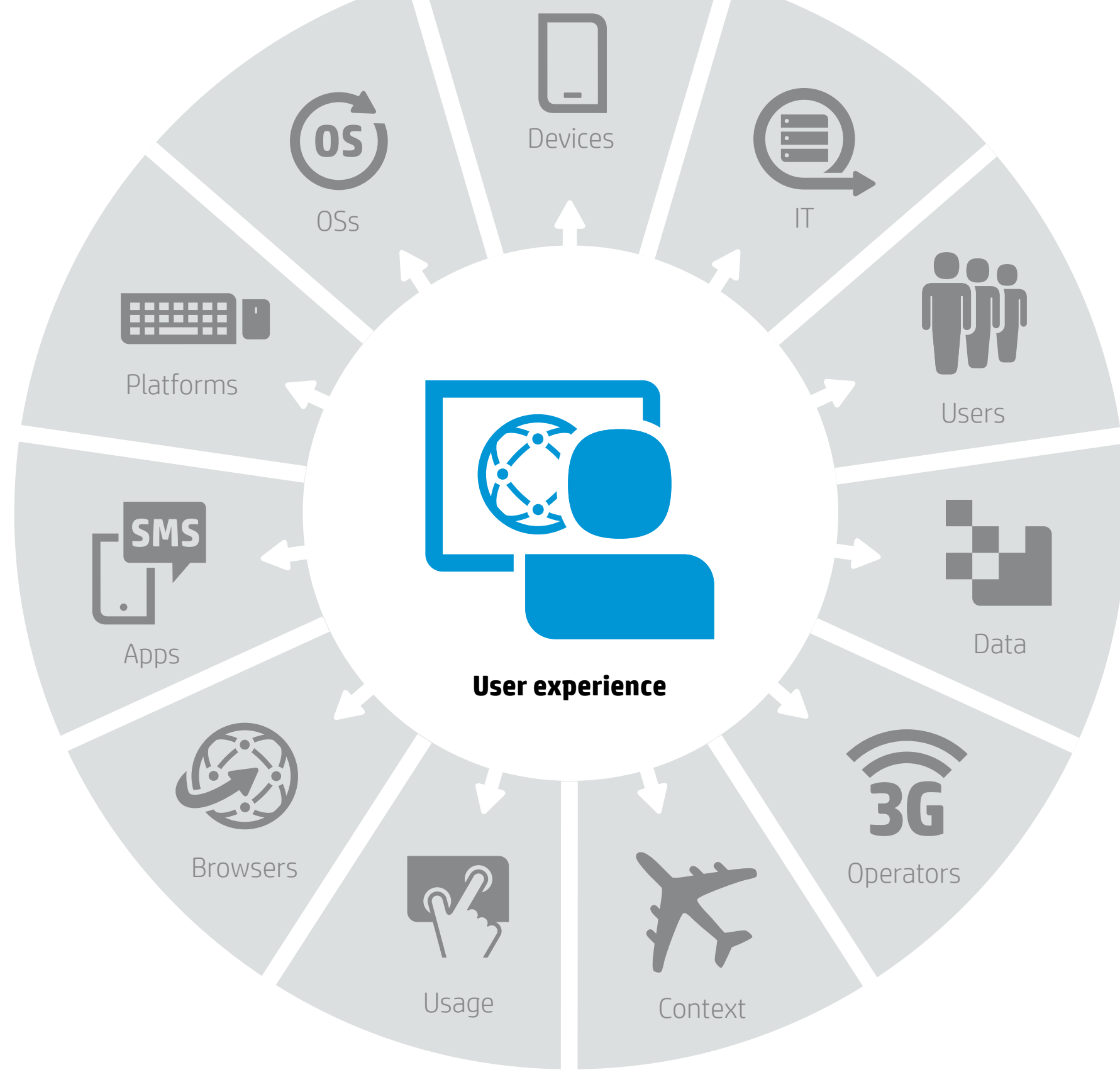


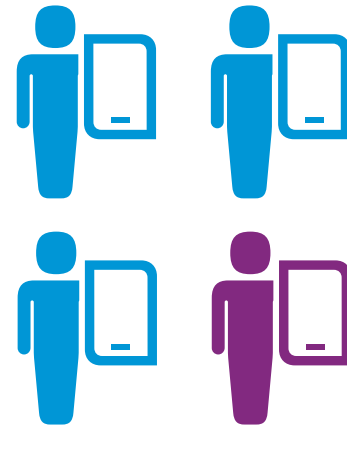
Three key objectives for mobile testing



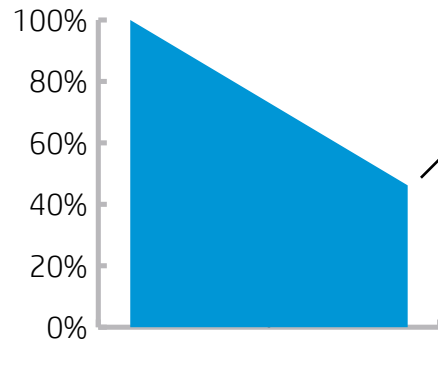
The mobile experience **hinges on billions of unique factors**



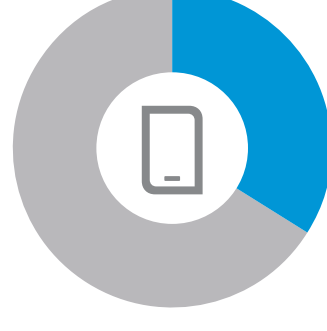
And there's a lot at risk. When a mobile app fails...



25% of users abandon the mobile app after just 3 seconds of delay.¹



48% of users are less likely to use the app again.²



34% will switch to a competitor and are less likely to return.³

There are also **persistent security threats** from mobile apps.

48% of mobile apps are susceptible to unauthorized access.⁴



77% of mobile apps are susceptible to information leakage.⁵



How do you gain control?

Follow these steps to mobile testing success

1 Improve quality

Steps to success

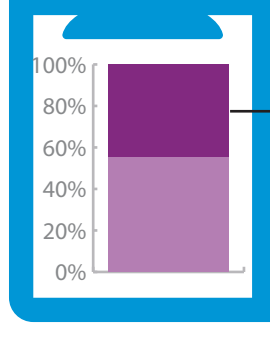
- Increase coverage for mobile testing
- Run tests on real devices
- Virtualize network conditions
- Leverage test automation
- Test for functionality, performance, and security

Business outcomes

- Deliver high-quality applications
- Build customer loyalty
- Increase revenue and profitability
- Reduce defects in production
- Decrease customer abandonment rates



100x potential cost increase for issues discovered in production vs. early in the development lifecycle.⁶



45% of companies start the testing process during or after the development phase.⁷

“Testing efficiency is reduced by late engagement in the application delivery lifecycle.”

—Capgemini⁸

2 Optimize cost

Steps to success

- Leverage previous investments
- Use the right onsite-offshore mix
- Enable testing at all phases of the lifecycle
- Automate mobile testing

Business outcomes

- Improve productivity
- Reduce mobile testing costs
- Gain high-quality apps
- Increase accountability across teams

“QA teams are still engaged too late in the application development lifecycle, which contributes to the increase of testing's share within IT budgets to manage operational and quality inefficiencies.”

—Capgemini⁹

3 Accelerate time to market

Steps to success

- Reduce regression test cycle
- Facilitate continuous improvement
- Maximize test automation coverage
- Increase component reuse

Business outcomes

- Capitalize on market opportunities
- Accelerate revenue generation
- Deliver brand differentiation
- Stay ahead of the competition



