

EngagedMedia, A WebMD Company

EngagedMedia uses Kobiton to help ensure that individuals have high-quality mobile-first access to critical information around their prescriptions and insurance.



Kobiton

EngagedMedia delivers game-changing digital patient engagement, right from your mobile phone.

Background

EngagedMedia was tasked with building a leading solution around digital patient engagement, and much of this needed to be done through a mobile phone. This included, but was not limited to, SMS text messaging & email reminders for prescriptions, always-on access to digital wallet eCards for buying pharmaceuticals, and single-click prescription refill orders. While on the mobile phone, much of these communications between EngagedMedia and the patient are done via push notifications and SMS short-code messages.

They faced many challenges here, one being the high amount of regulation in the space. The United States Food and Drug Administration (FDA) regulates companies that offer solutions like EngagedMedia's quite heavily, and compliance is absolutely key, or else EngagedMedia's services could quickly and easily be shut down.

In order to make this happen at both rapid speed and high-quality, the EngagedMedia team knew that they needed real devices to test their applications and websites on. At first, they invested in the Device Anywhere tool, but they found that they simply didn't have the feature set, device availability, performance, and customer support/success resources necessary to support their rapidly-growing team and solution set. At this realization, the team was back looking for a vendor that could provide a Real Device Cloud and solutions around both manual and automated Real Device Testing.

Challenge

- SMS testing was not available in public clouds or with emulators
- The FDA heavily regulates the space
- Testing has to be traceable and secure in order to meet compliance rules
- Making the move to automation was difficult and required always-accessible real devices



“ Everything about Kobiton has been better than our previous solution (DeviceAnywhere). From day one, Kobiton has been there with a solution that is easy to implement and, perhaps most important of all, a support team that is there night and day to resolve any issues that we encounter”

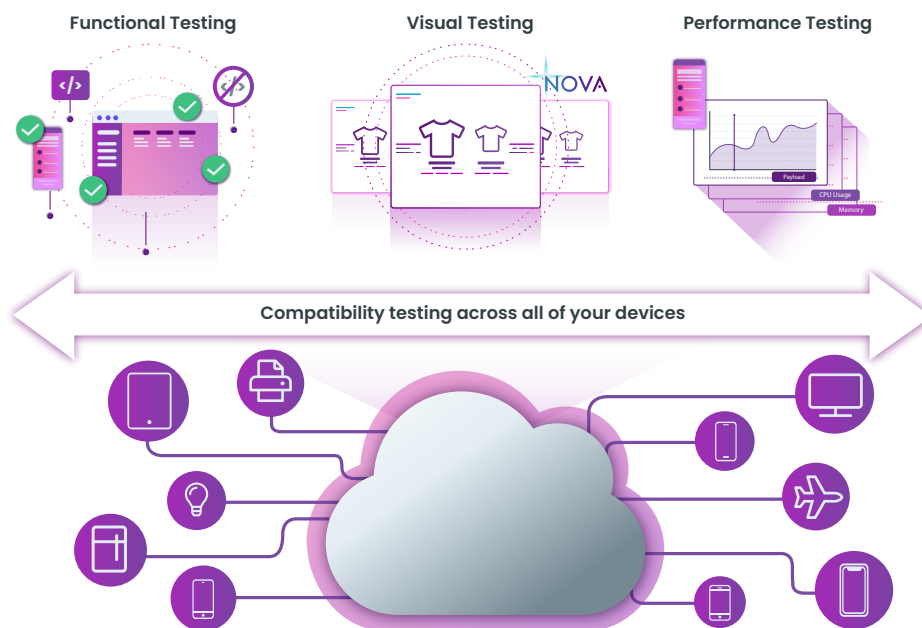
*-Or Maoz,
Director of R&D at EngagedMedia*

The Solution

Secure Cloud access and making the jump to automation with Kobiton

After considering several other vendors, the EngagedMedia team decided to invest in the Kobiton Mobile Experience platform. When asked why, the team explained that only Kobiton offered the robust infrastructure, secure Real Device Cloud, and a way to move from manual testing to automation that would allow them to deliver high-quality digital experiences at rapid speed, even with the heavy regulation.

EngagedMedia immediately got to work, setting up their Real Device Cloud and moving from manual testing to Appium automation.



Visibility and traceability

Using Kobiton's Session Explorer and taking advantage of the fact that we store in-depth Session History over long periods of time, EngagedMedia is able to keep visibility and transparency into their testing processes.

Secure deployment options

Working under heavy regulation means that there can be no room for errors around data privacy and sensitivity. With Kobiton, EngagedMedia is able to still use real devices in the cloud with our secure Private Cloud and in-depth cleanup policies to make sure that they are testing quickly while remaining fully compliant.

Making the move to automation

After adopting Kobiton, EngagedMedia nearly doubled the amount of their tests that are automated vs manual using our real device infrastructure that makes their Appium automation more productive. After increasing automation, Kobiton has also made Parallel executions a possibility for the EngagedMedia team.

Shared access to Real Devices

The EngagedMedia team was able to move past unreliable emulators or simulators and test on real devices that were accessible to their entire team around the globe using the Kobiton real device cloud.

“ After implementing Kobiton, our app immediately became so much more stable. We have virtually perfect up-time and Kobiton is a major reason for this. We were also able to make the move to automation and parallel execution, which definitely made all of our lives much easier.”

-Lotem Shive, QA Manager at EngagedMedia



The Results

- Their app is >10x more stable than it was before adopting Kobiton
- 28x faster time to resolution when encountering issues than their experience with Device Anywhere
- Real device performance improved by >4x
- Achieved 40% automation from near zero automation before Kobiton

Looking ahead: Where EngagedMedia is looking to go & Kobiton partnership will lead

As Engaged Media continues to grow and scale their life-saving solutions, their testing and development teams are really looking forward to speeding up their testing and release cycles by taking advantage of Kobiton's scriptless automation capabilities.

“We can't wait to be able to start using Kobiton's scriptless automation. We see this as a solution that will change the game for us by converting more of our redundant manual tests into automation without having to spend any time learning how to script or maintaining flaky test scripts.” -Or Maoz, Director of R&D at EngagedMedia