



YOUR INDEPENDENT HPE SOFTWARE
COMMUNITY



Unveiling HPE Mobile Center's Latest Innovations

February 10, 2016

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Hosted By:



Antoine Aymer
Global Mobile Lead
Hewlett Packard Enterprise



Today's Speakers



Antoine Aymer
Global Mobile Lead
Hewlett Packard Enterprise



Mittal Parekh
Vice President, Products and Strategy
Genymobile Inc.



Dylan Thomas
Product Manager Security
Hewlett Packard Enterprise



Jason Bryant
Software Quality Assurance Manager
AutoZone



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- This “LIVE” session is being recorded
Recordings are available to all VIVIT members
- Session Q&A:
Please type questions in the Questions Pane



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Questions



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www.hpe.com

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What's new with HPE Mobile Center?

Antoine Aymer | Wednesday, Feb 10th 2016

Our agenda



HPE Mobile Center

10 minutes

1- Integration with Genymotion Android emulator

10 minutes

2- Integration with Mobile Analytics and feedback

5 minutes

3- Integration with HPE Security Fortify

10 minutes

Autozone, a Case Study

15 minutes

The complexities of the user experience



Utility



Usability



Satisfaction, playfulness



Value



Resource consumption



Security



Aesthetics



Proactivity



Context



Measuring quality so it can be improved



ISO/IEC 25010:2011 framework

Functional suitability, performance efficiency, usability, accessibility, security, reliability, portability, maintainability, compatibility



Use Heuristics

I SLICED UP FUN (source J. Kohl)
COP FLUNG GU (source Moolya)

Fragmentation of everything



Device characteristics

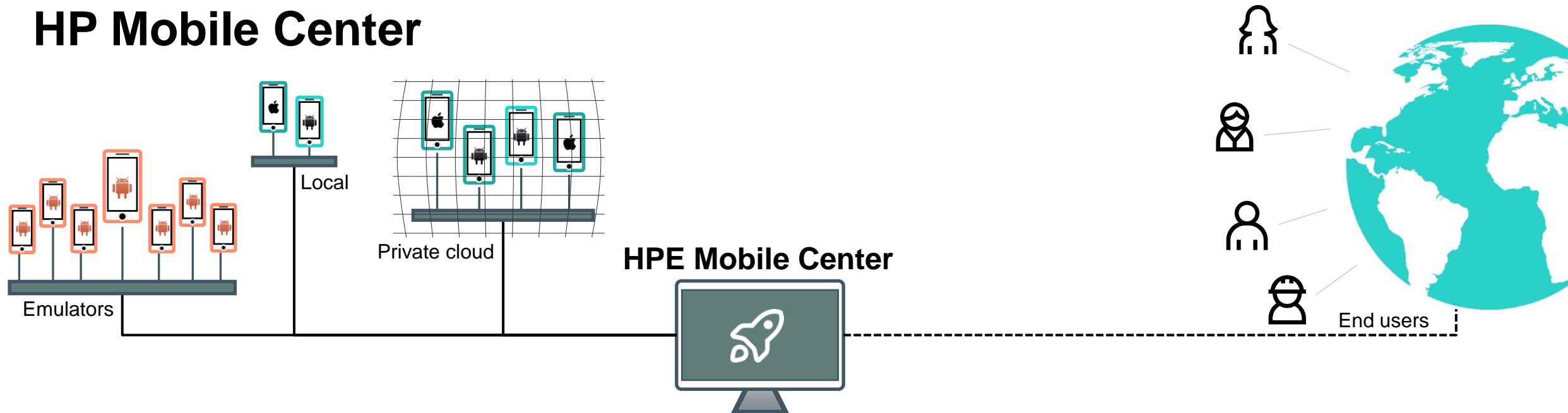
Platform diversities

Users choices, settings and usage patterns

Users context

Fragmentation of your own apps

HP Mobile Center



Develop the app along with the test process

Add **analytics** to continuously monitor your app

Scan your code for issues

Test the ilities of your app

Monitor performance and availability proactively

Monitor the UX and the social feedback



HP AppPulse Mobile



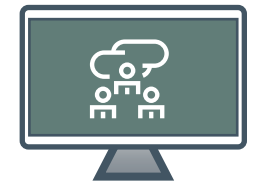
HPE Fortify



HPE Sprinter
HPE UFT
HPE LeanFT
HPE Stormrunner

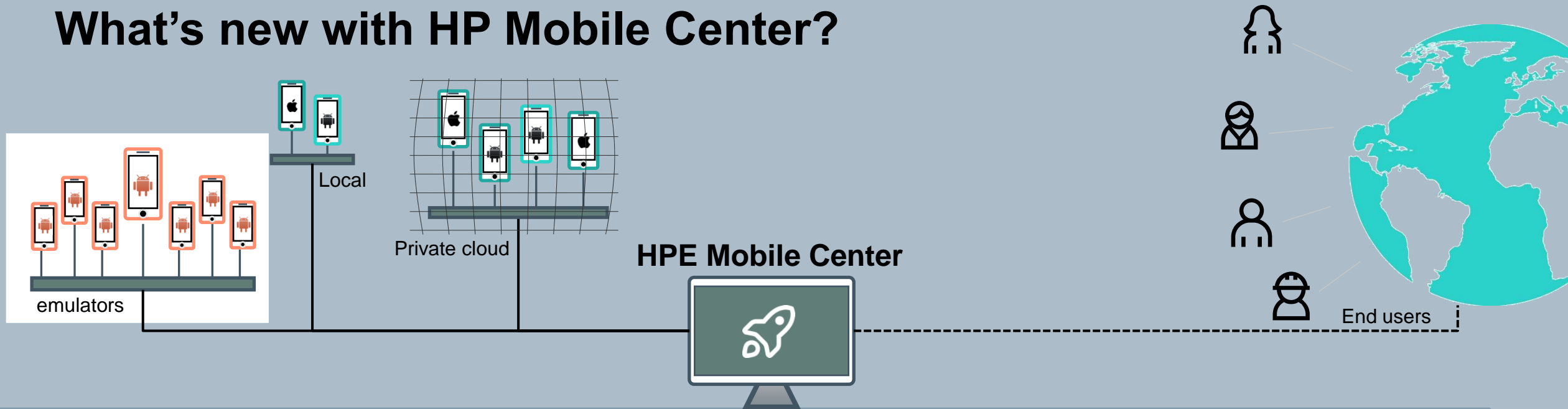


HPE AppPulse Active



Sentiment analysis

What's new with HP Mobile Center?



Develop the app along with the test process

Add **analytics** to continuously monitor your app










Scan your code for issues

Test the ilities of your app

Monitor performance and availability proactively










Monitor the UX and the social feedback

Real devices

-  Battery
-  SMS, Call
-  Network
-  GPS
-  Pixel-perfect
-  Identifiers
-  Screencast
-  Remote control
-  Camera

Real devices

Emulators

-  Battery
-  SMS, Call
-  Network
-  GPS
-  Pixel-perfect
-  Identifiers
-  Screencast
-  Remote control
-  Camera

7 reasons to include emulators in your mobile testing framework



Speed

Control

Convenience

Cost

Efficiency

Complexity

Collaboration

Test on Genymotion, the world's leading Android emulator.