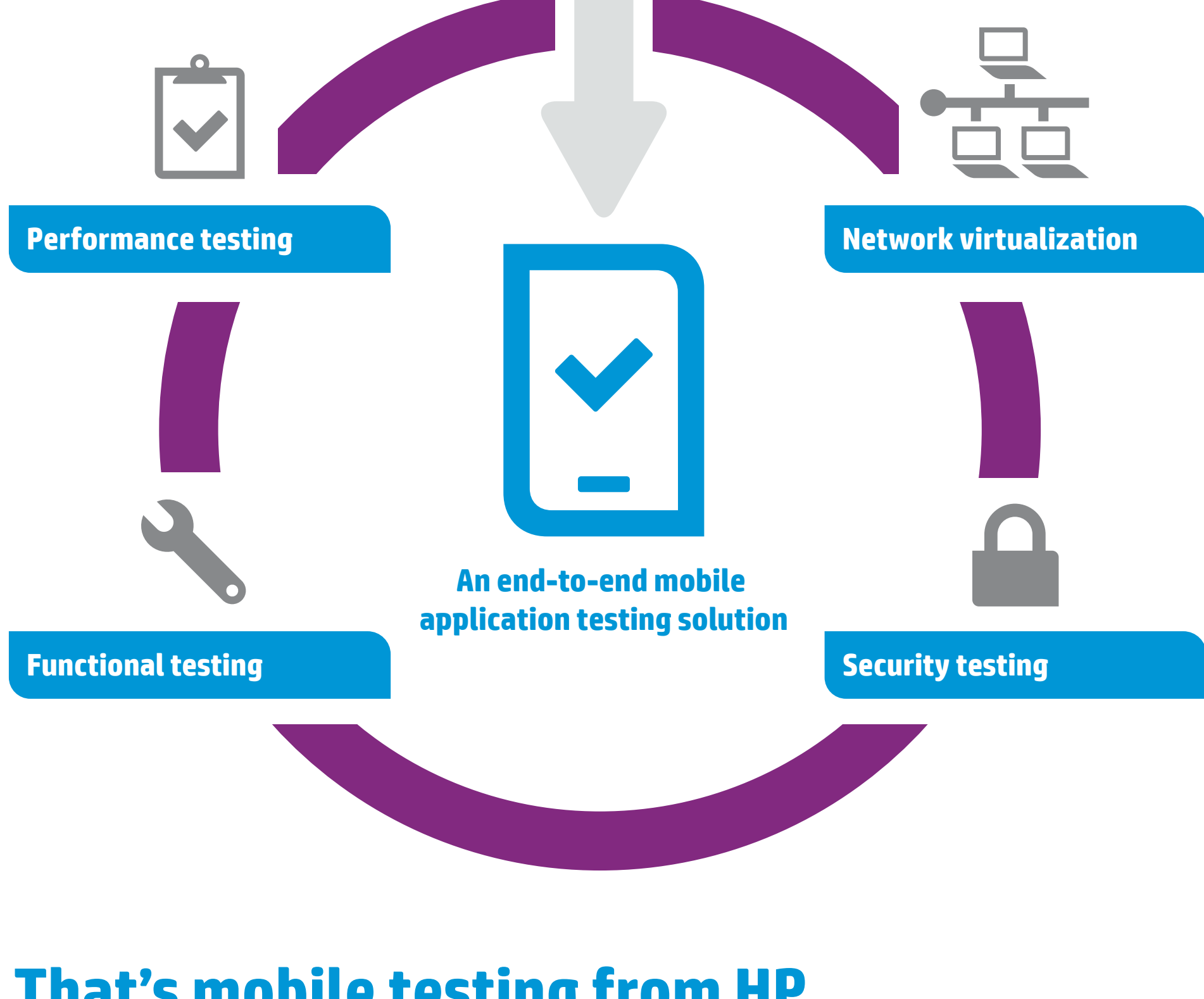
73% of global CIOs believe mobility will **impact their business** more than the Internet.¹⁰



\$700 billion in mobile retail purchases by 2018¹¹

The path forward

To meet these three objectives—and deliver a great user experience—you need...



That's mobile testing from HP
Helping you deliver amazing apps with confidence

Learn more at hp.com/go/mobiletesting

1. The Aberdeen Group, "First Class Mobile Application Performance Management," August 2012.
2. Equation Research, October 2012.
3. HP, "2012 Cyber Risk Report," February 2013.
4. HP, "2012 Cyber Risk Report," February 2013.
5. HP, "Testing myths," a business white paper, March 2014.
6. HP, "Testing myths," a business white paper, March 2014.
7. Capgemini, Overview of World Quality Report 2013–14.
8. Capgemini, Overview of World Quality Report 2013–14.
9. Capgemini, Overview of World Quality Report 2013–14.
10. Accenture, Mobility Insights Report 2014.
11. Juniper Research, "Mobile Retail Purchases to Exceed \$700bn Annually by 2018," Juniper Research Finds," news release, January 7, 2014.