

# Enterprise mobile app testing trends and stats for 2018



## Mobile app snapshot: What's going on?

- DevOps is accelerating the build cycle
- More apps to test, more device/OS combinations
- Near-zero tolerance for poor user experiences
- Cost is out of control
- QA is a huge enterprise bottleneck
- Test automation is cost/time-prohibitive
- Your testers need real devices, but DIY is expensive
- How do you prioritize funding for QA?

## In the past year, how much did you spend on mobile app testing?

36%  
\$100,000+

66%  
\$50,000+

6%  
>\$25,000

### What about next year?

79%

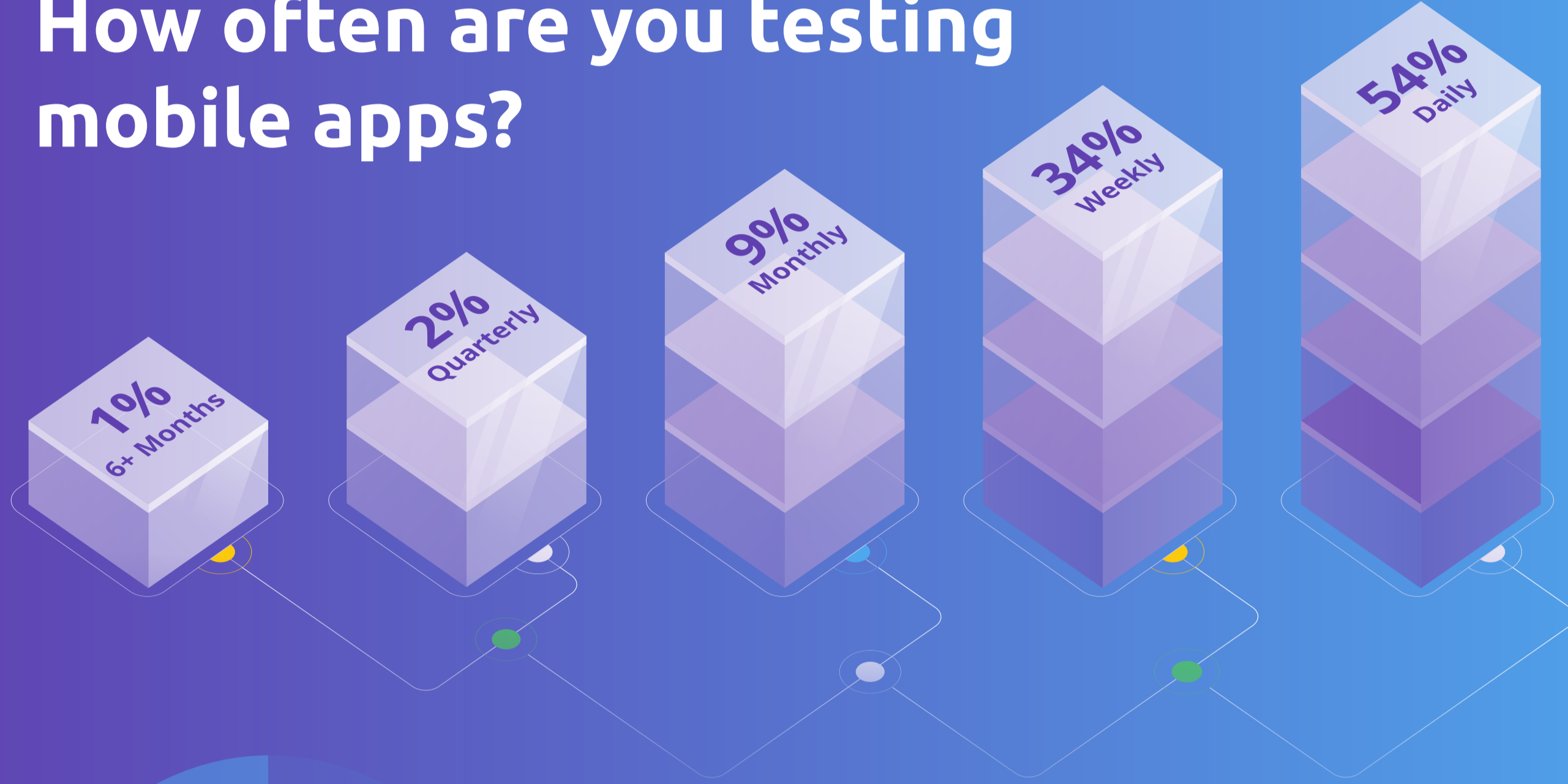