Genymobile is an **international leader** and technology innovator delivering products and services that bring **“Android To Enterprises”**

IN A NUTSHELL



redhat.



android



Genymobile



5M Users in 50+ countries



300% growth per year



**60+ employees in
San Francisco | Paris | Lyon**

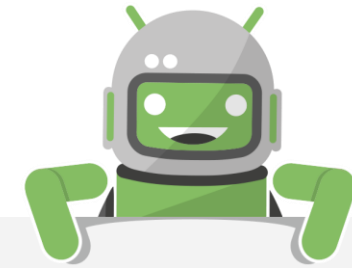
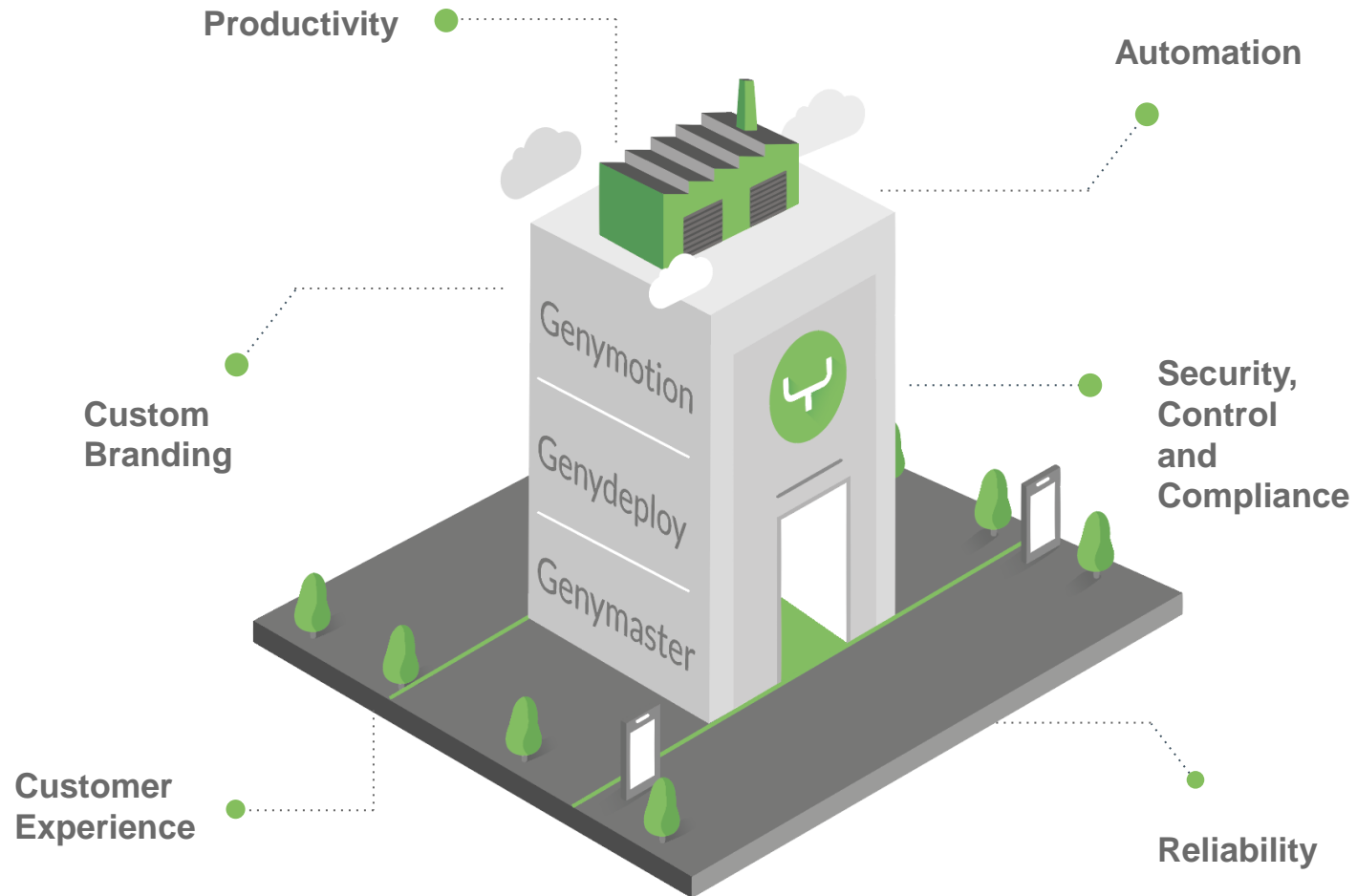


Trusted by over 10,000 Companies worldwide



Genymobile

Android For Enterprises

**BUILD****TEST****DEPLOY****SUPPORT**

GENYMOTION BY GENYMOBILE

The best Android Emulator. Period!



Build * Test * Flaunt * Support

5 Million
users in less
than 3 years
and growing

10, 000
business
customers
and growing



For **Windows**,
Mac and **Linux**

For **developer**,
QA UI/UX,
sales, marketing
and support



GENYMOTION BY GENYMOBILE

If you can dream it, you can do it!



**System,
sensors and
more**

**Command Line
Tool,
Java API**

**Profession
ally
Supported**

**Gradle Plug-in
Continuous
Integration**





GENYMOTION^{oo}

1 Month Free
INDIE licence for 5 devices

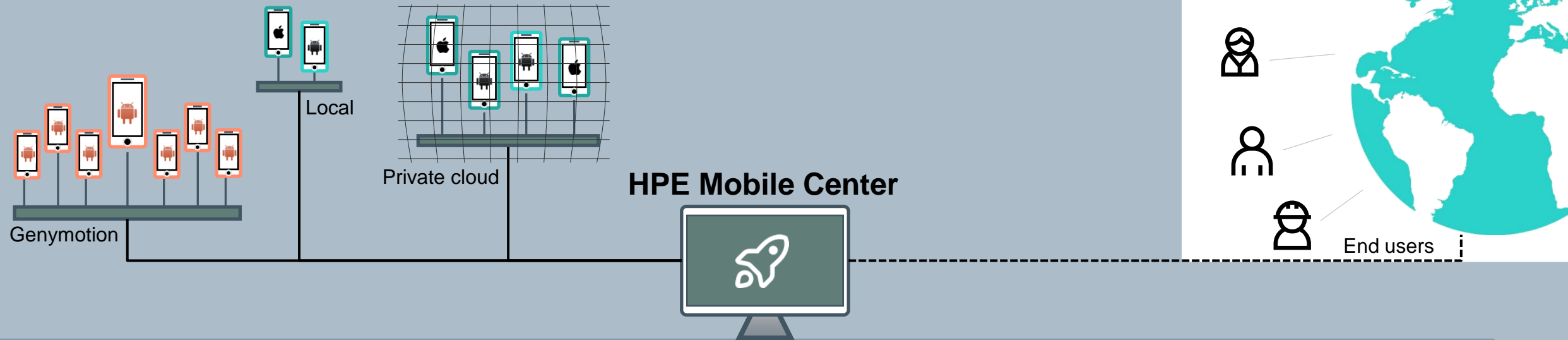
123456-dc78910cf-1112-c13141516171



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What's new with HP Mobile Center?



