

Applause empowers companies to deliver great digital experiences – from web and mobile to wearables, IoT and beyond.

By combining in-the-wild testing services, test automation and quality tools, Applause helps the world's most recognized brands achieve the digital quality they need across every device, operating system, carrier, location and other criteria that their customers value. Thousands of companies – including Google, Fox, Amazon, Concur and Runkeeper – rely on Applause to ensure great digital experiences for their users.

24,093 unique
Android devices seen in 2015
-OpenSignal

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844.300.APPS

Mobile App Testing

Testing solely in the lab puts limitations on your QA efforts. Perfect connectivity and the most recent OSes on a limited number of devices is not a true representation of how your apps, websites, or connected devices are used. Your users are spread all around the globe, using a wide variety of devices and battling imperfect conditions that change every day. Applause testing services takes your apps into the real world, testing them in the same environments as your users and arming you with the information you need to ensure your apps work as expected every time.

- **Testing on a range of devices:** You would need unlimited space and a huge budget to purchase and store all the devices needed to cover the rapidly growing device matrix. Tap into the Applause community to get access to thousands of devices across any device/OS/browser combo you need.
- **Testing on real devices:** Leverage the Applause community of over 250,000 QA professionals - real users on real devices testing your app.
- **Testing in real locations:** At work, on the train, or in the woods, connectivity fluctuates with network and location – real world conditions you can't replicate in a lab.

Testing Services Include:

- **Functional:** Verifies that your digital experience functions flawlessly without issue
- **Automation:** Establishes automatic app quality checkpoints to avoid regressions
- **Usability:** Ensures your digital experience is intuitive and easy-to-use
- **Localization:** Prepares your apps for the nuances and subtleties inherent in every language and culture
- **Load:** Understand how your app or website performs under the stresses of high-volume traffic
- **Security:** Helps protect your app and the information users store on it

"I think, like anybody else, we're finding the sheer number of platforms in mobile and then operating systems and device variations within each of those. I mean, the combinations and permutations of device profiles is just exploding, and it's only going to get worse. The markets are only going to get more fragmented... Applause gives us that device coverage we cannot even hope to do internally."

BRAD SCHNEIDER

Applications Development Director, The Container Store

CUSTOMERS THAT WIN WITH APPLAUSE

