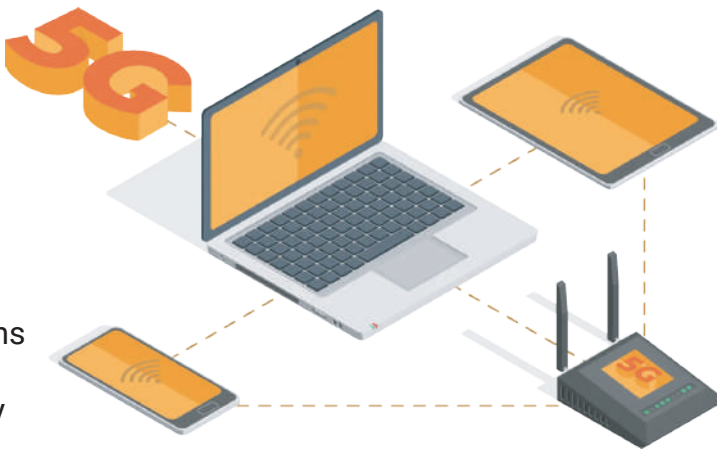


How HeadSpin Established a Feedback Loop for Leading US Telco's 5G Ultra Wideband Wi-Fi Deployments



About the Client

As a prominent global technology and communications services provider, this enterprise telecom company plays a pivotal role in meeting the diverse connectivity requirements of customers worldwide. Their comprehensive offerings encompass voice, data, and video services, catering to the evolving needs of the digital age.

The Challenges



Need for testing 5G stability

The company aimed to establish stable 5G connectivity with improved speed and reliability, necessitating testing and QA support at the network edge.



Requirement for Real-Time Testing

Understanding the end-user quality of the 5G experience was critical. The company required a solution offering real-time testing and visibility into network quality of experience in apartments across the US.



Balancing Customer Feedback and Continuous Testing

Balancing the risk of potential customer dissatisfaction through post-rollout customer feedback versus the costly, time-consuming, and complex management involved in continuous testing with field testers.



Delivering Seamless User Experience

The challenge was to ensure a seamless user experience across various devices, models, OS versions, and browsers used by a diverse consumer base for in-store and in-app applications.

The Solutions

Global Collaboration

The company's globally distributed development and testing teams collaborated effectively, conducting functional and performance tests on in-store and mobile apps using HeadSpin's platform from any location worldwide.



Headspin Appliance Deployment

The telco provider utilized the HeadSpin appliance, a secure and portable enclosure containing a diverse array of test devices, in apartments located in Houston, Chicago, and Dallas.



Real-World Testing

HeadSpin's device deployment allowed the team to assess network performance in homes under varying load conditions with different devices and consumption patterns.



Proactive Issue Resolution

HeadSpin facilitated proactive issue addressing, establishing a continuous feedback loop that surpassed the capabilities of field testing teams.



Edge Solutions And Data Science

HeadSpin's edge solutions and data science capabilities were crucial in advancing the provider's development and engineering efforts and ensuring the success of its 5G rollout.



The Results



Edge Profiling and Data Collection

Enabled the ability to profile services to the edge and collect data at the network edge.



Real-Time Network Visibility

Gained real-time visibility into network performance, allowing for immediate insights and adjustments.



Real User Experience Data

Received real user experience data and analytics to enhance service quality.



Enhanced Security

Achieved increased security through features like pin codes and Mobile Device Management (MDM) integration.

About HeadSpin

HeadSpin, a global testing platform, offers 50+ location-based device testing for enhanced digital experiences, faster issue resolution, and cost efficiency through data science-driven analytics.

Know more at www.headspin.io