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Add analytics to continuously monitor your app

Scan your code for issues

Test the ilities of your app

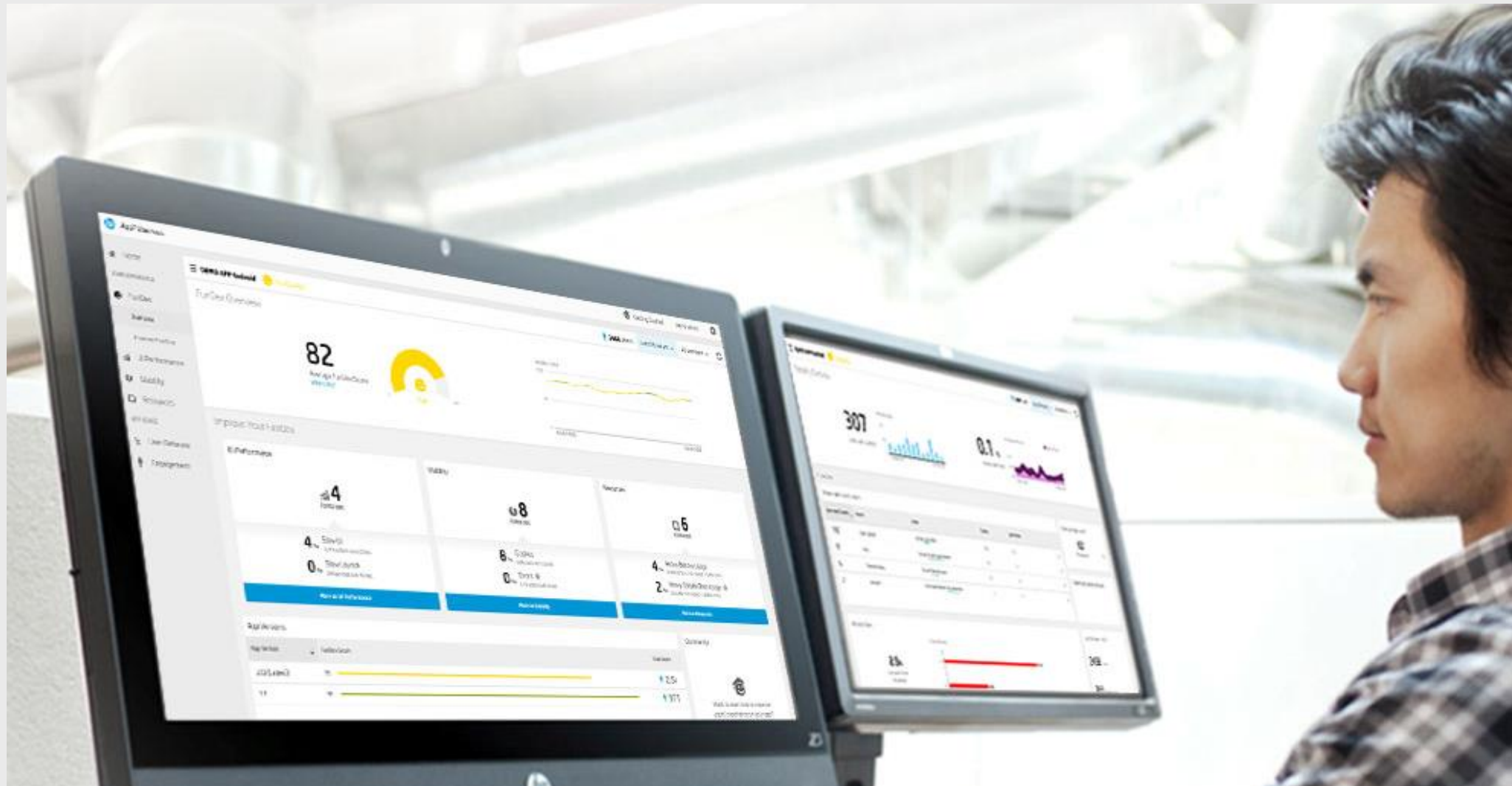
Monitor performance and availability proactively

Monitor the UX and the social feedback



HP AppPulse Mobile

Optimize your mobile testing practices by shifting mobile analytics left



HPE Mobile Center integrates with HPE AppPulse Mobile.

Why shift Mobile Analytics left?

What you need to do

Select the devices to test the app on

Test with an end user's mindset

Test under the right conditions

Measure the impact of mobile analytics

What you get with HPE AppPulse Mobile

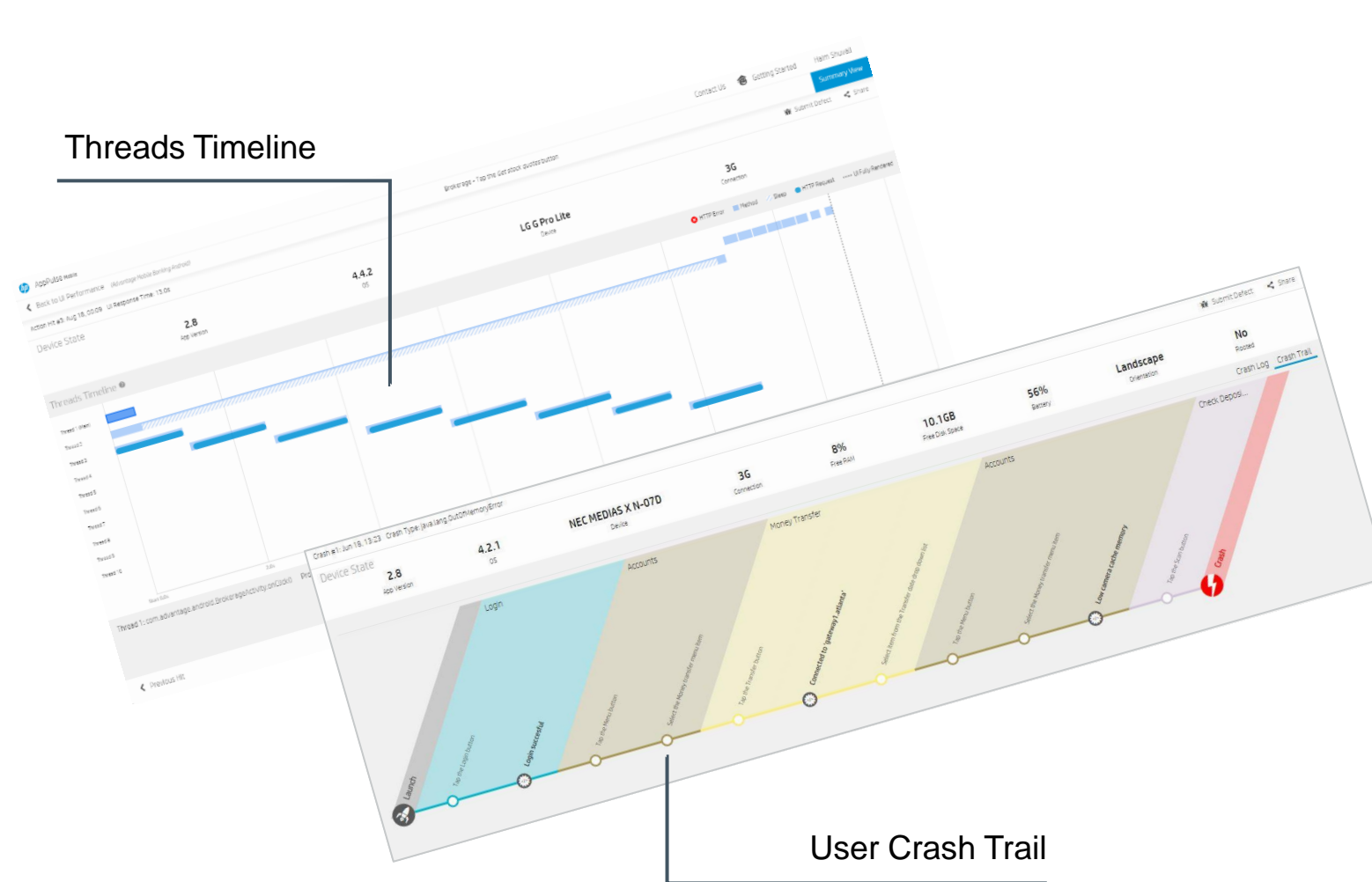
Analyze user action across all OS & devices

