

taptu.

Impact Highlights

- Taptu required a cost-effective solution that would not only provide an authentic testing environment, but also offer the ability to simulate the end-user experience post-deployment
- Taptu wanted a comprehensive solution that would allow them to ensure a user-centric and rich end-user search experience tailored for the mobile handset environment
- Taptu has developed and launched an award winning mobile service on a global scale from their UK based offices

“We have used DeviceAnywhere since day one and it has become a key tool used by our development team and we will therefore continue to use it for the foreseeable future. In short, it saves us time and money and allows us to deliver the best possible end-user experience to our customers.” - Bob Last, Business Development Director

DeviceAnywhere’s own international expansion in terms of mobile networks and handsets supported has meant that Taptu developers are continually able to ensure the best possible user experience wherever their user base is located and the handset they are accessing it on.

The Challenge:

With the recent boom in flat rate data packages, the gradual decline of the “walled garden” approach and a shift in the way users look at their handsets, search represents one of the fastest growing mobile services available today. According to leading analyst firm Juniper Research, mobile search services are expected to generate annual revenues of \$4.8bn by 2013.

Taptu, the award-winning pure-play mobile search engine provider, is one of the fastest growing players in this space proving a fast and relevant search engine for the mobile user. Designed to deliver a “mobile friendly” user experience and available for free, Taptu needed to be ensure they delivered a compelling user-experience across a full range of mobile platforms, handsets and mobile carriers.

To test their service, Taptu required a cost-effective solution that would not only provide an authentic testing environment, but also offer the ability to simulate the end-user experience post-deployment. Furthermore, with its development team based in the United Kingdom, Taptu wanted a solution that would allow them to have remote access to devices on carriers in other markets, such as the USA, to ensure a consistent user-experience irrespective of the user’s location.

The Solution: DeviceAnywhere

Focused on ensuring the service delivers the best possible end-user experience, Taptu turned to DeviceAnywhere™ for a solution that would enable them to test their service on a global scale in a cost-effective and convenient way. By utilising DeviceAnywhere’s end-to-end solution, Taptu is able to access and remotely test mobile search services on in excess of 1500 handsets on over 25 different carrier networks to deliver the best possible mobile experience possible.

Using DeviceAnywhere's Direct-to-Device™ technology, Taptu developers and testers are able to interact with real handsets in live, global networks over the internet. By employing physical handsets and not emulators, Taptu is confident that each test is delivering the exact same results as if they held the device physically in their own hands on location.

One of the unique services that Taptu offers is that it ensures that search results are made for mobile. By having access to live handsets with data packages, developers are also able to test the results that Taptu delivers to the end-user ensuring this promise is kept.

Through DeviceAnywhere's ability to test services on several live handsets simultaneously, developers test the ability of users to share content using social media networks and SMS with friends and contacts on different handsets, mobile platforms and networks at the touch of a button. This functionality could not be tested using emulator based testing services.

The Result: Unsurpassed End-User Experience on a Service Made for Mobile

Taptu continues to use DeviceAnywhere as their primary global testing and debugging tool to ensure that their users receive the best possible end-user experience on whatever mobile device, platform and network they are using.

The challenge was to find an end-to-end solution that would deliver access to real devices in a cost-effective and easy-to-use way. Purchasing handsets and travelling around the globe was one of the options, however the cost associated with travel and the rapid growth of handset diversification meant that this option would be excessive.

Bob Last, Business Development Director at Taptu explained the value of using DeviceAnywhere for global testing: "Delivering the best possible end-user experience to our customers

irrelevant of handset make, mobile operator or platform is at the core of Taptu's service offering. Therefore the ability to test our service on a variety of handsets, carrier networks and in various physical locations around the globe represents a fundamental tool in ensuring this philosophy is maintained. DeviceAnywhere makes this possible."

In 2008, Taptu spent over 4,000 hours testing their service on almost 200 live devices on 14 different carrier networks across Europe and in the US.

"As a start-up, the high-cost of purchasing physical handsets and carrier plans is just not possible and therefore a service like DeviceAnywhere represents true value for money. It allows us in a cost-effective and convenient way to ensure that our service is thoroughly tested and delivers consumers the best possible search experience every time."

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About DeviceAnywhere™

DeviceAnywhere provides 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 testing, monitoring, retailing and supporting mobile products:

DeviceAnywhere™
DeviceAnywhere Pro™
DeviceAnywhere Monitoring™
DeviceAnywhere Consumer™

About Taptu

Taptu is a super-fast entertainment search engine for your mobile. You'll find all sorts of cool stuff like music, videos, images and lots more - all made perfectly for your mobile and made to share with your friends.

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