Will spend more

72%

Will increase their tester headcount



## How often are you testing mobile apps?



82%

## Will test more frequently next year

### How many apps did you test in the past year?

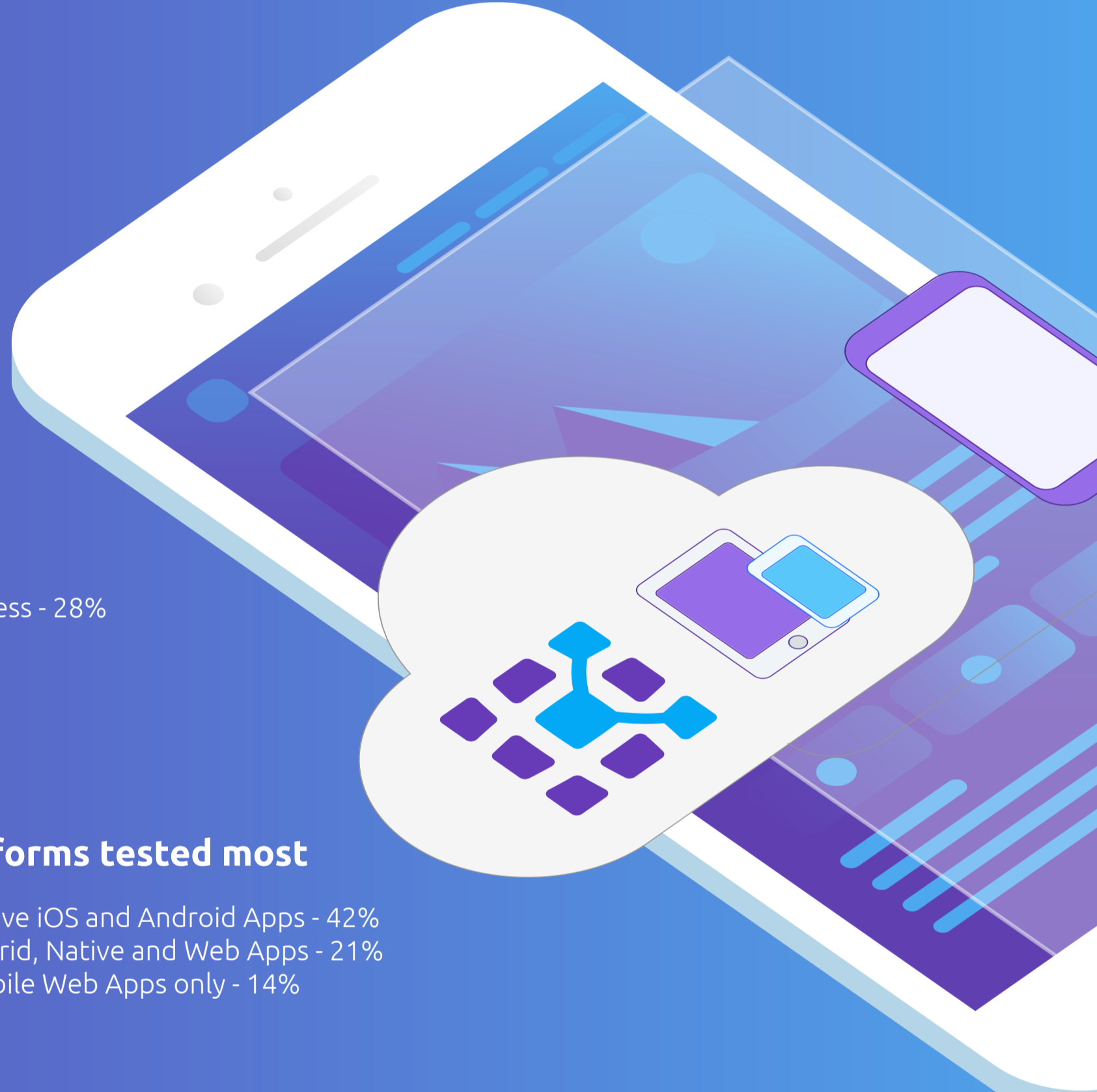
31%  
More than Ten

22%  
Seven to Ten

26%  
Four to Six

21%  
One to Three

## What are your QA Priorities?



### Reasons to test

- Increase user engagement - 29%
- Prevent expensive bug fixes later in the dev process - 28%
- Prevent app abandonment - 17%
- Preserve/enhance bad reputation - 14%
- Decrease threat of security-related issues - 13%