Get end-to-end navigation flows

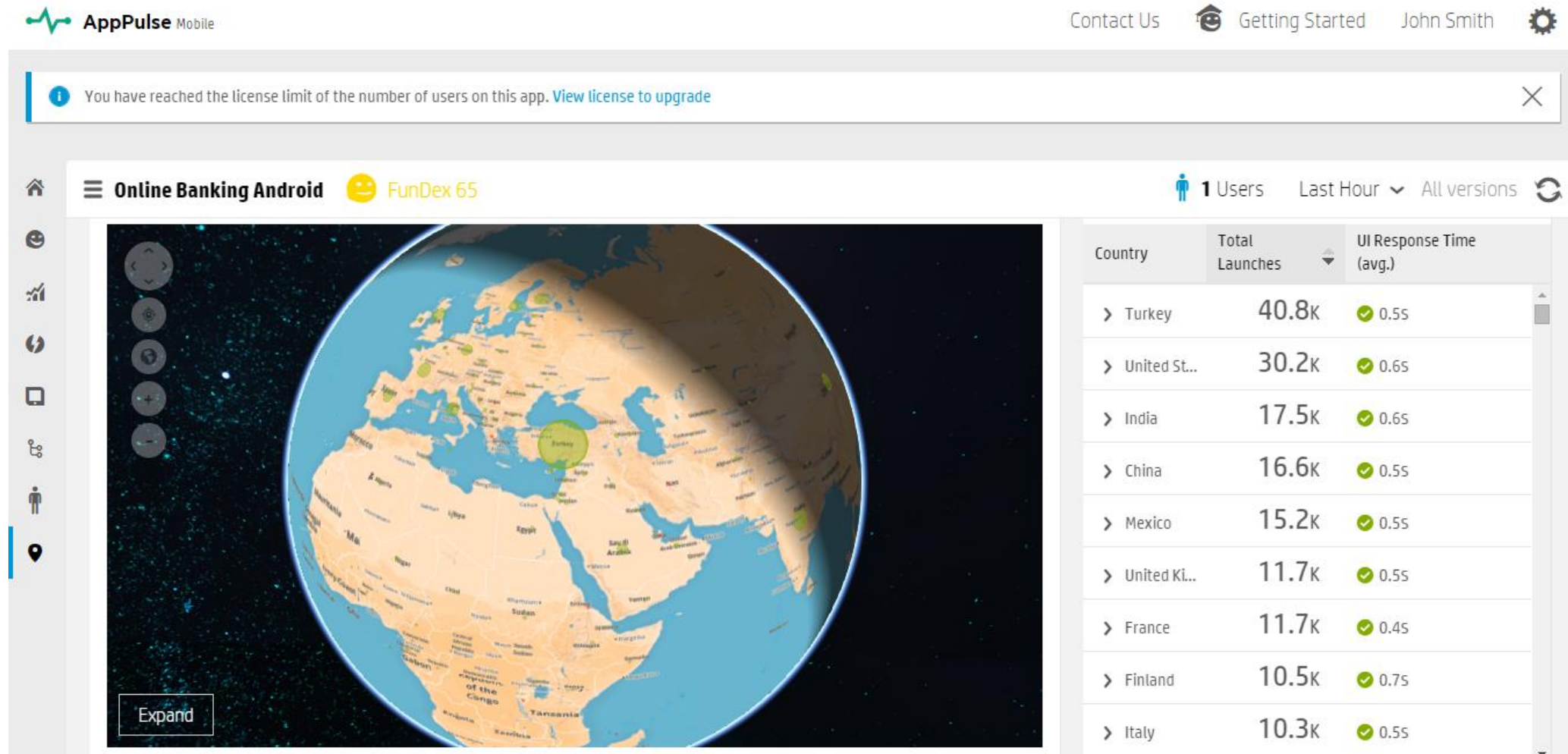
Get the network trail and location

Get an enterprise-grade SDK

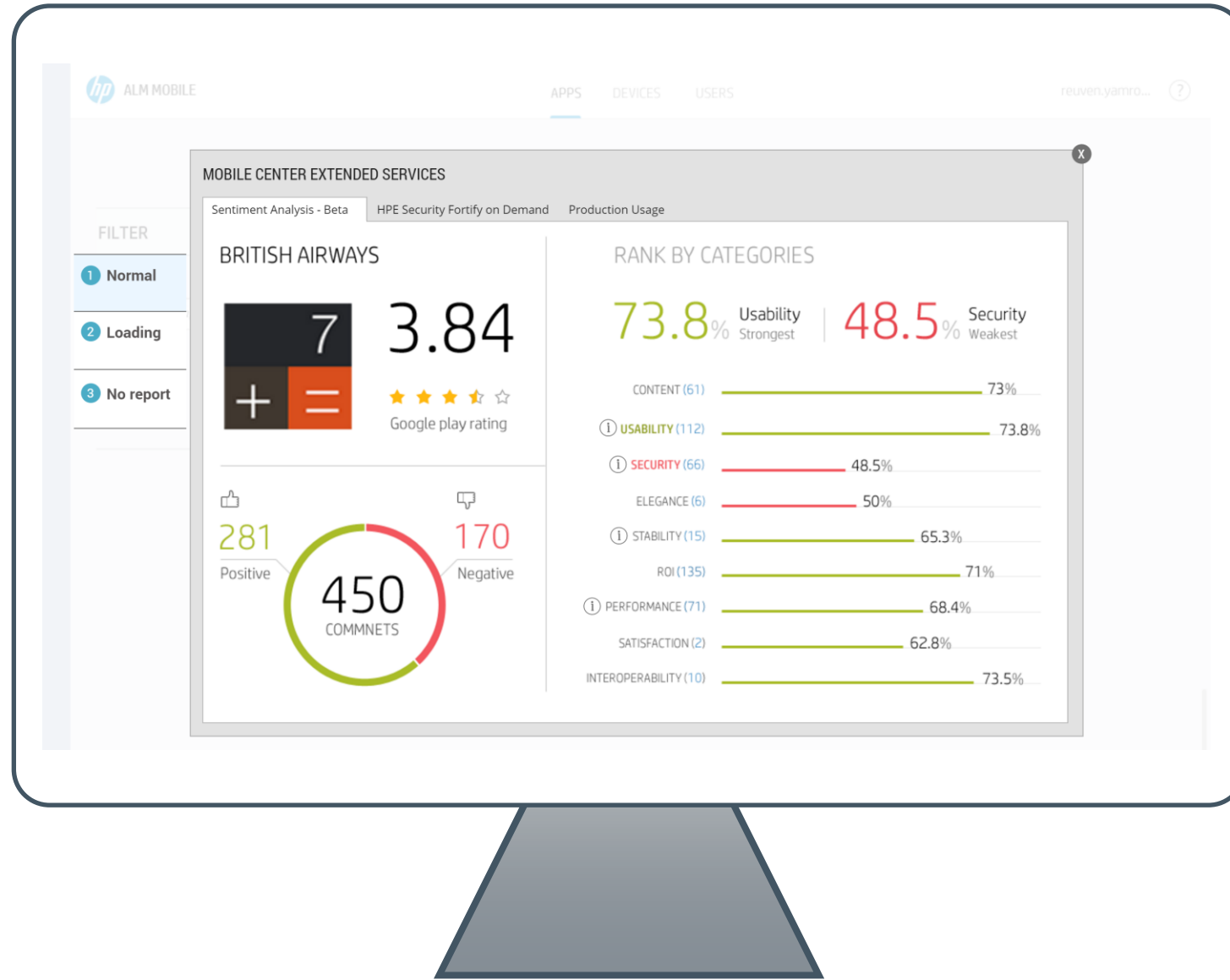
What you get from HPE AppPulse Mobile



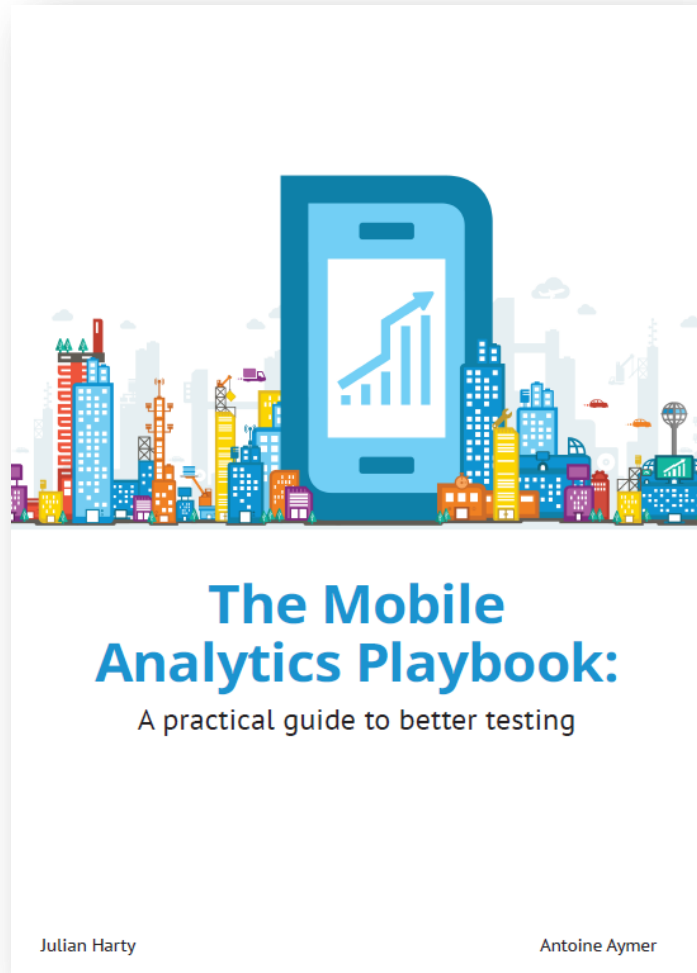
Monitor both usage and user experience



Get aggregated live sentiment analysis



The Mobile Playbook



Main authors Julian Harty, Antoine Aymer

In this 160-page book, the authors of “The Mobile Analytics Playbook” share insights on how mobile analytics can