

Kobiton & GameDriver Launch Partnership to Accelerate Testing & Delivery for Unity-Based Mobile Apps

Product Integration Simplifies Functional Test Automation
& Device Management for Gaming Studios

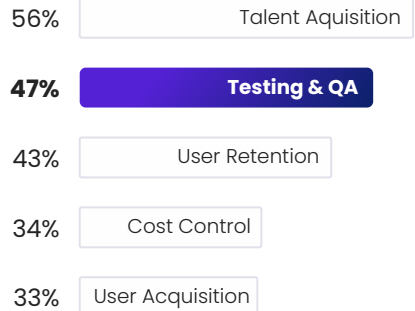
Why is Testing Unity-Based Mobile Apps So Difficult?

The Object-Identification Nightmare

Unlike web apps or native mobile apps, gaming apps aren't built with a traditional DOM or native framework. Without identifiers like XPath or Element IDs, it's notoriously difficult for engineers to build effective test scripts. This is one of the main reasons it's so challenging for gaming studios & enterprises to even achieve modest coverage rates of 10% or more.

Inevitably, the lack of automation coverage leads to a high manual test burden. While manual and exploratory testing will always hold importance in the gaming world, solely relying manual testing can be very time-consuming & error-prone.

Top 5 Challenges for Game Developers



Source: 2022 Omdia Developer Survey

**"We Can't Automate Our
Gaming App Because it's
Non-Deterministic"**

– Nearly Every Customer, Ever

What's the True Cost of Low Quality Game ?

Until now, organizations have had the choice between A) Investing significant time & resources into building custom in-house automation tooling or B) Relying on a largely manual approach to testing. Given today's sensitive economic climate and struggles to hire engineering talent, it's really no surprise that many studios resort to cheaper manual testing.

Now, here's the real question, *"If there's an enterprise-grade solution for automating testing for gaming apps on real devices, can companies afford NOT to invest?"* Given how competitive the gaming markets are, most organizations are not in a position to take shortcuts.

The Consequences of Failed Projects Can Be Steep..



**Delayed
Launches**



**Negative Post-
Launch PR**



**Reduced Player
Engagement**



**Shrinking User
Base & Lost \$\$\$**

Can Test Automation Actually Mitigate Risk for Mobile Games?

The Short Answer is Yes!

With resilient automated tests running against real devices, R&D departments can level up their QA strategy and help boost their studios to whole new levels. Let's examine some of the core benefits that a finely-tuned automation strategy can unlock for an organization.

R&D Benefits

- ✓ Quicker Test Cycles
- ✓ More Test Coverage
- ✓ Minimized Post-Production Bugs
- ✓ Decreased Overhead
- ✓ Increased Agility

Business Benefits

- ✓ Release Games on Time
- ✓ Improved Acquisition & Retention
- ✓ Higher Monetization Rate
- ✓ Enhanced Market Reputation
- ✓ Elevated Competitive Advantage

How Do You Bridge the Gap From Manual Testing to Test Automation?

Kobiton + GameDriver: The Mobile Gaming Industry's Solution to Testing Challenges

Deploy Dedicated Mobile Devices & Scalable Test Automation – All in One Extended Platform

To make automation truly work for complex mobile gaming projects, here's what you'll need:

- **Capability to recognize dynamic objects in Unity-based mobile apps for scripting**
- *Responsive, dedicated devices to run manual and automated tests against*
- *Ability to run multiple automated tests in parallel against various device types*
- *Insights into test execution trends over time*
- *Visibility into device-level performance metrics & session playback*
- *Integrations with CI/CD pipeline and project management tools*

Does that seem like a lot? Luckily, Kobiton and GameDriver have developed an integration to give your studio everything you need to succeed. Here's a few (of many) capabilities gaming studios can deploy. We cracked the code so you don't have to!

Kobiton

- ✓ **Easy Real Device Lab Management**
- ✓ Simplified Test Environment Prep
- ✓ Powerful Session-Replay Capabilities
- ✓ Faster Debugging with Real Devices

GameDriver

- ✓ **Cutting-Edge Object ID Technology**
- ✓ Reuse Test Assets Across Devices
- ✓ Simplified Test Maintenance
- ✓ Integrate Workflow in CI/CD Pipeline

This just scratches the surface!

Interested to Learn More?

Don't Miss Our Webinar on September 28th. Sign Up Below to Reserve Your Virtual Seat

On September 28th, 2023 at 2pm EST, Shane Evans and Frank Moyer will break down everything you need to know about scaling automation for your Unity projects!

Learn How to Scale Mobile Automated Testing for Gaming



Hosted by TestGuild