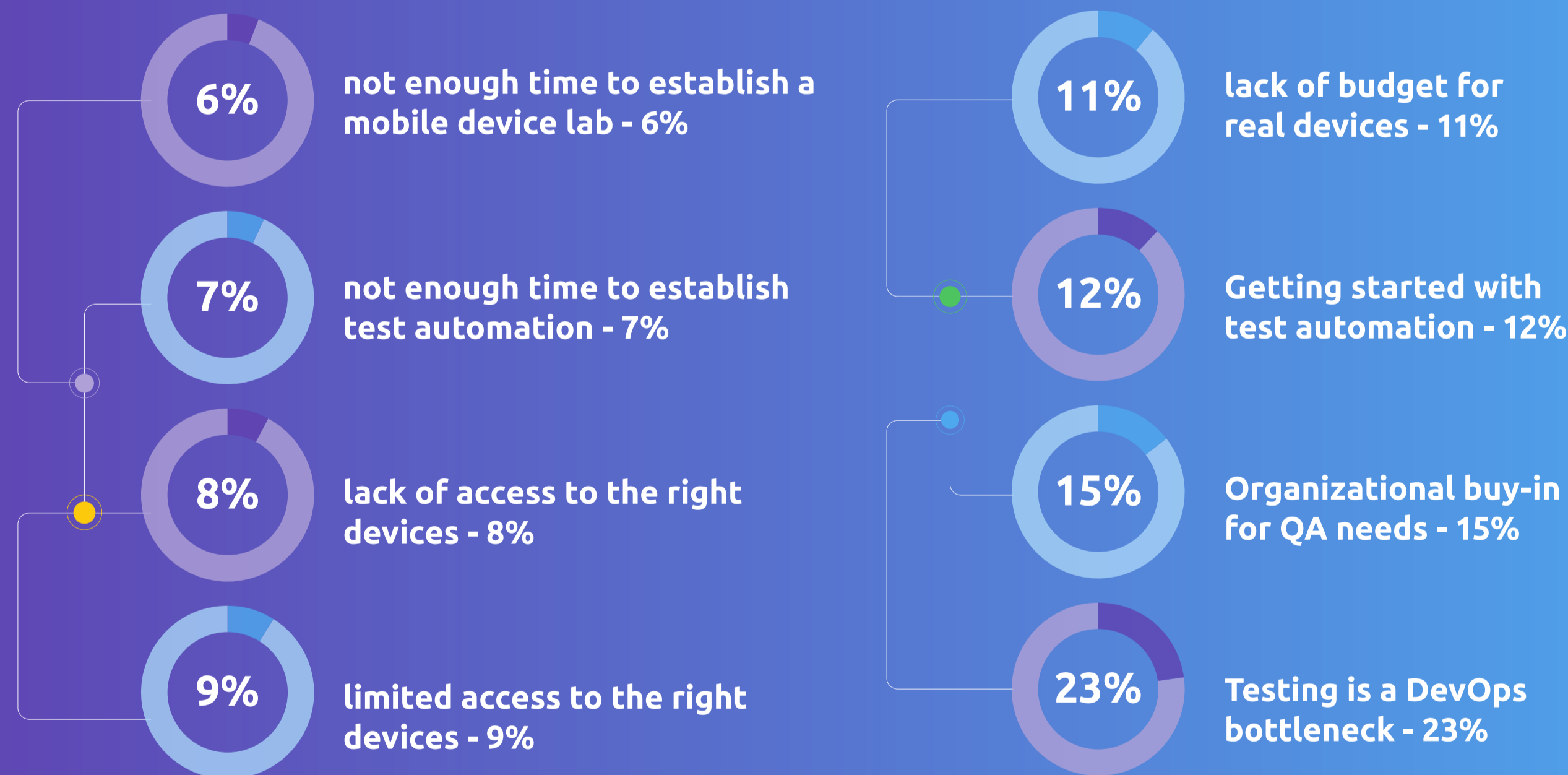
### Top testing activities

- Performance and Load Testing - 26%
- Integration/API Testing - 20%
- Unit Testing - 17%

### Platforms tested most

- Native iOS and Android Apps - 42%
- Hybrid, Native and Web Apps - 21%
- Mobile Web Apps only - 14%

## What keeps you up at night?



## “Enterprises struggle with test automation and real device testing”

- 19% Are challenged by getting started with, or finding time to establish, Test Automation
- 34% Can't get access to enough (or the right) devices, lack of budget for real-device testing, or lack time to establish a mobile device lab

### What does your QA organization need to be successful?

- 84% need the ability to test on real devices  
54% - real devices are very important  
30% - real devices are crucial
- 75% need a testing cloud with open source integrations  
30% they are somewhat valuable  
45% they are extremely valuable

## Traditional device testing clouds vs. Kobiton

### Legacy Platforms

- Use simulators/emulators
- Limit efficiency; inability to add local devices
- Often do not support manual testing
- Have a high cost per minute and high barrier to adoption
- Require coding skills to set up proprietary IDE frameworks
- Charge for outdated or unnecessary technologies
- Complicate/stall enterprise transition to CI/CD/Automation

### Kobiton

- Real devices, like customers use in real life
- All test case data in one efficient cloud - public, private, and local
- Manual and automated test cases
- Low cost per minute and easy sign up
- Open source integrations; anyone can set up
- Pay only for what you need
- Roadmap integrations for CI/CD/Test Automation

## The future of mobile app testing

Kobiton is the only real-device mobile app testing platform that can effectively alleviate the QA bottleneck that holds enterprises back from realizing the full ROI from their DevOps/Agile initiatives. Unlike traditional (and much more expensive) mobile labs, Kobiton delivers unmatched efficiency, performance and flexibility of deployment, at 30% below market price. With the ability to test any app/platform/device/OS combination quickly and securely, your Dev organization will find more defects earlier in the build process and be able to release faster - increasing user engagement and freeing up resources for high-level priorities.