

IBM Software

# Innovate2012

The Premier Event for Software and Systems Innovation

Next  NOW!

## Enabling Enterprise mobility

*Scale-up your Enterprise Mobility Quality  
Management*



**Send The  
following Text  
message**



**“I want one”**



# TOPICS

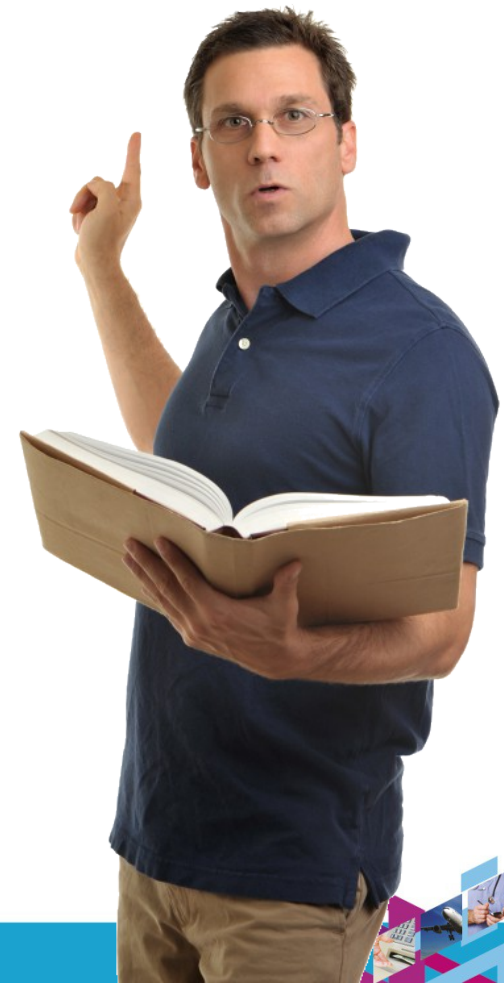
Understanding the mobile environment

From ALM to mALM

The MobileCloud

Demo

Case Study



# The Mobile Environment



# Mobile Usage is Business Critical

Company or industry	Application	Explosion in activity or transaction volume
USAA	Deposit a check by taking a picture with a mobile phone app	<ul style="list-style-type: none"> <li>• Expected 22 million mobile contacts in year 3*</li> <li>• Received 120 million mobile contacts in year 3*</li> </ul>
Salesforce.com	Mobile app to access the salesforce.com application	Mobile activities account for 60% of the transaction volume.
HotSchedules	Access schedule for restaurant workers on a smartphone	<ul style="list-style-type: none"> <li>• Five to eight web logins per person per week</li> <li>• Five to 10 mobile logins per person per day</li> </ul>
Sabre	Select a seat on an airplane using a mobile app	<ul style="list-style-type: none"> <li>• 50,000 seat picks in the first month</li> <li>• 5 million seat picks in the third month</li> </ul>
Pandora	Internet radio on a smartphone or tablet	Pandora streams 60% of its listening minutes to mobile devices, not computers.

Source: Forrester Research interviews

\*Source: November 3, 2011, "Case Study: USAA Makes Mobile Remote Deposit A Core Mobile Offering" Forrester report



# Business Critical Requires Risk Management





# Mobile = RISK

FEBRUARY 9, 2012, 9:05 PM INVESTMENT BANKING

## Users of Citibank Bill-Pay App Charged Twice

BY BEN PROTESS

‘Citigroup’s effort to become “the world’s digital bank” has encountered a snag.

‘A technical bug caused Citi, the nation’s fourth largest bank by deposits, to double the charge for customer payments in recent months. Some customers using their iPads to settle their cable bill or mortgage [payment](#), for example, actually paid twice, according to customers and a bank official.

‘The problem, which began in July but went undetected by the bank until December, prompted bogus payments big and small. Some customers quickly spotted the redundant transaction and complained to Citi, while other consumers were caught off guard when the bank recently notified them of the discrepancy. The snag even led some unsuspecting customers to overdraw their accounts, though a bank spokesman said that was rare.



Victor J. Blue/Bloomberg News

A program error at Citibank was not detected for months.

‘Citi has traced the error to its nascent [iPad](#) application. Other mobile applications and the bank’s broader [online](#) bill payment system were immune from the problem, the bank said.

