

Brochure

Take control of your mobile reality

HP Mobile Center: Build mobile apps that amaze



Master the mobile era



How do we continuously deliver a great user experience across billions of constantly evolving variables?

Competitive organizations are looking beyond the initial challenges and complexities of the mobile era and recognizing that mobile offers a tremendous opportunity to create new business advantages. They are looking to transform their customers' and employees' lives through new, rich personal interactions that enhance revenue, boost experience and productivity.

In the financial industry, digital engagement is moving beyond basic capabilities such as checking an account balance or transferring money. Innovative players now offer a complete financial experience that can include the ability to open an account, wealth management services, and offline access. End-user perceptions and the user experience have become critical to mobile success.

For retailers, digital transformation is becoming critical to their very existence. Smart devices have transformed customer interactions with their brand, making mobile part of the DNA of a truly seamless multichannel experience. Amazon is a great example of a brand committed to providing a consistent customer experience across its channels. Intelligent, predictive shopping and an effortless checkout process are accomplished by focusing on optimizing the entire shopping process regardless of the platform, starting with the front-end technology.

For telecommunication providers, mobile provides an opportunity to refocus their strategy. Mobile apps are more than just another way to engage with their end customers. Operators can differentiate their services by delivering enriched functionality and unique content, expand their footprint to services such as television, broadband, and streaming, and provide full use of unique network assets.

In every industry, customers judge their mobile experience on the speed of the response and the quality of the service they receive. The complexity is hidden behind user-friendly application interfaces, leading to a feeling that everything is simple and should work flawlessly.



Balancing velocity with quality is a prerequisite to end-user retention and expansion.

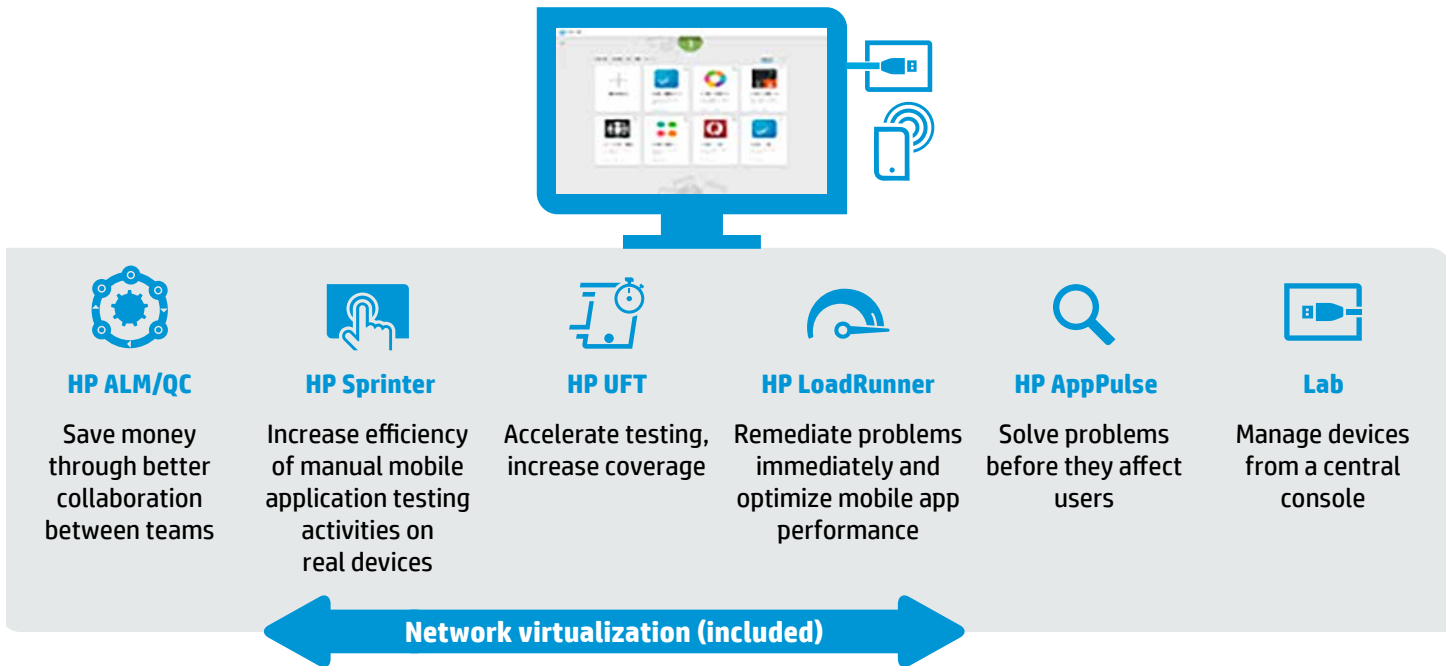
For many, however, realizing the business benefits of mobile apps looks like an overwhelming challenge:

- Ensuring consistent functionality has grown exponentially more complex given the realities of multiple development platforms, device types, and hardware specifications, as well as the relentless pace of new OS releases.
- The unpredictable effects of mobile usage are often overlooked: How users interact with the device, the impact of changing context and network latency, and the human sentiment on the overall look and feel of your mobile app are difficult to gauge.
- Thanks to social media and app store ratings, the impact of application failures and crashes often produces an immediate boomerang effect on the business.
- With the introduction of cross-functional teams, hybrid processes, and an influx of tools that often don't work well together, organizing the different teams, processes, and tools needed to deliver high-quality applications becomes another hurdle.

Introducing HP Mobile Center

HP Mobile Center software addresses the challenge of optimizing mobile app quality and the user experience **throughout the application lifecycle**. It is a robust and scalable enterprise on-premises mobile testing solution that helps customers take control of their mobile reality. Built on HP's significant quality assurance expertise, it works natively with HP Application Lifecycle Management (ALM), HP Quality Center (QC), HP Sprinter, HP Unified Functional Testing (UFT), HP LoadRunner, HP Performance Center, and HP AppPulse—so you can connect your devices to HP Mobile Center and get started immediately.

Figure 1. HP Mobile Center works natively with HP ALM, QC, Sprinter, UFT, LoadRunner, and AppPulse Active:



“HP Mobile Center is a great step forward to natively integrating mobile technology into HP’s Quality strategy. It provides on-premise device management and testing capabilities that seamlessly interact with the rest of the HP ALM suite.”

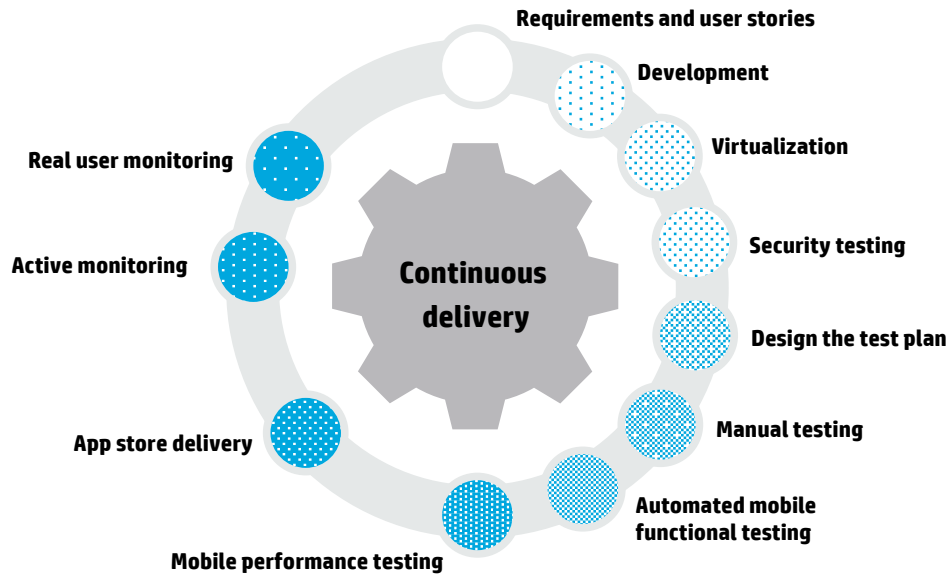
—Joe Schulz, AVP, emerging technology at Orasi Software

Seven ways HP Mobile Center optimizes mobile app quality

HP Mobile Center enables you to redefine the mobile experience by delivering a predictable and repeatable mechanism for managing the mobile application throughout its lifecycle, from concept to retirement. It helps you optimize the quality and the end-user experience of your mobile app in seven ways:

1. Integrate mobile testing within your existing application lifecycle management (ALM) infrastructure.
2. Support simulated and real-world exploratory app testing to report back on usability, design, and defects, all on real devices.
3. Automate the functional and ever-growing regression test cases on real devices to achieve both speed and quality.
4. Accurately capture and share critical defect information (device vital, snapshot, video, etc.).
5. Understand every interaction, measure response time, and track availability of key transactions inside a mobile app running on a real device.
6. Measure and simulate the impact of load using a combination of real devices and virtual users, and apply real-world network conditions for realistic assessment.
7. Gain insight into how users are using the app and get actionable data (UI performance, stability, device utilization, and usability) to improve the application development prioritization under live conditions.