help testers, developers, and designers improve their mobile applications—particularly the testing aspects of their projects. Customers will learn techniques to improve release velocity and ways to become proactive in creating a better user experience.

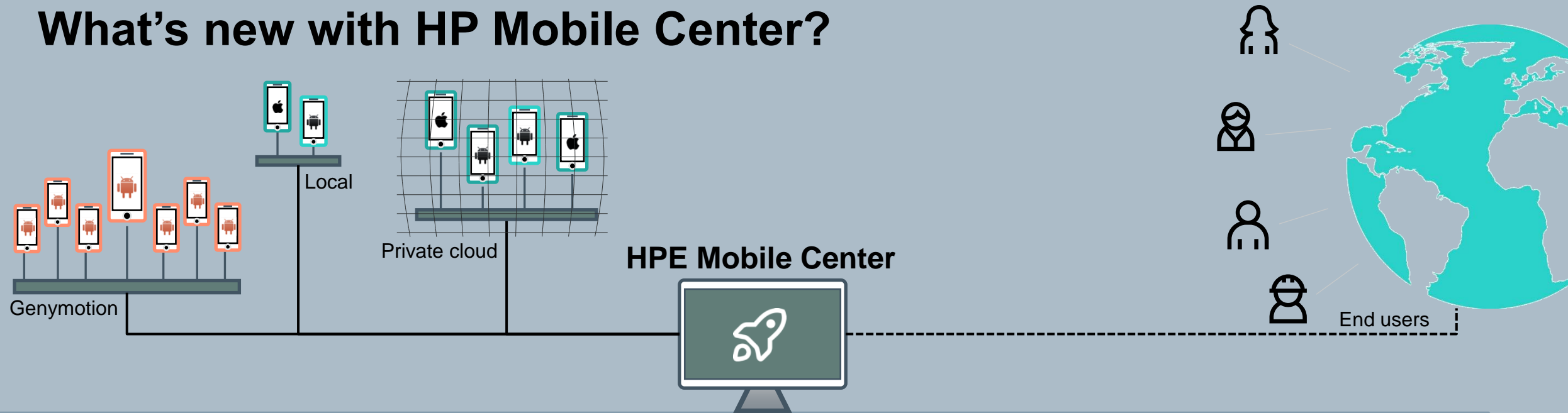
With practical examples from Applause, AppSee, Azetone, SpeechTrans, Kiwix

Top 3 chapters

- 4 proven ways to boost app testing
- Understand mobile analytics and feedback
- Confluence between mobile analytics and mobile testing