**Source: New York Times, 2012**

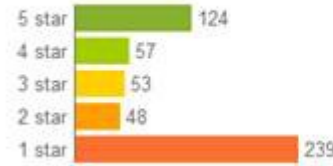


# Bank of Montreal

**Will you take this risk?**  
 (Test on target devices)



## User Reviews



Poor app ranking in the Android market

Anthony on January 2, 2012 (Motorola Atrix with version 1.1) ☞

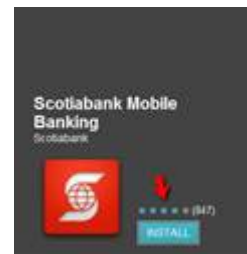
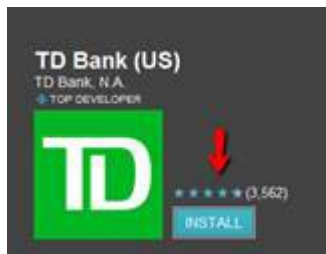
★★★★★ Company doesn't go the extra mile for its customers.

Multi billion dollar company and they can seem to afford a couple of programmers to do a good app. Very sad....

Dave on July 19, 2011 (Version 1.1) ☞

★★★★★ Useless

As others have said, this is not really an app. It just launches their mobile web site, but the description doesn't claim otherwise. That would be okay (although unnecessary), if the mobile site was any good. The back button doesn't even do anything. BMO should pull this from the Market and come back when they have an app worth using.



All competitors ranked 4 stars and up.





# Perfecto Mobile at A Glance



*Enabling enterprises to develop, test, & monitor their mobile applications and deploy them with confidence*



**ALM → mALM**



# Mobile Creates Disturbance throughout the ALM



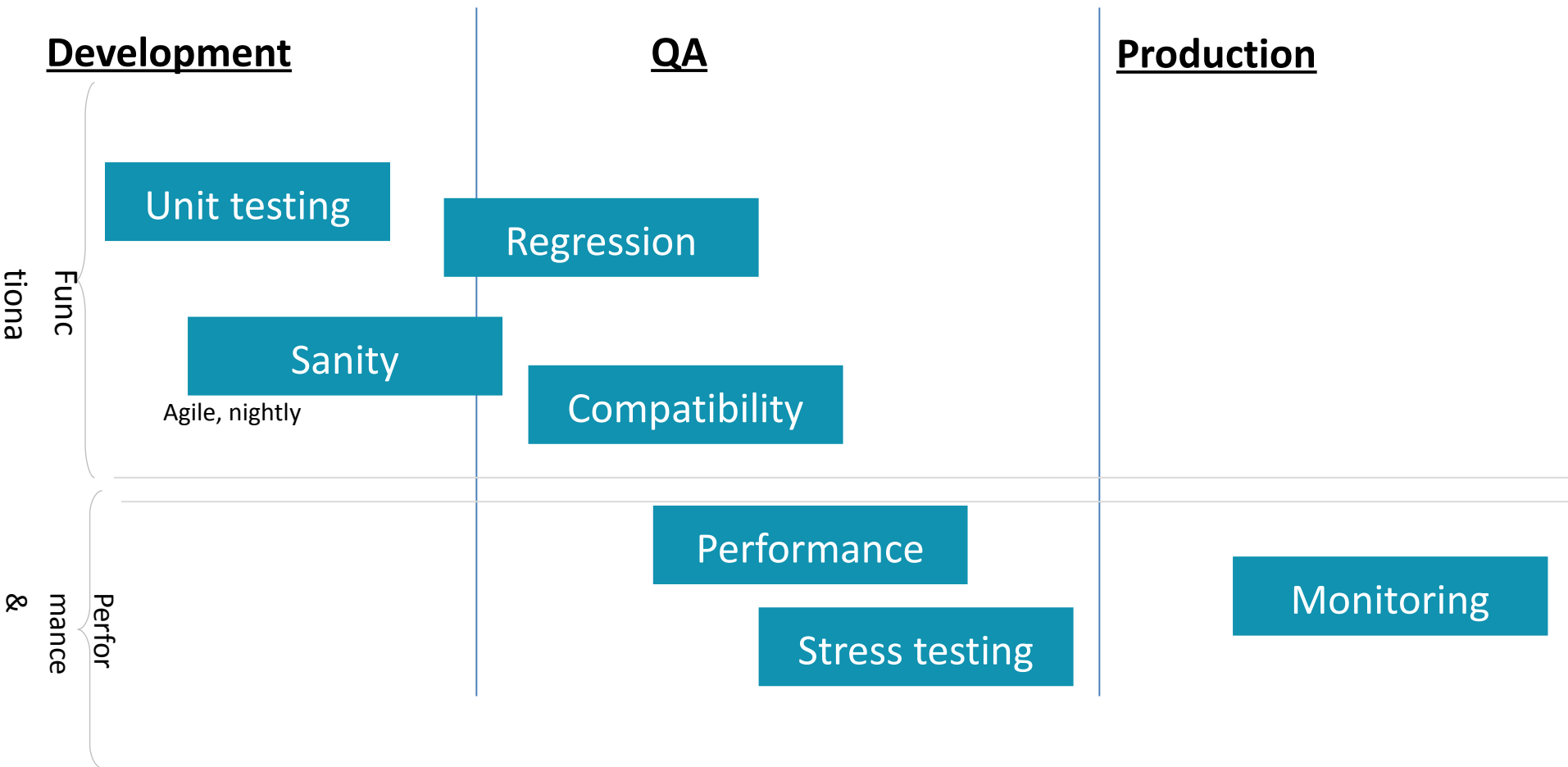
# Mobile Testing is More than SW Testing