Figure 2. The mobile application lifecycle





With HP Mobile Center, get exploratory mobile testing right, and start improving tests that aren't practical to automate.

A single mobile app testing solution for all your needs

For manual testing engineers

HP Mobile Center expands the value of HP Sprinter. Testers can now create formal HP Application Lifecycle Management tests from informal tests. Simply plug your device into HP Mobile Center and HP Sprinter will automatically document every action you take either on your real device or within HP Sprinter, streaming what is happening on your real device as if you were holding it in your hands. HP Mobile Center brings new capabilities to Sprinter's smart reports, which provide a real description of actual user actions on the app, annotated screen captures, movies, and valuable device parameters. Testers can then provide clear, concise feedback on the design of the apps. This information accelerates collaboration between development and QA teams, providing faster defect resolution and eradication.

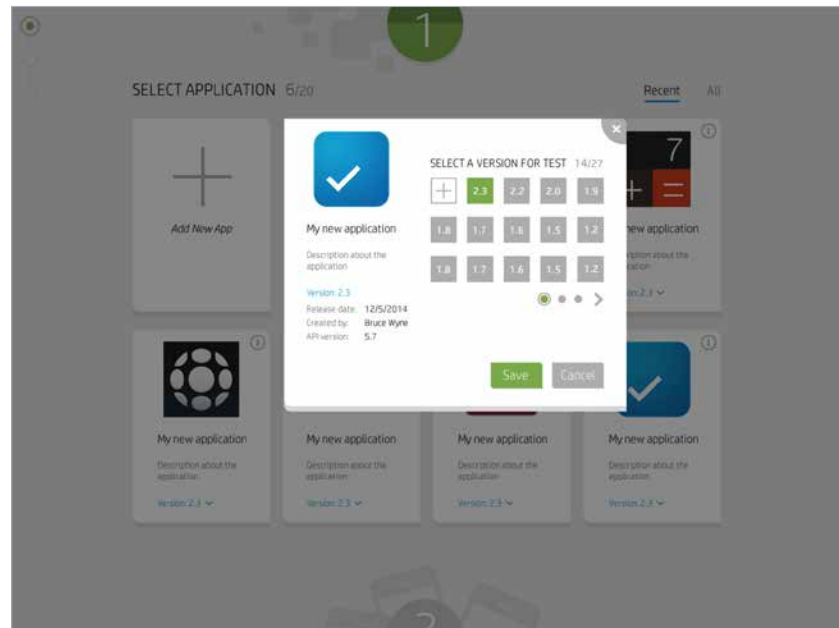
For automation engineers

HP Mobile Center extends HP Unified Functional Testing capabilities to real device testing. It enables mobile testing teams to both automate and accelerate testing, reusing testing scripts on multiple real devices. The solution is built to support frequent-intensive regression and functional testing supporting agile and continuous development processes.

HP Unified Functional Testing automates the core scripting and flow control of mobile tests, and HP Mobile Center provides access to real devices and the ability to identify objects, manipulate the objects, and perform almost any operation on the devices. HP Mobile Center adds mobile-specific utility functions that mimic the actions that a real user would take when operating a mobile device such as press keys, open app, select image, type text, receive incoming phone calls, allowing fast, easy, and maintainable mobile scripting.

Diagnostic functions are available to show the device vitals, memory allocation, the number of processes running on the device and many other hardware- and software-related functions to provide additional insights for the QA and development teams.