Digital version www.themobileanalyticsplaybook.com

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HPE Fortify

Get free security scans with HPE Mobile Center

The state of mobile security

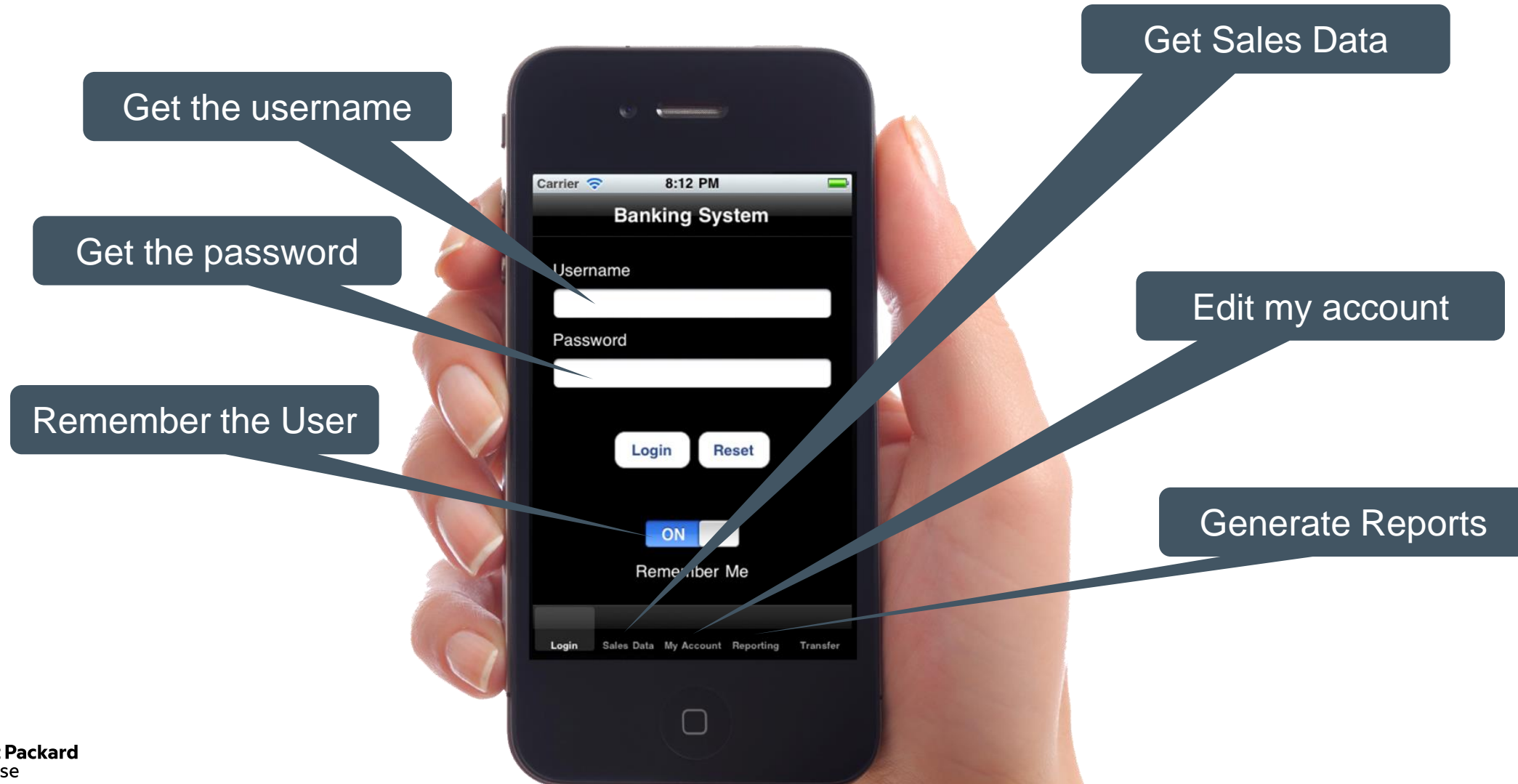


- Attackers follow the users!
- Features over security?
- Lack of security training
- Assumption that mobile backends are more secure because not directly visited

84% of breaches occur at
the application layer

68% increase in mobile app
vulnerability disclosures

How users interact with apps



How an attacker sees apps

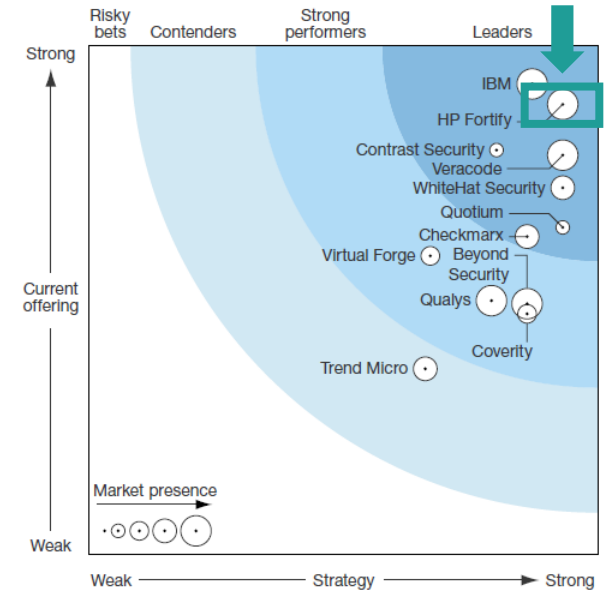


HPE Security Fortify is the Leader in AppSec

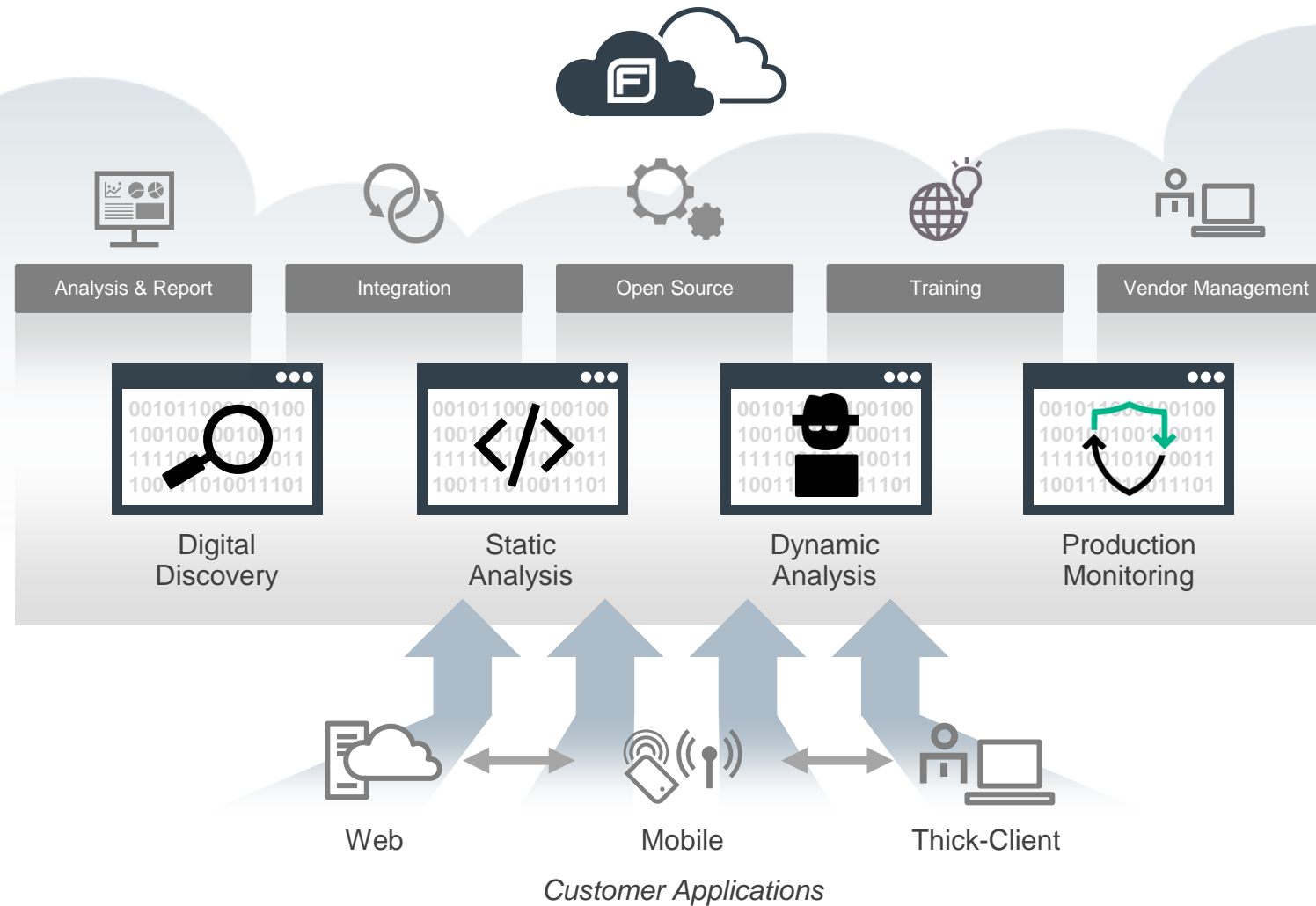
Over a decade of successful deployments backed by the largest security research team

- **10 out of 10** of the largest information technology companies
- **9 out of 10** of the largest banks
- **4 out of 5** of the largest pharmaceutical companies
- **3 out of 3** of the largest independent software vendors
- **5 out of 5** of the largest telecommunication companies