- ✦ Mobile testing IS software testing
  - ✦ All existing quality and ALM methodologies to be applied
- ✦ But... Your solution should allow you to:
  - ✦ Cover multiple platforms and networks
  - ✦ Cope with device logistics, procurement & security
  - ✦ Collaborate globally between different groups
  - ✦ Adapt to rapid changes

**TIRED OF MANUAL MOBILE TESTING?**

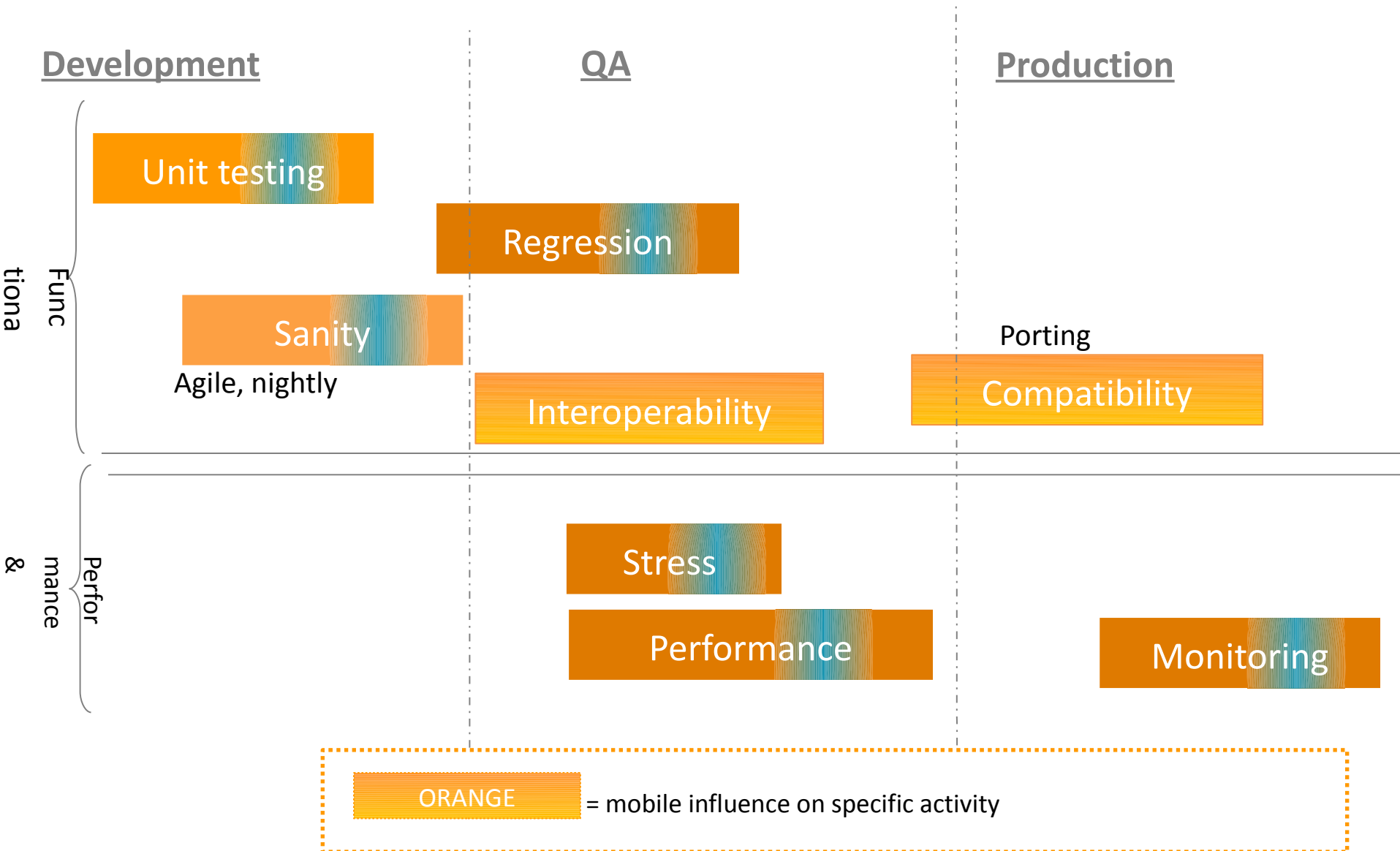


