> " *ULTIMATELY, WE WERE ABLE TO RECREATE THE AUTHENTIC DIGITAL EXPERIENCE OF OUR USERS WITH THE APPLAUSE COMMUNITY."*

MIRCEA SULGER, NEW PRODUCTS MANAGER

CUSTOMER

Founded in 2001, Upstream bridges the gap between digital service providers, mobile operators and consumers through its mobile commerce platform. Upstream's platform already enables 1.2 billion people, to effortlessly receive and pay for the most relevant and affordable digital services on their mobile devices.

Upstream has spent more than a decade deeply integrating with over 60 mobile operators' billing systems, enabling consumers to pay through their mobile phone via direct carrier billing. In 2016 alone, 80 million paying subscribers in 45+ countries, made purchases worth $237 million. Upstream continues to grow rapidly, through its 10 regional hubs in Latin America, Europe, Africa, South-East Asia and the Middle East.

CHALLENGE

In developing markets, extreme variances in end-users' network connectivity and the long list of different mobile devices being used creates challenges for developers that can be difficult to account for in a testing lab. It is very possible that defects that aren't showing up in the ideal conditions of the lab, do show up in the varying conditions in the field.

"Due to the high fragmentation of the type of devices in local markets, it was a challenge to conduct our test cases in a way that was efficient and relevant to the locally specific needs of each of our individual markets," explained Massimo del Vecchio, Chief Technology Officer at Upstream.

APPLAUSE°

COMPANY
Upstream

INDUSTRY
Mobile Commerce

TESTING TYPES
Digital Testing

APP TYPES
Mobile | Payments

CHALLENGES

- Accessing all of the most popular mobile devices in developing countries for testing
- Optimizing software for each of its specific markets across the globe
- Uncovering defects in its software that only manifest in real-world conditions

RESULTS

- Expanded testing to cover 500 unique device configurations
- Established a testing presence in each of its markets to simulate an authentic end-user perspective
- Accelerated time to market and quality of products simultaneously

While Upstream was able to test on the devices it had in its own device labs, meeting its high standard of quality across all of the most of the popular mobile devices that consumers have in developing parts of the world would be a significant investment if undertaking in-house. "In order for us to achieve the necessary device coverage," continued Del Vecchio, "We would need to research which mobile devices were the most popular in each of our target markets, and then get access to all of those mobile devices for testing. This would have been a tremendous investment of time and energy that we would rather be dedicating to developing our product."

Upstream also wanted to improve the efficacy of its QA process by testing with the people in the markets that its products are actually used in. This refinement would ensure that it was receiving the most relevant feedback on its apps and implementing only the new features that would be well received and worth its engineering team's time and energy.

Victor Zaire
Tester, Abuja, Nigeria

IPHONE 5, BLACKBERRY 9720, BLACKBERRY CURVE

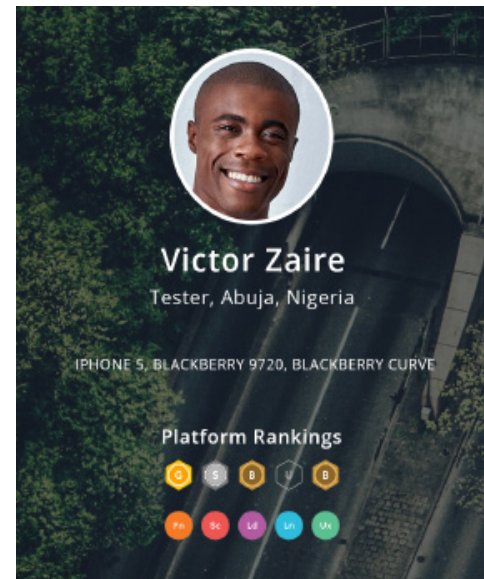**Platform Rankings**

SOLUTION

With various challenges facing Upstream on multiple fronts, the search for a solution was actually relatively simple. "Applause was able to ensure the coverage we needed," explained Del Vecchio. "It provided the full gamut of testing we needed across geographies, technologies, and business scenarios, and was able to match our large portfolio of services."

By partnering with Applause, Upstream gained access to an Applause Solution Delivery Manager and a community of over 400,000 digital experts across the globe. This enabled it to gain valuable feedback from local testers that are using the most common devices in each market. "Ultimately, we were able to recreate the authentic digital experience of our users with the Applause community," said Mircea Sulger, New Products Manager for Upstream.

Upstream's assigned Solution Delivery Manager leads both functional exploratory testing and test case execution across its digital properties, with customized teams of testers throughout locations like South Africa, Nigeria, Brazil, Vietnam, and the Philippines.

"Sometimes, we run multiple cycles on a weekly basis," Sulger continued. "We request a cycle, map out the locations and devices we would like to have included, and Applause has the testing cycle running and completed swiftly."

As testers report bugs and defects, they are available for Upstream to review in real-time on the Applause platform. And if any issues

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MASSIMO DEL VECCHIO, CHIEF TECHNOLOGY OFFICER

arise that require input from Upstream, their Applause Solution Delivery Manager has quick access to its internal QA staff to quickly resolve the issue. "We consider our Applause Solution Delivery Manager to be an extension of our own QA team," said Del Vecchio. "We're in close contact with him during cycles, and usually touch base with him every other day."

RESULTS

Since the beginning of Upstream's engagement with Applause, it has seen significant improvements in its testing process, as well as, the results it is delivering.

"Applause has accelerated the process of reviewing and identifying issues for us," said Del Vecchio. "The end result is a higher user engagement. And it helps ourself and our partners to deliver even more value and a higher quality of services to their consumers in emerging markets".

Upstream has been able to perform quality assurance of services across more than 500 unique Device/OS/Carrier combinations and benefit from Applause's network of testers in 57 different countries. It runs nearly 7 exploratory and test case driven test cycles each month through Applause, and sometimes runs as many as 16 test cycles in a single month.

"Applause was also very flexible and supportive in covering our demands offering the ability to set up test cycles on request, activate the test cycles very quickly, and gather the necessary teams to conduct the tests," said Del Vecchio.

This extended testing reach, combined with the organization and quick turnarounds provided by their Applause Solution Delivery Manager, enables Upstream to bring the highest quality product to market faster than it was ever able to before.

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ABOUT APPLAUSE

Applause is the worldwide leader in crowd-sourced digital quality testing. Software is at the heart of how all brands engage users, and digital experiences must work flawlessly everywhere. With **400,000+ testers available on-demand around the globe**, Applause provides brands with a full suite of testing and feedback capabilities. This approach drastically improves testing coverage, eliminates the limitations of offshoring and traditional QA labs, and speeds time-to-market for websites, mobile apps, IoT, and in-store experiences.

Thousands of leading companies — including Ford, Fox, Google, and Dow Jones — rely on Applause as a best practice to deliver high-quality digital experiences that customers love.

Learn more at: www.applause.com