

“Ensuring our service is available, usable and correctly formatted at all times is key to ensuring a strong relationship with our customers. However, this process is generally arduous and time-consuming – as well as costly. But with DeviceAnywhere Monitoring™ service, the process can be much easier, faster, cost-efficient and – most importantly – convenient. We are able to schedule tests to ensure usability, but also when new versions are launched we can quickly authenticate backward compatibility” said Maximo Cabeza, Director of Development EMEA at PlayPhone



Impact Highlights

- PlayPhone required a comprehensive solution that would provide the ability to test every aspect of its content portal, ranging from the resolution of the user interface to the customer billing process.
- PlayPhone wanted a solution capable of creating tailored tests that would automatically identify problems on an ongoing basis, ranging from backward compatibility to billing errors.
- PlayPhone has developed and launched a range of award-winning services in over 20 countries.

With DeviceAnywhere’s technology, PlayPhone was able to test, debug and monitor the applications on all carrier networks significantly reducing time-to-market.

The Challenge:

With the proliferation of smart handsets and an increase in the amount of users accessing the internet via their handsets, mobile content represents one of the fastest growing elements of the mobile industry today. According to Informa, a market analysis company, by 2013 the global market in mobile content will be worth \$345bn. PlayPhone is a leading global media company present in over 20 countries throughout North America, Europe, Asia and Latin America that provides cutting edge personalization and entertainment content to mobile consumers in the form of ringtones, mobile games and much more.

With plans to boost market reach into new geographical areas and its main development house located in the United Kingdom, PlayPhone required a solution that would provide simple and cost-effective remote access to live handsets situated in new target markets. Furthermore, due to the

launch of new handsets and the subsequent creation of new versions of the PlayPhone service, it was also essential the service could automatically test for backward compatibility and ensure the best end-user experience for every customer.

The Solution: DeviceAnywhere & DeviceAnywhere Monitoring

Reviewing the company’s requirements, PlayPhone turned to DeviceAnywhere™ for a solution that would enable them to test their service offering in new markets in a cost-effective and convenient way. By utilising DeviceAnywhere’s end-to-end solution, PlayPhone is able to access and remotely test its content portals on more than 2000 devices on over 30 different carrier networks worldwide in locations including the U.S., U.K., Canada, France, Germany and Spain. Through DeviceAnywhere’s software, PlayPhone’s development team was able to remotely control and operate the devices, press keys using electrical signals, stream and view displays using video capture and stream from the comfort of their desktop screen. Using DeviceAnywhere’s patented Direct-to-Device™ technology, PlayPhone’s development team is able

to interact with real handsets in live, global networks over the internet. By employing physical handsets rather than emulators, PlayPhone was able to test, not only the user interface but also how the service interacts with a network; for example billing and network SMS messages functions. “One of the major challenges we face when entering new markets is not just ensuring the user interface is compatible with local handsets, but that back office functions such as billing and customer notifications work,” said Maximo Cabeza, Director of Development EMEA at PlayPhone. “This extensive testing is not possible on emulators and therefore the ability to access live handsets located in each target market was a key factor in the selection process.” Using DeviceAnywhere’s proven and comprehensive product portfolio, the PlayPhone development team was also able to create and run automated tests on all requisite devices in a live environment. This ensured that each new version of the technology would be backward compatible, but also that the service was also delivering a consistent end-user experience.

The Result: PlayPhone no longer has to purchase devices, can launch into new markets faster, and is able to ensure usability.

PlayPhone uses DeviceAnywhere as a primary testing and debugging tool when it launches into new markets, most recently the U.S and France. The challenge was to find a cost-effective solution that would facilitate real device usage. Sending testers and developers to the UK was one of those options; however the associated costs with that option would have been substantial and a logistical challenge. With DeviceAnywhere’s technology, PlayPhone was able to test, debug and monitor the applications on all carrier networks. In addition, by providing remote access, DeviceAnywhere allowed the company to significantly reduce time to market. “Ensuring our service is available, usable and correctly formatted at all times is key to ensuring a strong

relationship with our customers. However, this process is generally arduous and time-consuming – as well as costly. But with DeviceAnywhere Monitoring™ service, the process can be much easier, faster, cost-efficient and – most importantly – convenient. We are able to schedule tests to ensure usability, but also when new versions are launched we can quickly authenticate backward compatibility” said Maximo Cabeza, Director of Development, EMEA at PlayPhone. Based on ongoing cost savings, PlayPhone plans to use the DeviceAnywhere service to enter new markets in the future.

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 PlayPhone

PlayPhone is a leading global media company present in over 20 countries throughout North America, Europe, Asia and Latin America that provides cutting edge personalization and entertainment content to mobile consumers in the form of ringtones, mobile games and much more. Headquartered in San Jose, Calif., PlayPhone founded the direct-to-consumer mobile media distribution standard in 2003 and continues to innovate new means for interacting with mobile users and delivering wireless entertainment.

PlayPhone gives consumers access to a unique and often exclusive media catalog spanning audio, video and gaming content from leading music labels and artists, game publishers and media companies the likes of Sony BMG, EMI, Disney, SEGA, Konami and many others. The company currently operates its own leading mobile entertainment destination at PlayPhone.com in both English and Spanish as well as powers subscription-based mobile destinations for the world’s top entertainment and retail brands including Wal-Mart, ABC Television, Cartoon Network, Adult Swim, Real Networks, iPlay and many more.

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