



INFORMATION SERIES

Mobile App Testing



The Good News

Once reserved for a tech-savvy niche, the use of mobile apps for business and leisure has gone mainstream. With a rapidly expanding base of customers and developers, the future of mobile apps has never looked more promising.

The Bad News

Complexity across handset makers, wireless carriers, locations and languages has made building bug-free mobile apps incredibly difficult and expensive. Ensuring high quality for your mobile app – without spending a fortune – has never been more complicated.

How uTest Helps

Your users are spread all over the country – or all around the world – and your testers should be too. Mobile app developers are now leveraging uTest's community of 25,000+ professional testers from more than 165 countries around the world to ensure that their mobile app works properly - **for everyone, everywhere, all the time**. uTest enables **mobile app companies** of any size to:

- **Achieve Global Testing Coverage:** Test your app's functionality across handset maker, wireless carriers, OS, browser, language and location
- **Produce Higher Quality Mobile Apps:** Our average tester has more than three years of experience in software testing
- **Get to Market Faster:** Run a complete test cycle in as little as 48 hours; complete releases over the weekend; view feedback and bug reports in real-time
- **Control QA Costs:** Pay for completed test cycles with our **on-demand model**; global QA coverage for 75% less than hiring in-house
- **Fill in the Gaps:** Have uTest act as your virtual QA team, or as an extension of your in-house testing team; ramp up during peak release periods
- **Receive Real-World Testing Results:** No emulators or software simulation; no centralized lab that doesn't equate to the real world; real devices (iPhone, Blackberry, Android, Palm and more) in the hands of real testing pros

"There were many features that we needed cross coverage for, and we wouldn't have been able to get that without a global community. uTest enables us to move through the QA process efficiently, giving us a competitive edge in getting our mobile apps to market." - Travis McElfresh, VP of Technology at 1Cast

Get the Free eBook on Mobile App Testing

Why is uTest more effective than offshoring, emulators and beta programs when it comes to testing mobile applications? To find out, be sure to get our free eBook at: www.utest.com/mobile