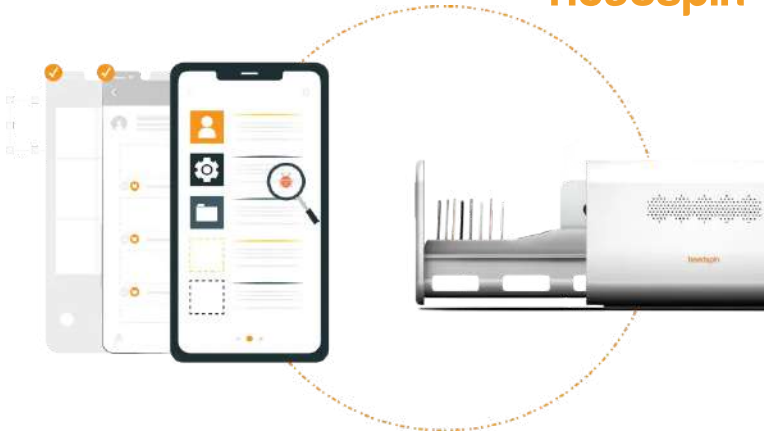




HeadSpin Empowers Global Agency to Simplify Device Testing and Enhance App Performance

About the Client

This global brand and customer experience agency harnesses creativity, technology, and culture to create connected brands. The agency is behind award-winning campaigns for blue-chip client partners.

The technology team at this top customer experience agency works across the organization to establish best practices for designing, developing, and launching memorable mobile applications for clients.

The Challenges

With offices worldwide, including a team in Poland, and unique clients across various industries, the agency was searching for a simpler alternative to its internal device lab. It increased visibility into user experience and app performance.



Limited and complicated device access

The agency had an internal device lab, but acquiring devices was slow and required client approval. Distributed teams worldwide needed a more efficient process and an expanded device library.



Location restrictions

The agency’s team is closely integrated with another team in Poland. With their client’s app only available in the US and Canada, the Poland team had to find loopholes and ways, such as proxying a VPN, around testing specific location feature sets.



Perfecting digital experiences

One specific client their team was utilizing HeadSpin for, relied on seamless user experiences and needed a tool to pinpoint and resolve issues swiftly for pre- and post-release cycles.

The Solutions

HeadSpin allows the agency to test and analyze their clients’ mobile app performances on real devices across select locations.

Dedicated devices, without the hassle of any time-consuming processes

HeadSpin offers local access to remote test devices in the US. Globally distributed teams can remotely control and debug apps in real-time, eliminating the need to manage internal devices.

Testing features where they want, when they want

The team in Poland can use HeadSpin’s global device infrastructure to test location-based features just like they would in the US while boosting automation and regression testing.

In-depth performance monitoring and optimization

HeadSpin’s tools pinpoint issues throughout development, surfacing QoE problems, identifying root causes, and offering AI-powered performance recommendations.

The Results

“The performance piece is the part that I’ve never had the ability to do for analysis. We’ve used other tools in the past, but they don’t spit out the documentation or fidelity that HeadSpin does on the performance view.”

- Director.

In-depth performance visibility
The agency is able to examine its apps at a more micro level and resolve issues faster for optimal performance.

Real-time, global testing
With HeadSpin's vast and diverse device catalog, the agency can test its apps on the real devices and locations of their choice.

Improved team collaboration and efficiency
HeadSpin helps their global teams automate and strengthen their regression tests.

About HeadSpin

HeadSpin is a global digital experience testing platform with an extensive device network spanning 50+ locations. It supports manual and automated testing on various devices, including mobile phones, browsers, media players, and automotive systems. The platform employs data science-driven analytics to expedite issue resolution and improve cost efficiency for leading global enterprises.