

Customer Value Enhancement Award Mobile Application Lifecycle Management Global, 2011

Frost & Sullivan's Global Research Platform

Frost & Sullivan is in its 50th year in business with a global research organization of 1,800 analysts and consultants who monitor more than 300 industries and 250,000 companies. The company's research philosophy originates with the CEO's 360-Degree Perspective™, which serves as the foundation of its TEAM Research™ methodology. This unique approach enables us to determine how best-in-class companies worldwide manage growth, innovation and leadership. Based on the findings of this Best Practices research, Frost & Sullivan is proud to present the 2011 Global Customer Value Enhancement Award in Mobile Application Lifecycle Management to DeviceAnywhere.

Significance of the Customer Value Enhancement Award

Key Industry Challenges

The Global Mobile industry is characterized by exceptional technological advancements and continuous innovation. The high potential for growth in the Mobile industry has driven the introduction of numerous mobile devices, mobile operating systems (OS), applications, and services. Therefore, the Global Mobile Application Lifecycle Management market is faced with a significant challenge: to keep pace with the ever-changing mobile industry and to continuously develop and render support for its vast varieties of mobile services and applications. Secondly, large organizations, based in the United States and Europe, often have their development centers in Asian countries. In such cases, there is a need for effective communication channels between corporate offices and their remote development centers in order to resolve any development issues as efficiently as possible.

Therefore, companies operating in the Global Mobile Application Lifecycle Management market should focus on developing products and solutions with advanced capabilities to test a large number of mobile applications and services in an effective and economical manner. Frost & Sullivan's analysis suggests that the vendor who can offer a comprehensive product line, designed with an aim to address these market challenges, will successfully augment customer experience, thus leading to increased market acceptance and overall growth.

Best Practice Award Analysis for DeviceAnywhere

The Frost & Sullivan Award for Customer Value Enhancement is presented each year to the company that has demonstrated excellence in implementing strategies that proactively create value for its customers with a focus on improving the return on the investment that customers make in its services or products. This Award recognizes the company's inordinate focus on enhancing the value that its customers receive, beyond simply good customer service, leading to improved customer retention and ultimately customer base expansion.

DeviceAnywhere's Performance in Mobile Application Testing

DeviceAnywhere is a leading player in mobile application lifecycle management (Mobile ALM) ensuring the quality and efficiency of mobile application development across any device or platform. DeviceAnywhere provides world-class testing and monitoring solutions to the Mobile enterprise and developer market. The company's advanced products and services are designed to ensure business process optimization with range solutions for planning, executing and analyzing the performance of mobile applications for consumer-level and enterprise-level mobile applications. Currently, over 2,000 organizations including over 50% of Fortune 100 companies are using DeviceAnywhere's solutions to deliver their mobile services to their global customer base. So far, DeviceAnywhere has experienced seven years of consecutive growth, and currently, the company employs 150 employees worldwide. The company is funded by Motorola Ventures and France Telecom.

Key Performance Drivers for DeviceAnywhere

Factor 1: Responsiveness to Market Requirements

DeviceAnywhere has been successful in identifying and meeting emerging market requirements. In the constantly evolving Mobile industry, the continuous introduction of new devices and networks has resulted in the existence of numerous mobile applications, websites, and services. With new mobile OSs such as Symbian, Blackberry, and the new Android being introduced into this highly fragmented market on a daily basis, there has been an evolving demand for advanced test tools to monitor the massive amount of mobile applications being deployed by mobile operators and enterprises globally. Identifying this vital need, DeviceAnywhere has focused on designing and developing cutting-edge products and solutions that cater to the testing and monitoring requirements of mobile applications and websites. It also has recognized the lack of effective communication means between the corporate offices of large operators and their remote development centers. Thus, keeping in mind these requirements and challenges existing in the dynamic mobile environment, DeviceAnywhere has developed a highly effective product range.

Factor 2: Comprehensive Product Portfolio

DeviceAnywhere has introduced a strong product portfolio that offers high performance test and monitoring solutions to the Mobile App Enterprise market. The technology supporting all of the company's solutions is their Direct-to-Device and Direct-to-Device Software technologies, which provides users with the option of remote access to actual devices on live networks - eliminating the need for emulators or black boxes. A software approach allows users to plug and play in their own private environment. The three main solutions that the company offers in this space include:

Test Center

This is a Software-as-a-Service (SaaS) platform that offers instant online access to thousands of mobile devices connected to numerous network operators in the Americas and Europe. Test Center enables continuous remote monitoring of any mobile device or network and it facilitates quick and easy manual testing for mobile applications and websites. This service solves communication issues faced by corporate offices and their remote development centers. Test Center is currently employed by over 25,000 mobile software developers across the world.

Test Automation

This is a cloud-based SaaS product that facilitates the easy creation of test scripts to test mobile applications or websites on live mobile devices. Test Automation automates mobile application testing and it enables the capture and reproduction of actual user interactions on a mobile device. The solution's web-based reporting interface enables remote access to the results. Test Automation can be easily integrated with other test automation tools and it is currently being used by Fortune 2000 companies.

MonitorAnywhere

This is an enterprise solution for application monitoring on a Smartphone or Tablet. It is a cloud-based platform that monitors Quality-of-Service (QoS) and it enables production teams to detect early problem areas in order to offer efficient deployment of mobile applications and services.

Factor 3: Wide Application Area

DeviceAnywhere has designed end-to-end solutions and services for business process optimization. This applies the planning, execution and analysis phase of the mobile application lifecycle.

