sends notification alerts for any errors or violations that are found, allowing Boost Mobile to quickly detect issues that affect consumers while reducing costly downtime and lost revenue.

The monitoring system also provides live metrics and sophisticated reporting of Boost Mobile's network and platform performance. This step in development ensures that the mobile content or services are available, usable, and correctly-formatted at all times. Monitoring also allows for a more streamlined delivery, providing end-users with a high-quality experience with every interaction, on every device.

The Result: Boost Mobile has found a cost-effective monitoring solution

Boost Mobile has found a cost-effective and easy-to-use service in DeviceAnywhere Monitoring, and continues to utilize it as a constant monitoring, testing, and debugging tool to ensure its customers always have access to reliable mobile service.

Justin Anzilotti, the Boost Mobile Platform Manager for Digital Media and WAP, stated that: "DeviceAnywhere has provided us with a cost-effective and hands-on monitoring solution." Faraz Syed, CEO and Co-Founder of DeviceAnywhere, also added, "Since all consumers are growing so cost-conscious, wireless subscribers are right to demand the most for their money – in this case, a much improved network from Boost Mobile. Boost Mobile also is right to take the preventative steps to ensure that all aspects of its network are working through DeviceAnywhere Monitoring™. We're pleased to have a role in monitoring and ensuring their excellent network performance."

With the DeviceAnywhere Monitoring service, Boost Mobile's quality assurance team is able to screen for problems and issues among all Boost Mobile services and content and proactively alert Customer Care of any issues before the entire network is affected. Because of this, Boost Mobile is better able to provide safe, consistent customer purchases in content such as ringtones, screen savers, and games as well as fast and reliable mobile SMS and MMS messaging.

Anzilotti added, "We're thrilled with the results that we've received from DeviceAnywhere Monitoring, and our subscribers benefit from network performance that we can prove is effective."

DeviceAnywhere's continued expansion in acquiring mobile devices guarantees that Boost Mobile will always be able to test and monitor their service across all devices, anytime, anywhere. This will allow Boost Mobile to provide high-quality, tested, and reliable service to its customers, without interruption.

About DeviceAnywhere™

DeviceAnywhere is an award-winning product that provides convenient and cost-effective end-to-end solutions for mobile application testing and development, monitoring, and deployment – enabling application developers to bring better content to market faster than ever before. Its unique Direct-to-Device™ technology provides access to real handsets in live global networks, from anywhere. DeviceAnywhere currently supports more than 2000 devices on over 30 different carrier networks worldwide, with locations in the U.S., U.K., Canada, France, Germany, Spain, and Japan. To learn more about DeviceAnywhere – and to sign up for a free, three-hour trial – please visit www.deviceanywhere.com.

About Boost Mobile

Boost Mobile, the prepaid division of Sprint Nextel (NYSE: S), redefines value for wireless consumers with its 'Monthly Unlimited' service, offering unlimited anytime calling, text messaging, wireless web and exclusive Boost® Walkie-Talkie service with a national calling area for \$50 a month. Boost Mobile 'Monthly Unlimited' offers flat-rate, nationwide service in 15,800 cities throughout the United States on the dependable Nextel National Network – all with no additional telecom taxes, activation, roaming, traveling or long distance fees. Boost Mobile offers a selection of quality handsets from Motorola, ranging from entry-level to high end, as well as worry-free calling plans that enable customers to pay by the minute, day or month. Boost-branded wireless phones are available nationwide at nearly 20,000 major retail stores including Best Buy, Radio Shack, Target, Wal-Mart; Sprint retail stores and independent wireless dealer locations; with Re-Boost® available at approximately 100,000 locations throughout the U.S. Purchase and experience Boost Mobile on the Web at MySpace, Facebook and www.boostmobile.com.

DeviceAnywhere
1730 S. Amphlett Blvd, Suite 300
San Mateo, CA 94402

Tel: 888.675.8612
Fax: 650.240.3885

www.deviceanywhere.com