Figure 1. Magic Quadrant for Application Security Testing

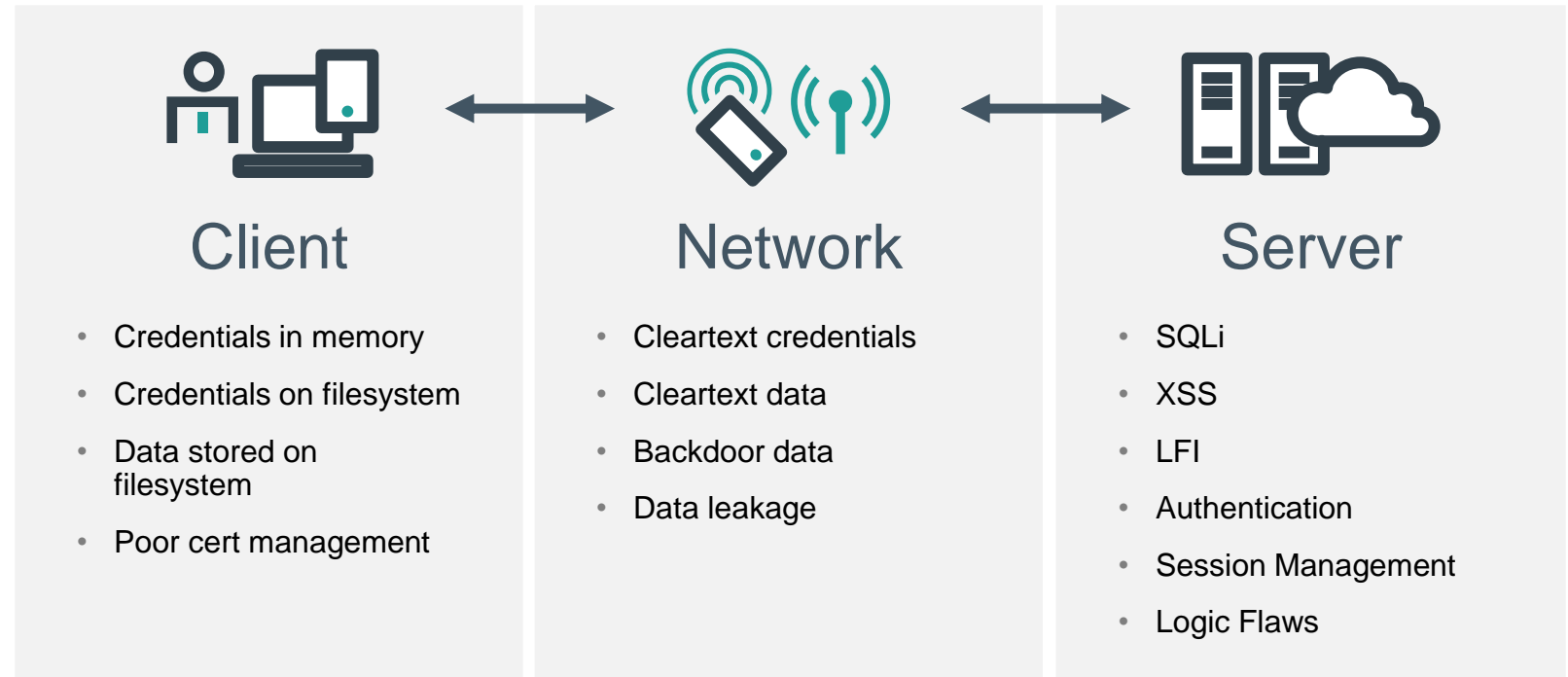


HPE Security Fortify on Demand



Mobile Testing Methodology | Differentiators

1. All three tiers
2. Full stand-up
3. App interaction
4. Multiple test types at each tier
5. Vulns found in one area help others



Examples of our testing – not an exhaustive list

HPE Security Fortify provides **reputation** and **behavioral** analysis



About AutoZone®

Jason Bryant
Software Quality Assurance Manager
Customer Satisfaction
AutoZone, Inc.



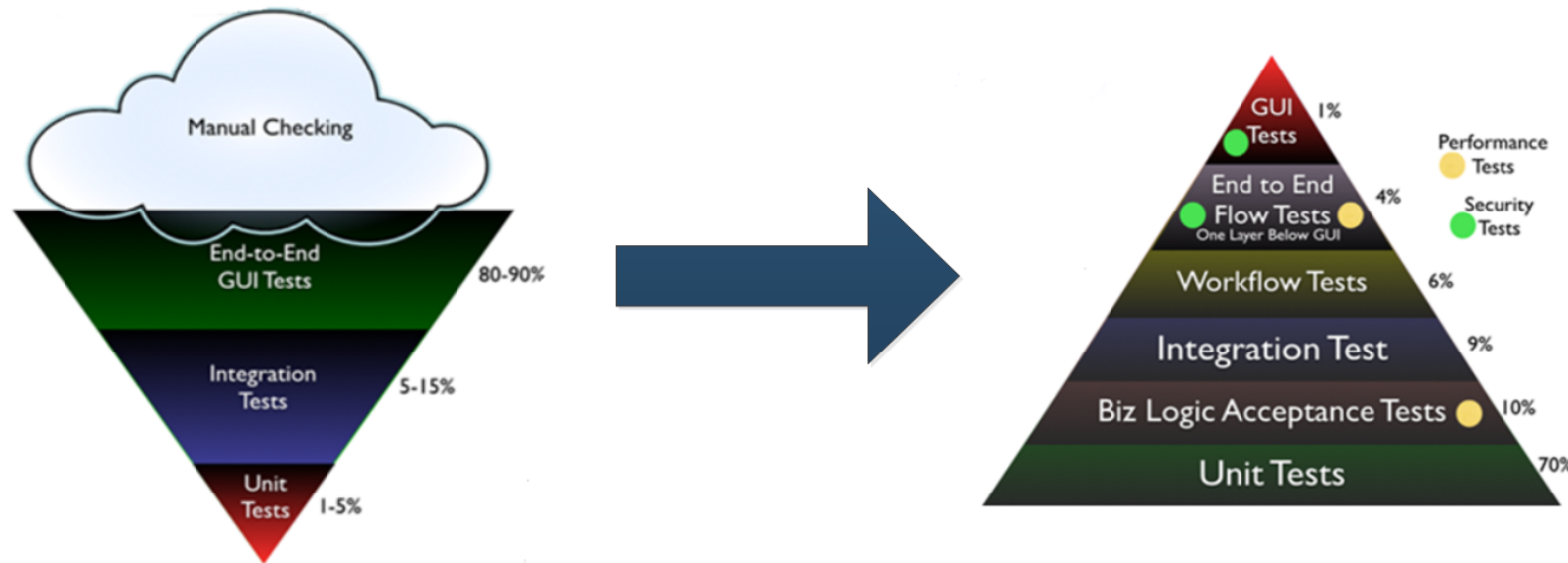
AutoZone – Our Basics

- USA's largest retailer of aftermarket parts and accessories
- Headquartered in Memphis, Tennessee USA
- 5,500 + stores in USA, Mexico, Puerto Rico, and Brazil
- Founded in 1979 as Auto Shack
- Founder: J.R. "Pitt" Hyde, III
- Renamed AutoZone in 1987
- Publically traded on NYSE since 1991 (AZO)
- Fortune 500 company since 1999
- Bill Rhodes, Chairman, President and CEO, Customer Satisfaction



