

A young woman with long dark hair, wearing a dark blue zip-up hoodie over a red t-shirt and grey leggings with a red stripe, is smiling and looking down at her smartphone. She is wearing white earbuds. The background is a bright, slightly blurred outdoor setting, possibly a park or a street, with a warm, golden light suggesting sunset or sunrise.

Leading multinational athletic apparel  
& accessories corporation reduces  
mobile delivery time by 92 percent with

# Kobiton

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This global leader in athletic apparel  
and accessories has more than  
50,000 employees worldwide.



Kobiton



## Challenge

In today's world, when consumers hear about new products or services, they immediately grab their phones to view the provider's mobile site or app. If the site isn't mobile friendly or the company doesn't have an app, it immediately loses traction with the prospect.

One company, a global leader in athletic apparel and accessories, has long been on the forefront of mobile excellence. Smooth mobile apps and website experiences expertly extended the company's brand across mobile platforms. But as the demand for mobile increased, the company knew automation loomed as the inevitable answer to the climbing demand.

The development team saw performance testing as an area for potential improvement, as its testing efficiency was hamstrung by manual testing processes and physical device handoffs. At the end of each business day, someone on the team had to physically track down devices and denote the device location and use. This also severely limited the ability to have teams outside of its central testing offices to participate in performance testing.

Intent on keeping its position as a mobile leader, the team began searching for a path to automate testing and simplify device management.

## Background

**Known for staying ahead of the technology curve, this company offers customers and prospects the ability to purchase products and access services through numerous mobile apps and their interactive, mobile friendly website.**

## Solution

The multinational athletic company first learned of Kobiton through SOASTA, a partner of Kobiton's. SOASTA was helping the company with its automation needs and recommended Kobiton for a complete device management platform.

With SOASTA's recommendation in hand, the company's engineering manager began researching the Kobiton on-premises mobile lab solution to see if the platform met his criteria: ensuring device testing was secure, with devices held on-site, and seamlessly integrating with SOASTA for automated testing.

Kobiton handily passed the test. Kobiton's "test your way" philosophy proved true as it easily integrates with a variety of testing solutions, in this case SOASTA.

"The integration was the litmus test. Beyond that, I knew the devices would be under lock and key, which was important to maintaining device security and access. And the intuitive interface made me optimistic we could manage and track device allocation with ease," said the engineering manager.

The engineering manager was pleased to find Kobiton made life simpler before the interface was ever installed.

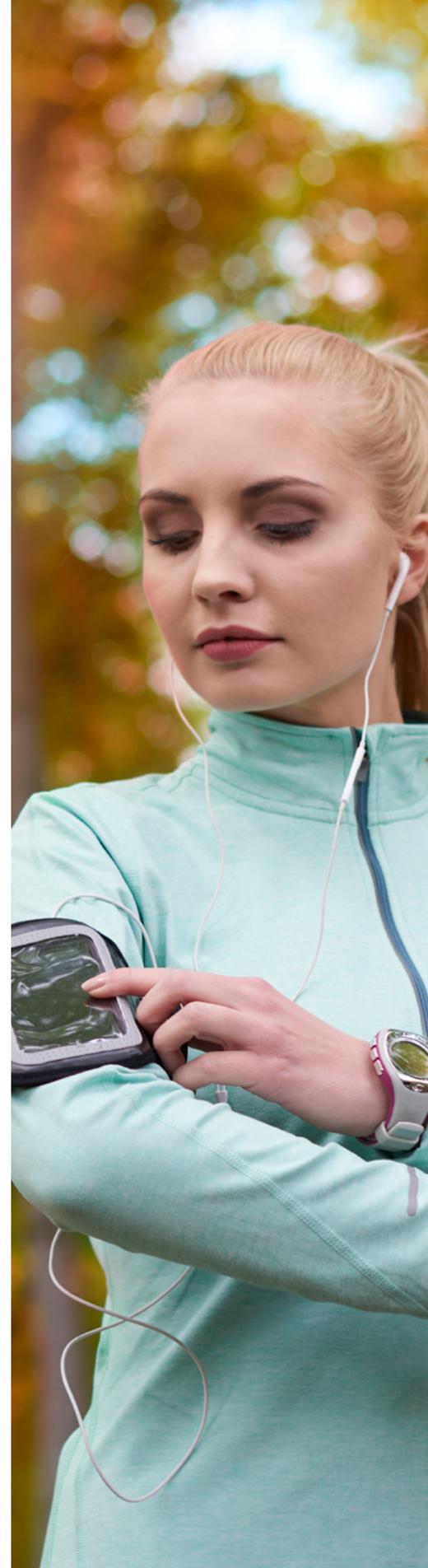
**"Our account representative came out and delivered the Kobiton on-premises cart. We unboxed it and began adding our devices to it and had everything up and running the next day," said the engineering manager. "We only needed around 30 minutes for a training session with our team, because the system is pretty self-explanatory."**

