



Impact Highlights

- MMV turned to DeviceAnywhere's application testing service for a solution that would allow them to test their services on handsets in a real-world environment.
- With the use of DeviceAnywhere's patented technology, MMV's developers are able to access real devices, remotely controlling and testing their products over the internet before they reach consumers.
- DeviceAnywhere has allowed MMV to test their applications on a global scale, a necessary factor in assuring high performance for millions of customers worldwide.

"By partnering with DeviceAnywhere, Mobile Money Ventures has been able to consistently launch mobile financial services in global markets such as Hong Kong with the fastest time to market and the highest standards in customer experience and interface design."

*Jayastu Bhattacharya
Co-founder
Mobile Money Ventures*

MMV's developers can now access DeviceAnywhere's 2000+ global devices, allowing them to continually ensure they provide the best mobile banking products.

The Company:

Created as a joint venture between Citigroup and SK telecom, Mobile Money Ventures LLC (MMV) is the leader in providing mobile financial services solutions. Formed in 2008, MMV delivers robust mobile financial services by combining the vast technological expertise of SK telecom with Citi's deep understanding of financial services. With its Mobile Money Platform™, MMV enables financial institutions, merchants, brands, carriers and partners to reduce time to market, leverage new growth opportunities, and enhance customer loyalty. MMV gives mobile financial services customers the freedom to manage their money at anytime, from any mobile device; all with the guarantee of privacy and security from established companies that they trust.

The Challenge:

Millions of Americans are now learning to bank and pay their bills wirelessly on mobile devices. With predictions of mobile banking rocketing up to as many as 1 billion customers globally in the next five years, the mobile market is poised to become the next generation of banking. However, with a large and confusing array of start-ups and technology players all angling for the same market, there has been no channel consensus on how information in mobile banking should be organized and delivered, nor a concentrated focus on making use of the capabilities available from mobile carriers to make mobile banking easy and intuitive. With no assurance of performance, it is no wonder that consumers are feeling overwhelmed. This is where MMV comes in, as it tackles how to guarantee a high performing mobile financial services system that is compatible across all carriers and devices.

The Solution: DeviceAnywhere

Developers must test early and often on real handsets to ensure widespread usability, and with this in mind, MMV turned to DeviceAnywhere's application testing service for a solution that would allow them to test their services on handsets in a real-world environment. DeviceAnywhere offers the largest number of real devices in the mobile industry – more than 2,000 – located in data centers around the world (UK, Germany, US, Japan, France, Spain and Canada), and the number of devices and worldwide locations continues to grow. Using real handsets, MMV's developers were able to remotely control, operate, and test their applications on live devices, before hitting the consumer market.

The Result: Access to over 2000 devices for a fraction of the cost

For a fraction of the cost of buying and maintaining their own handsets, partnership with DeviceAnywhere has allowed MMV to test their applications on a global scale, a necessary factor in assuring high performance for millions of customers worldwide. "With the global presence of Citi, the expertise of SK telecom, and real-world testing ability of DeviceAnywhere, MMV is ready to accelerate the adoption of mobile financial services worldwide and lead Financial Institutions into the future of banking" says Jayastu Bhattacharya, Co-Founder of Mobile Money Ventures. He adds that "by partnering with DeviceAnywhere, Mobile Money Ventures has been able to consistently launch mobile financial services in global markets such as Hong Kong with the fastest time to market and the highest standards in customer experience and interface design." Because DeviceAnywhere's Direct-to-Device™ technology uses real devices and not emulators, developers were able to take a real-world look at how their products and services operated as they were tested through remote control of the handsets over the internet: ensuring quality development, marketing, customer care and operational support of mobile applications – key enablers in the mobile space.

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 Mobile Money Ventures

Mobile Money Ventures (MMV) was formed in March 2008, a joint venture of Citi and SK telecom. By combining the strengths of Citi, today's preeminent financial services company, and SK telecom, the leader and pioneer in mobile financial services technology, MMV has created the next-generation mobile financial service solution that will accelerate the adoption of mobile financial services worldwide.

MMV will be the only provider to offer a comprehensive, customizable and secure mobile money platform that encompasses all the advantages of mobile banking and links them together on the phone and online. This turnkey solution enables financial institutions, carriers and partners to reduce time to market, leverage new growth opportunities and enhance customer loyalty.

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