



## Impact Highlights

- Using DeviceAnywhere means that mobile social networking company Gofresh, which runs itsmy.com, one of the world's largest pure mobile communities, no longer has to send testers and developers to do testing offsite
- Testing mobile TV, mobile Flash Apps and new itsmy community features on 3,500 different handsets variations is now done conveniently from the developer's desk
- DeviceAnywhere helps Gofresh bring new fully tested services on itsmy.com to the market much faster

*DeviceAnywhere provides extensive cost savings for Gofresh in the mobile social networking space*

proprietary mobile social networking platform with integrated Content Management System and monitoring/editorial system.

### The Industry:

Gofresh is major player in the dynamic mobile social networking and related advertising industry all over Europe and the US. The User Generated Content (UGC) market is set to rise from nearly \$1.1 billion in 2007 to more than \$7.3 billion in 2013 (Source: Juniper Research). The research firm also predicts that mobile advertising will account for nearly one-third of total revenues in the UGC space by 2013, and more than half of mobile social networking revenues.

Based on these developments, Gofresh today is one of the world's leading companies in mobile social networking as well as in mobile social advertising.

Its flagship product is called itsmy.com, which is a mobile community that connects users via the mobile internet no matter where they are and which handsets they use account for nearly one-third of total revenues in the UGC space by 2013, and more than half of mobile social networking revenues.

### The Customer:

Headquartered in Munich, Germany with 15 employees. Gofresh has offices in Munich, London, New York and Madrid. The company was founded in 2003 with the mission to create unique mobile social entertainment products and services exclusively for the mobile internet.

### The Challenge:

Right from the start, Gofresh realised that it is impossible to run its world-wide mobile community itsmy.com without having tools and procedures to test it along the way.

The variety of handsets with different software versions as well as operator settings made it necessary that Gofresh's mobile community itsmy.com and mobile community TV itsmy.tv are developed for and tested on more than 3,500 different variations of handsets.

*“Mobile phones are the only medium you always carry with you and it is always ON. It will be the main medium of communication between people in future. We need to set standards and ensure that user enjoy the best experience using their mobile phone possible. This can't be done without testing, DeviceAnywhere is therefore an integral part of our business.” says Jukka Saarelainen, CTO of Gofresh.*

After launching the first mobile User Generated Content services for image, audio and video in Europe, Gofresh soon added other mobile communication services based on its

Having originally purchased each of the handsets, which then had to be tested on various networks in various countries – it was soon discovered that a more cost-effective solution had to be found.

### The Solution: DeviceAnywhere

Reviewing all of the alternatives, Gofresh chose DeviceAnywhere™ because it could enable a much more effective and efficient testing process throughout the design, development and go-to-market process.

DeviceAnywhere's Direct-To-Device™ technology provides a direct connection to mobile devices. Not an emulator or camera. In this approach electrical connections are made to real handsets on live networks and a virtual view of these handsets is exported over the Internet. Software acts as a remote user, controlling and operating the devices.

This approach allows Gofresh to test its social networking and mobile advertising offerings in the same way the end user would experience it on his/her phone.

### The Result: Cost Savings and Decreased Time-to-Market

Gofresh now uses DeviceAnywhere for testing at all stages and within its main markets in the U.S. and Europe.

Having found a cost-effective solution that facilitates real device usage, sending testers and developers to the testing site was no longer needed and with that the time and cost associated could be reduced significantly.

DeviceAnywhere decreases the time-to-market for new products, allowing the company's developers to remain in their offices while collaborating on a global scale.

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"We have set out to build the most sophisticated mobile social networking service with integrated mobile TV, location based services and mobile advertising solutions. On this mission we are using on the one hand the live experience and feedback from our users and on the other hand the best mobile testing platform, DeviceAnywhere, to take us where we want to be," He adds.

### About DeviceAnywhere™

DeviceAnywhere provides mobile content developers and aggregators, service providers, handset manufacturers, testing labs, and other mobile companies with an end-to-end portfolio of best-in-class solutions that transform mobile products into the ultimate user experience. Our complete portfolio includes the following solutions for mobile application testing, monitoring, retailing and supporting mobile products:

DeviceAnywhere™

DeviceAnywhere Pro™

DeviceAnywhere Monitoring™

DeviceAnywhere Consumer™

DeviceAnywhere Proof Center™

### About Gofresh

itsmy.com a brand of Gofresh  
Mobile user generated content and mobile social networking pioneer Gofresh GmbH (Munich, New York, London, Madrid), who owns the brand itsmy.com, operates with a strict mobile web only vision. Gofresh co-operates with leading mobile operators and all key players in mobile advertising all over the world. "Gofresh Advertising" is the world's biggest Mobile Social Ad-Network and Mobile Advertising Rich Media Platform.

### About itsmy.com

itsmy.com is the strongest community brand in mobile Internet. It runs off-portal, operator independent with more than 2.5 million mobile users, 4.5 million mobile home and content pages containing 10 million mobile UGC-items. Mobile 2.0 social networking services like free homepages, personal mobile TV broadcasting and location based services make itsmy.com the stickiest mobile social network. itsmy.tv is the world leading mobile social TV and personal mobile broadcasting service. itsmy® is a brand of Gofresh GmbH.

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