The company's products are utilized by both consumer level and enterprise customers. The company's customers include enterprise organizations spanning a variety of vertical markets including financial services, retail, healthcare and more, as well as handset manufacturers, mobile operators, and service and application providers. Internal application providers, such as Customer Relationship Management (CRM) and Enterprise Resource Planning (ERP) on Smartphones, can also utilize the company's SaaS product to test complex mobile applications. A few of the company's noteworthy customers include Comcast, Morgan Stanley, Bank of America, Google, Yahoo, Microsoft, Oracle, Nokia, Vodafone, and LG.

Factor 4: Strategic Partnerships

DeviceAnywhere has entered into strategic partnerships with large global ALM organizations that have an established a global customer base of mobile carriers and service providers.

The company works closely with these partners, who include HP and IBM, and it develops cost-effective and integrated solutions for existing and new customers. DeviceAnywhere also partners with various system integrators and test houses. These partners leverage DeviceAnywhere's mobile quality platform in order to deliver testing and monitoring services to their customers. These partners include Accenture, Cognizant, and Patni.

Conclusion

DeviceAnywhere offers best-in-class products and solutions for business process optimization of mobile products including mobile application product testing and monitoring. The company's early identification of the emerging market need for mobile application testing has enabled it to be the first to offer cutting-edge test tools to the dynamic Mobile industry. Leveraging DeviceAnywhere's test solutions, enterprise organizations handset manufacturers, mobile operators, and service providers have been able to reduce their operational cost, decrease time-to-market, and increase end user satisfaction. Based on Frost & Sullivan's independent analysis of the 2011 Global Mobile Application Testing space, DeviceAnywhere is being recognized with the 2011 Customer Value Enhancement Award.

The CEO 360-Degree Perspective™ - Visionary Platform for Growth Strategies

The CEO 360-Degree Perspective™ model provides a clear illustration of the complex business universe in which CEOs and their management teams live today. It represents the foundation of Frost & Sullivan's global research organization and provides the basis on which companies can gain a visionary and strategic understanding of the market. The CEO 360-Degree Perspective™ is also a "must-have" requirement for the identification and analysis of best-practice performance by industry leaders.

The CEO 360-Degree Perspective™ model enables our clients to gain a comprehensive, action-oriented understanding of market evolution and its implications for their companies' growth strategies. As illustrated in Chart 5 below, the following six-step process outlines how our researchers and consultants embed the CEO 360-Degree Perspective™ into their analyses and recommendations.

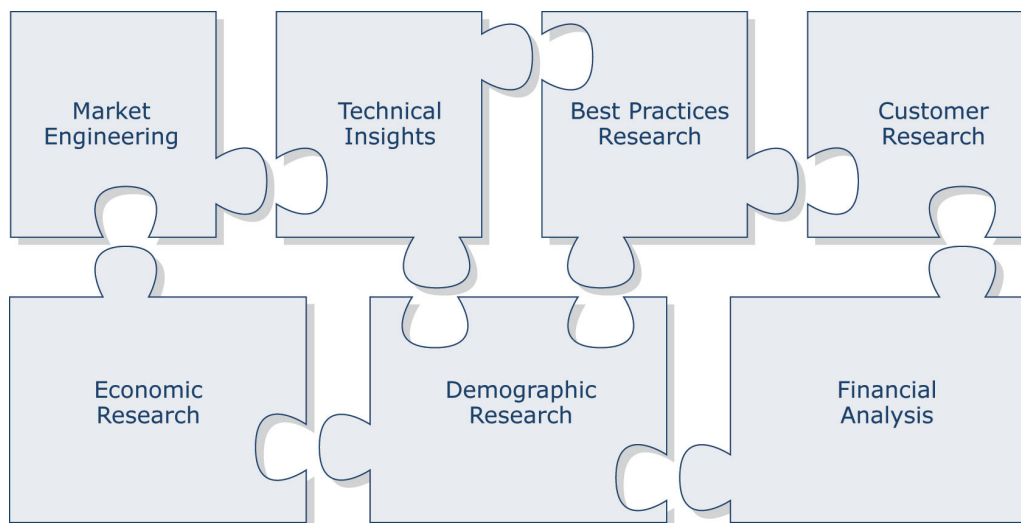
Chart 2: CEO's 360-Degree Perspective™ Model



Critical Importance of TEAM Research

Frost & Sullivan's TEAM Research methodology represents the analytical rigor of our research process. It offers a 360-Degree view of industry challenges, trends, and issues by integrating all seven of Frost & Sullivan's research methodologies. Our experience has shown over the years that companies too often make important growth decisions based on a narrow understanding of their environment, leading to errors of both omission and commission. Frost & Sullivan contends that successful growth strategies are founded on a thorough understanding of market, technical, economic, financial, customer, best practices, and demographic analyses. In that vein, the letters T, E, A and M reflect our core technical, economic, applied (financial and best practices) and market analyses. The integration of these research disciplines into the TEAM Research methodology provides an evaluation platform for benchmarking industry players and for creating high-potential growth strategies for our clients.

Chart 3: Benchmarking Performance with TEAM Research



About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, enables clients to accelerate growth and achieve best-in-class positions in growth, innovation and leadership. The company's Growth Partnership Service provides the CEO and the CEO's Growth Team with disciplined research and best-practice models to drive the generation, evaluation and implementation of powerful growth strategies. Frost & Sullivan leverages 50 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from more than 40 offices on six continents. To join our Growth Partnership, please visit <http://www.frost.com>.