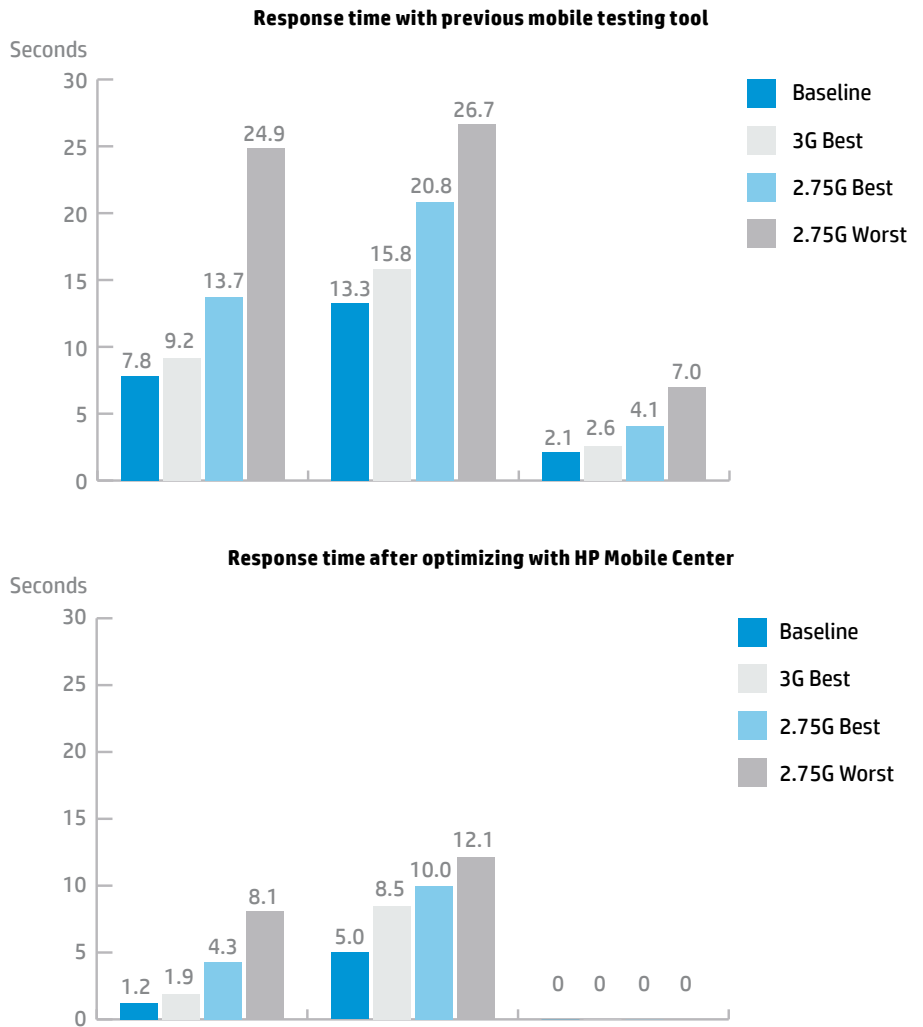
Figure 3. Application and version selection functions with HP Mobile Center



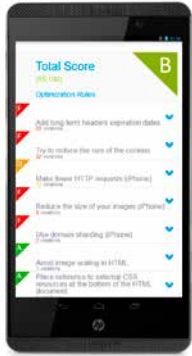
For performance tester engineers

HP Mobile Center solves the mobile performance testing problem by providing insight into how an application will perform under a geographically dispersed load. By extending HP LoadRunner capabilities to Mobile Center, HP Mobile Center makes it easy to record test scripts directly from your mobile device or on your test station and exercise on real devices. As a result, you can design, develop, and execute performance load tests, identify bottlenecks, determine system capacities, and measure the real user experience earlier and more often in the development-test cycle.

Figure 4. The real user experience with and without HP Mobile Center



HP Mobile Center makes mobile performance testing of apps on real devices faster, easier and more effective



Get more robust, reliable, and accurate mobile testing results across the entire user experience.

Mobile testing with real-world network conditions

Seventy percent of transaction response time within mobile is spent in the network. You simply cannot ignore the network.

HP Mobile Center provides the ability to discover real-world network conditions, virtualize those conditions in a test environment, run simulations, and analyze test results. This gives you the ability to isolate potential bottlenecks and automatically deliver custom functional and performance optimization recommendations prior to the app going live.

Mobile testing integrated with ALM for easy management and smart reports

HP Mobile Center provides full back-end integration with HP Application Lifecycle Management and HP Quality Center, your centralized and complete test management platform. HP Mobile Center directly injects detailed testing information that has been executed back into HP Sprinter, HP Unified Functional Testing, and HP LoadRunner execution reports. These enhanced reports combine detailed test data with active screenshot, video recording of the test run, and standard information such as test status and description. The availability of rich, image-enhanced reports within the existing report structure enables enterprises to maintain their normal workflow and improve collaboration and communication among locally and globally distributed teams.

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