# SQA Activities by Phase (simplified)

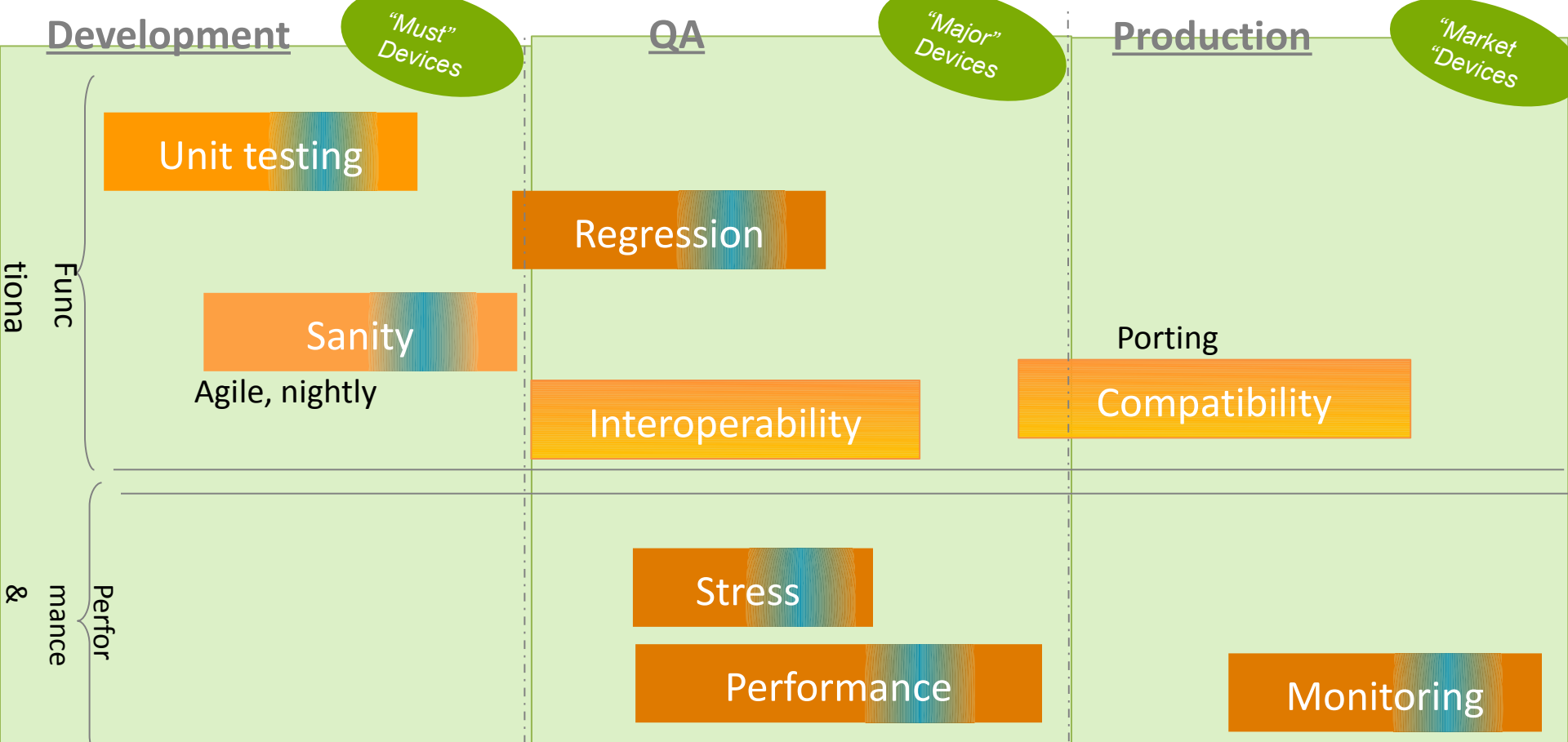




# MOBILE Testing Activities by Phase (simplified)



# Mobile ALM Process – Consider Platforms & Networks

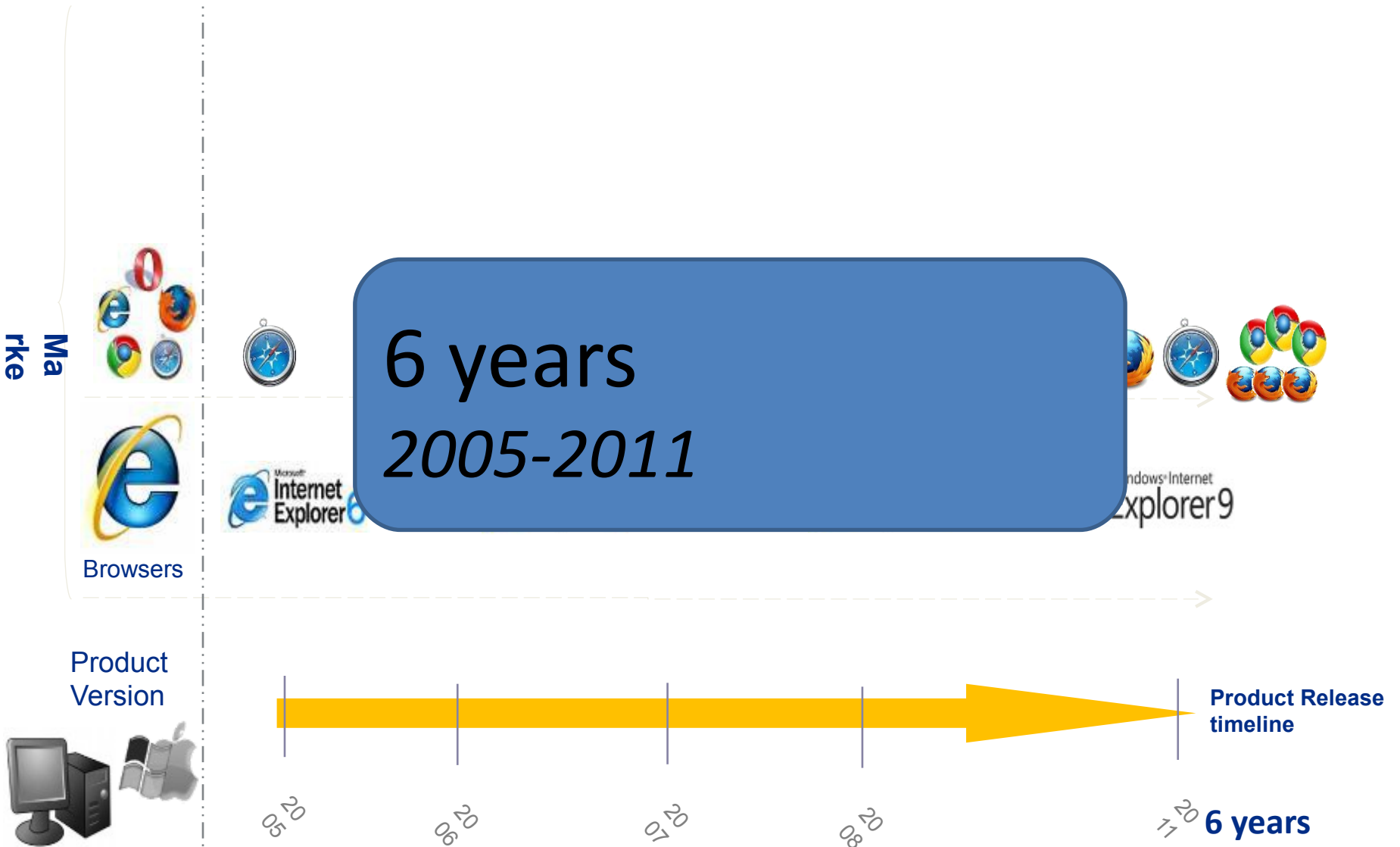


## Considerations

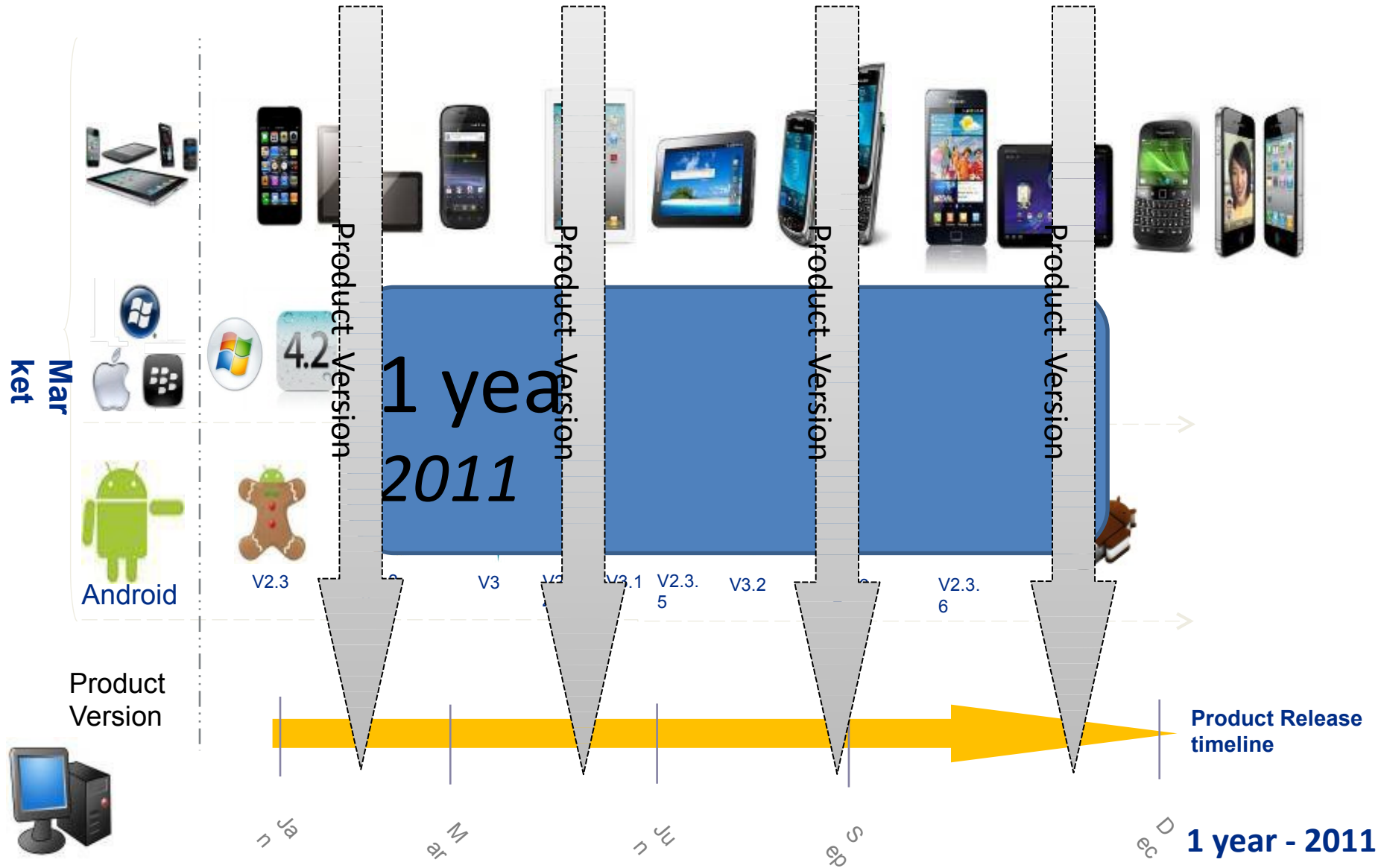
Devices	~ 4 per
New devices	~ 1 per