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## Results

Since implementation, the company has seen a dramatic decrease in its time to market and test rates. Thanks to the efficiency gains from deviceConnect enabling automated testing, the Kobiton and SOASTA integration has significantly decreased the time needed to deliver testing results. In several cases, the company has decreased its time to test from taking 160 hours to 12 hours.

"While we've seen major time savings, we haven't minimized our workforce. Instead, we've used the extra bandwidth that Kobiton gives us and expanded the team's capabilities," said the engineering manager.





The company also raves about Kobiton's commitment to adding functionality. For example, since the athletic company adopted Kobiton, the Kobiton team has added the ability to measure battery drain during testing procedures. This serves as a key metric for mobile app performance as consumers tend to detest battery-draining apps.

According to the apparel company's engineering director, one of the largest benefits has simply been the decrease in "heartburn."

"The key benefit was enabling our remote teams to access these devices," said the engineering director. "Now these individuals can access a device as soon as it's available, and that's relieved a major pain point that was set to crop up in the future as we expand our global teams. In fact, it's helped us stay ahead of the demand curve for instances like these. We've been able to address several pain points before they've even become an issue."

The company remains excited about its future expansion with Kobiton. Currently, 20 percent of the company's development team is outside of the US. As this number is set to expand, the company remains confident it can scale while managing costs thanks to Kobiton.

**" We really value the partnership we have with Kobiton. [Our account representative] and the support team have proven themselves incredibly helpful and easy to work with. We definitely appreciate that and look forward to continuing those efforts."**

## About Kobiton

Kobiton is the mobile and IoT experience platform trusted by leading organizations globally. Our best-in-class software platform helps drive improved revenue on the mobile and IoT channels by lowering app abandonment, improving quality and reducing time-to-market.

Used by over 60,000 developers and testers worldwide, Kobiton is transforming the way companies deliver mobile apps and IoT devices through innovative applications of Artificial Intelligence, Real-Device Testing and the industry's first and only mobile scriptless automation solution.

Drive quality across the entire SDLC. Prevent bugs before pushing test to code with advanced ADB debugging and access to real devices within your IDE. Perfect your application site with the Kobiton Intelligent quality Suite, and build, execute, and report against scriptless and/or scripted automated Functional, Visual, and Performance Tests. When issues are found in test, you can easily resolve them with AI-assisted remediation and ADB debugging. And, all of this is seamlessly integratable with your CI/CD pipeline/tooling so that you can kick-off tests with confidence and ultimately release faster than your competition.

Run your tests on the industry's most flexible and high-performance real device cloud or on premises solution for 30FPS video streaming, in-depth session exploration, and analytics solutions that offer visibility and traceability throughout your entire testing process.

With Kobiton, build, test, deploy, and release better mobile apps, websites, and IoT devices. There's a reason the world's mobile elite choose Kobiton to deliver perfect mobile and IoT experiences for their users.