Accelerating Mobile App Transformation

MANUAL TESTING

- Requires human interaction
- No single app function can be overlooked
- Different testing procedures needed for separate OSs
- Time to complete usually takes more than a month
- Testing errors must be reexamined by initial source
- More time involved leads to less return on investment

AUTOMATED TESTING

- Can be worked on around the clock
- Multiple scripts can be written for different operating systems
- Testing complete within one week
- Several mobile apps can be tested simultaneously
- Test scripts can run on new apps at a later date
- Less time equals quicker ROI

HOW MANY MOBILE APPS IN YOUR ENTERPRISE?

NONE	1-5	6-10	11+
25%	15%	25%	35%

WHAT DOES YOUR MOBILE ECOSYSTEM LOOK LIKE?

BYOD	COPE	HYBRID
25%	20%	53%

HOW LONG DOES THE MOBILE APP TESTING PROCESS TAKE?

LESS THAN A WEEK: **43%**
1-3 WEEKS: **7%**
4-6 WEEKS: **29%**
7+ WEEKS: **21%**

TOP TESTING CHALLENGE THAT NEEDS TO BE SOLVED:

- **33%** Reducing test time
- **27%** Reducing cost
- **20%** Speed up release cycles
- **20%** Improve reporting

47% of enterprises are building apps primarily for iOS

53% of enterprises are building apps evenly split between iOS and Android

ARE YOUR ENTERPRISE APPS INTERNAL OR EXTERNAL?

20% EXTERNAL
27% INTERNAL
53% EVENLY SPLIT

40% of enterprises use manual mobile app testing

7% of enterprises use automated mobile app testing

40% of enterprises use automated and manual app testing

13% have no mobile app testing strategy in place

ENTERPRISE MOBILITY EXCHANGE