ORANGE = mobile influence on specific activity

# Mobile ALM Process –Continuous QA



# Mobile ALM Process – Continuous QA

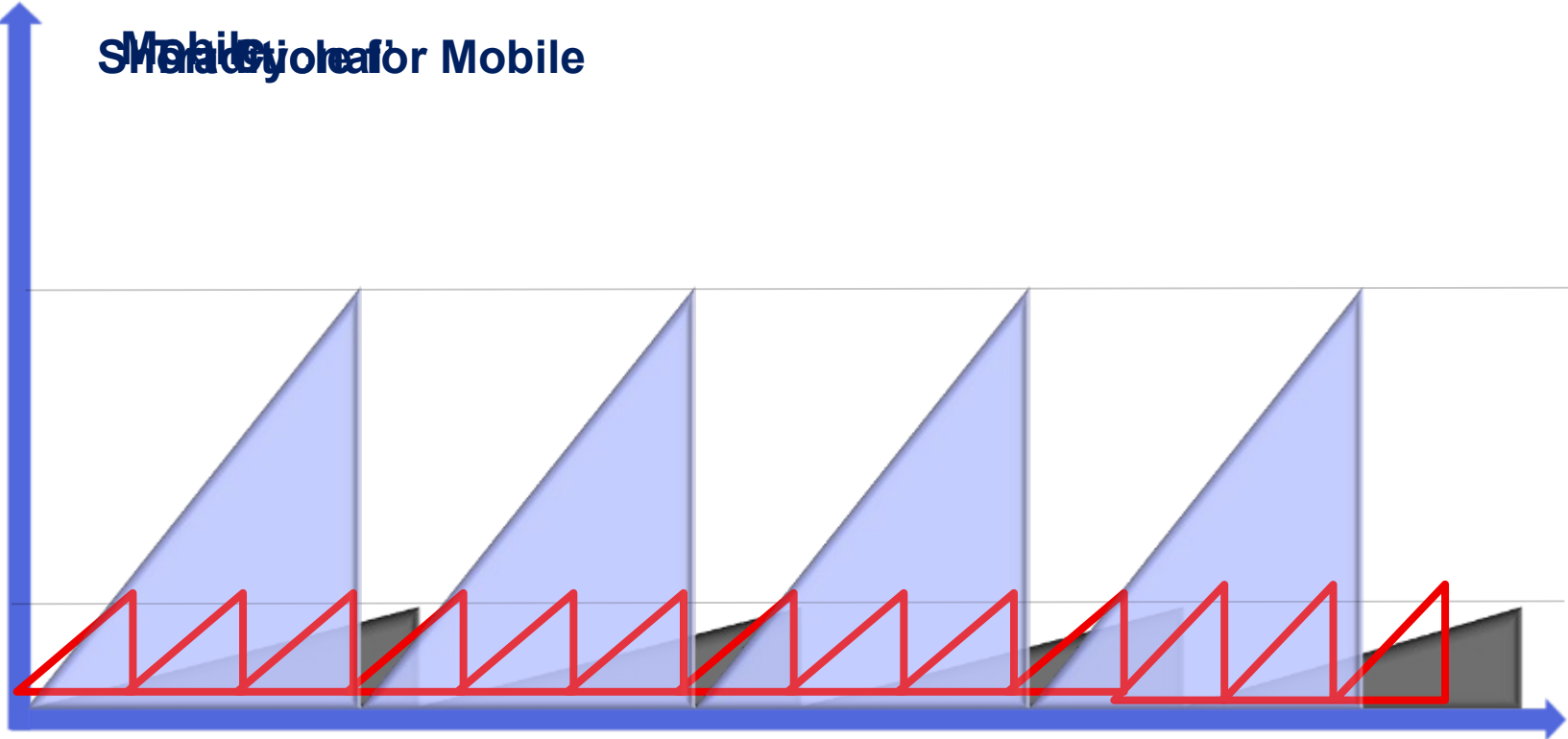


# Mobile ALM Process – Shorter Dev Cycle

**Risk**  
Gap from requirements

Mobile Dev. for Mobile

Mobile Dev.  
Short Cycle Mobile  
Traditional SW/PC  
Dev.



**Time**  
SW Cycles





# Mobile ALM Process – Key Considerations



# Selecting a mobile testing solution



## Selecting a Mobile Testing Solution - Key Considerations

**ACE** Your Testing

**A**utomation

**C**loud

**E**xisting ALM



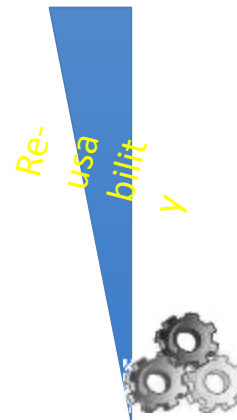
# ACE Your Testing

- Enabler for continuous QA
- Enabler for short dev cycle
- Increase test coverage
- Reduce multi platform risk

Automation

Cloud

Existing ALM



# ACE Your Testing

 Automation

 Cloud

 Existing ALM

- Cover device needs
- Centrally controlled security
- Avoid USB device connection
- Cross-region collaboration
- Outsource logistics & procurement





# ACE Your Testing

Automation

Cloud

Existing ALM

- Leverage existing team, knowledge & tools
- Reduce learning curve
- Reduce risk
- A Shortcut to enterprise mobility