QA Strategy Shift

HP Tools and New Architecture



- High Resource Cost
- Manually Intensive Testing
- Hard to Maintain

HP Tools and New
Architecture

- Lower Resource Cost
- Repeatable Automated Testing
- Shorter Cycles
- Better Quality



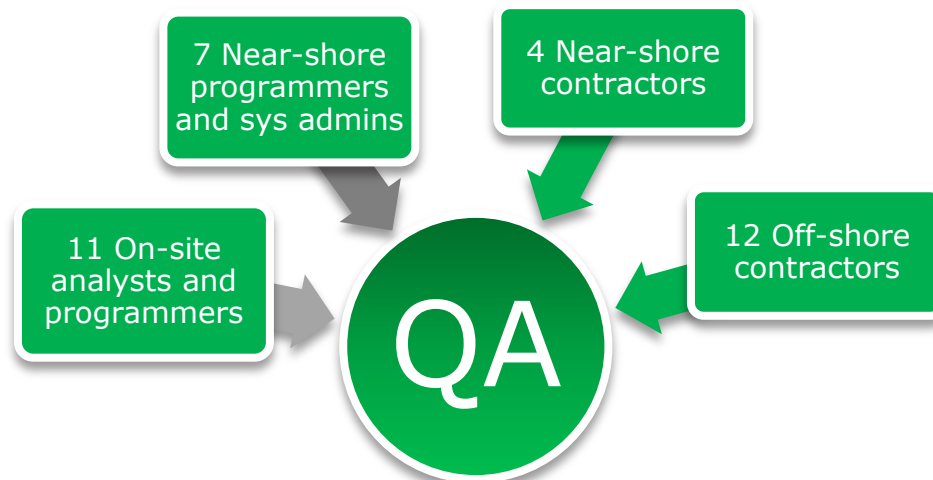
Combined IT QA Teams



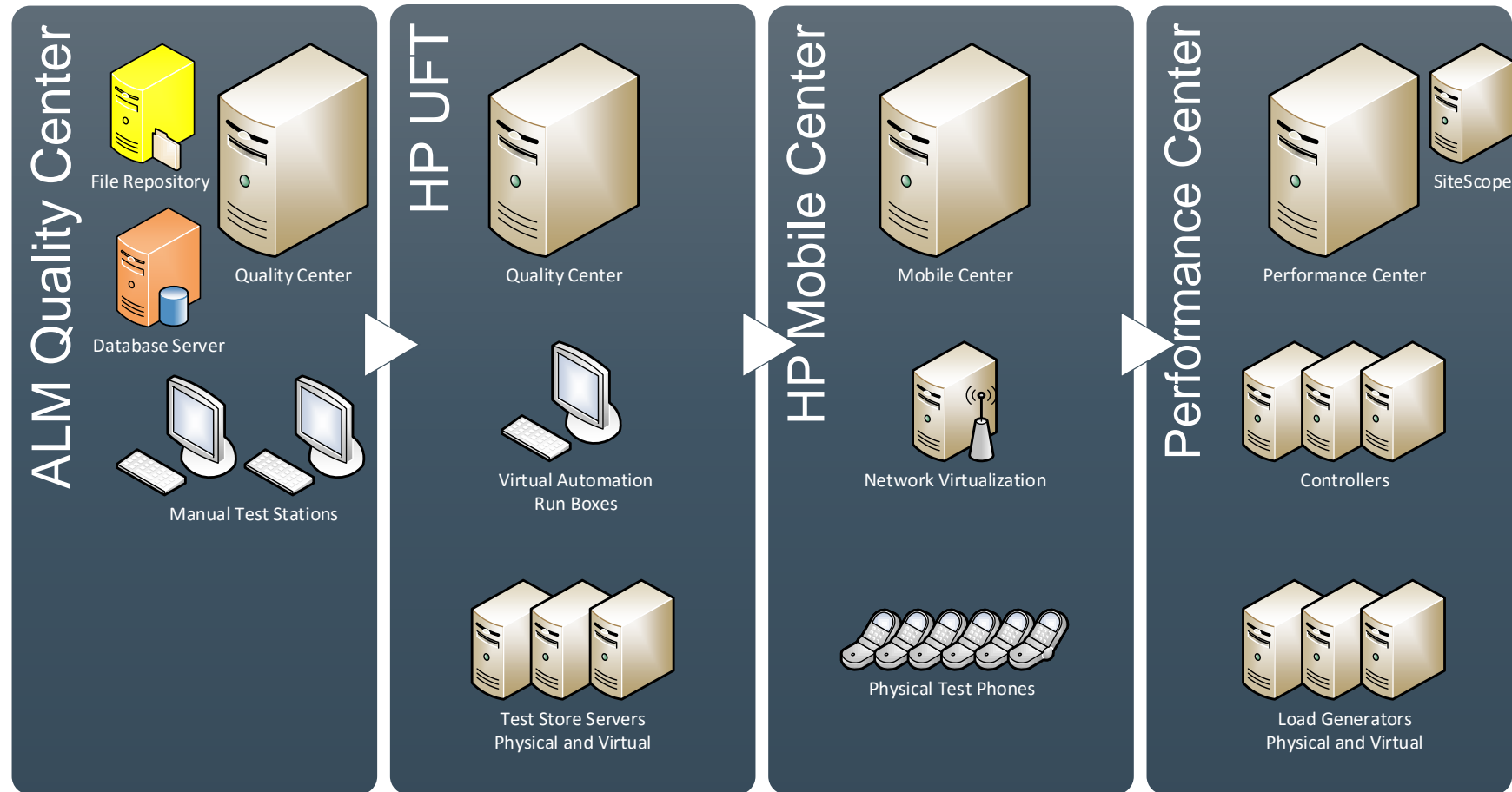
600+ Automated Scripts in
first year of HP Tools

Test Case Ratio Per Release =
20%/80% Automated to Manual

Average 80 FTE hours
saved per product
release



AutoZone's HP QA Infrastructure



AutoZone Mobile Needs

A way to remotely test our mobile apps on physical devices

Easier way to keep track of defects on our mobile apps

A solution that integrates with HP ALM

Functional test automation

Metrics and reporting

Automated deployment of our apps to multiple devices



HPMC Benefits for AutoZone

Enables manual testing of our mobile apps remotely on physical devices

Write-once, run everywhere technology prevents re-work (Same Device Family)

Allows performance testing of the mobile apps

Perform network testing of our mobile apps with the use of HP Network Virtualization

ALM Integration for defect tracking and full traceability

Reporting metrics and monitoring

100 Automated Mobile Test Cases



Next Steps



Full Continuous Integration Environment



Windows Mobile Support



Device Emulators



Sensor Virtualization



Selenium



Cross-OS Scripting

Continual Mobile Testing Challenges and Thoughts



Recommended practice on how to focus or narrow scope of Device Testing



Test strategies or approaches for multiple code baselines



Test strategies or approaches for true mobile apps vs centralized apps accessed via mobile devices



Best practice recommendations on mobile performance test metrics



Best practice recommendations on mobile security testing



Continual Device Evolution



- 1- Test on Genymotion emulator
- 2- Shift mobile analytics left
- 3- Get free security scans

Dec 2015 Gartner Magic Quadrant for Software Test Automation

Hewlett Packard
Enterprise
is recognized as the
highest ranked leader.



Questions & Answers

www.themobileanalyticsplaybook.com

mobilecenter.hpe.com

Thank you

- Complete the short survey and opt-in for more information from Hewlett Packard Enterprise and Genymobile.

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