# So... to Summarize...



# The Solution



## The MobileCloud will Provide YOU

- ✧ A powerful centralized automated and manual QA throughout the mobile service lifecycle (app or web)
- ✧ Full exploit of current ALM environment - Covering functional, porting and monitoring
- ✧ Covering all mobile platforms: devices and tablets (and emulators)



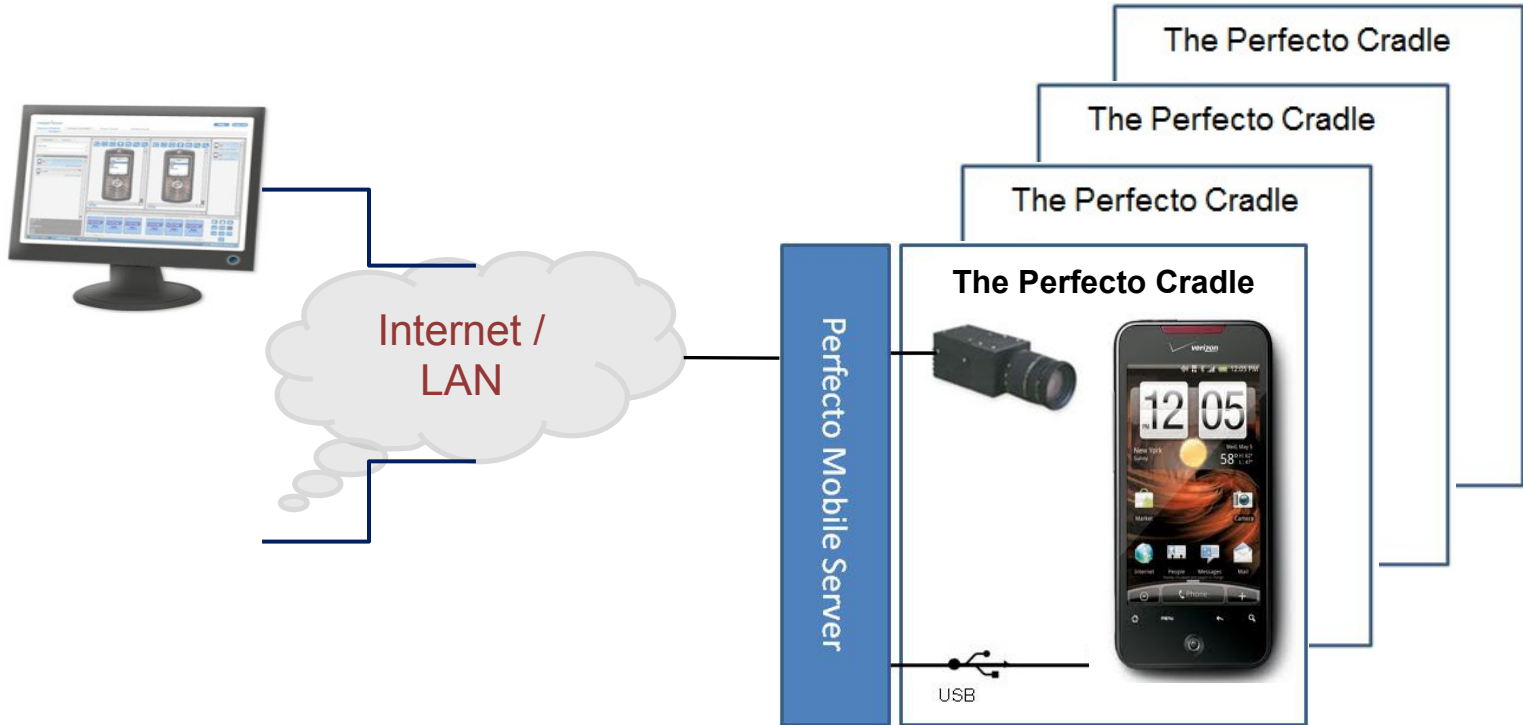
# The MobileCloud™ Platform



# How we do it...

Interactive  
manual  
testing

ALM  
Automatio  
n  
ScriptOnc  
e™



# The Cloud





# Field Proven



# Case Study Results – US Financial Institution



# A Comprehensive Solution – IBM and Perfecto Mobile



# QUESTIONS

[www.ibm.com/software/rational](http://www.ibm.com/software/rational)



**WELLS  
FARGO**



# Market Solution of choice

## Highlights

