The Kobiton Platform

Drive more revenue with a great mobile experience

Let's face it: Mobile-first is difficult

With the market for mobile growing at the pace it is, the ability to deliver a great mobile experience to your customers is crucial. After all, research shows that users are much more likely to abandon a mobile application due to a poor customer experience than they are with a desktop or web application.

As a result, businesses are taking a "mobile-first" approach in order to deliver mobile applications and websites at both the quality their customer base expects and the speed at which a rapidly-expanding market demands. However, the developers and automation engineers tasked with such responsibilities hit major roadblocks when building and testing their applications—and these roadblocks have serious implications for the business.

Challenges	Implications for the business
INFRASTRUCTURE CHAOS Teams struggle to "cloudify" real devices and then manage them at scale.	Managing on-site resources stifles growth, costing more time and money than cloud based solutions. Remote teams also can't collaborate effectively.
DEVICE FRAGMENTATION Applications have to work at high quality for upwards of thousands of devices running different operating systems and form factors.	Defects leak into the hands of users for a poor customer experience that results in app abandonment and lost revenue.
DIFFICULT AUTOMATION With no HTML equivalent for mobile, test automation for mobile hasn't kept up—requiring heavy maintenance and reliance on manual testing.	Slow delivery of customer value means loss of market share to higher-performing competitors.

Enter Kobiton

Your mobile experience platform

Mobile-first is hard. So, we built Kobiton. We take a forward-looking approach to mobile experience and provide the solutions that are going to make your executives happy you chose us.

Deploy for the future

Get to the cloud faster with Kobiton's flexible cloud deployment capabilities.

Improve customer experience

Declare a war on app abandonment with high-quality, beautiful applications that your customers will recommend to everyone they know.

Go crazy fast

Modernize your mobile strategy and accelerate app delivery with mobile test automation that actually works.

How we do it
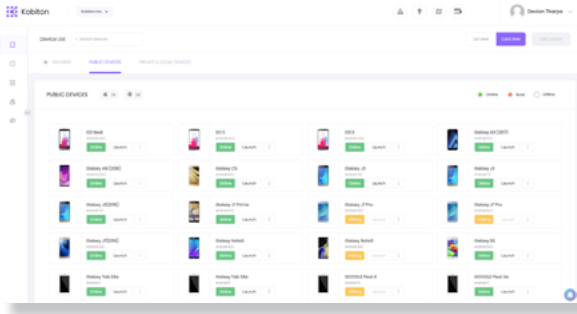
Kobiton's secret sauce

Want to know how we do it? Well, we can't fit every feature in here. That might take a long time and look like a list of 75 Kobiton features (if you'd like to read that, we do have one—definitely check it out), but here are just a few highlights:

Real devices only

Test on the devices that your customers actually use—and nobody requests an Uber on an emulator.

Only real devices allow you to test for variables such as touch screen gestures, battery issues, connectivity, and other real-time data such as GPS.
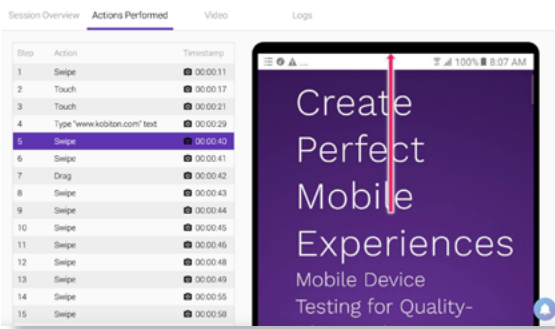
Cloud-ify everything

Access real devices in the Kobiton public cloud, reserve private cloud devices just for you, and "cloudify" your own local devices. This means that all of your real devices are quickly and easily accessible to your entire team—no matter where they are—while remaining private and secure.

Device Lab Management: manage your devices at scale

Say goodbye to device chaos. With Kobiton DLM, centrally manage and administer all of your real iOS and Android devices—all from a single console that's cloud-based and future-ready. And, if you've already made an investment in a local lab, no problem. We'll get that cloud-ified quickly—with no extensive hardware needed.
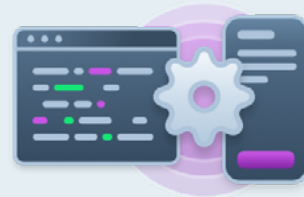
Root cause analysis

Whether you run manual or automated tests, rest assured that you'll have insight into the root causes behind anything that goes wrong with detailed logs, full video, screenshots, and more.

Kobiton Scriptless Automation

There isn't a vendor out there that enables true, scriptless test automation for mobile—except for Kobiton.
Our NOVA AI engine captures one manual process, and generates an automated test script that you can instantly execute across your library of real iOS and Android devices. And yes--that all happens in the background without any added effort on your part.

AI-enhanced script-based automation

Beyond scriptless automation, you can also inject NOVA's baked-in assertions and flexibility into your existing Appium scripts for true AI-enhanced Appium.

Open Appium Export

Turn your scriptless test into an Appium script. Your Kobiton AI generates 100% open standard Appium code. This means you can take that script and export it for customization, integrate it into your DevOps process, or even sell it—no questions asked. After all, it's your code. Use it how you want.

Openness: Bring your own Device Lab Management (BYODLM)

You can run your NOVA-driven scriptless automation across real devices hosted in other device farms—making Kobiton the "AI-layer-on-top" that every mobile-first team needs.

Session Explorer

Ditch the old, time consuming "screenshot after screenshot" process when trying to debug your application. Whether you run a manual or automated test, use Kobiton's Session Explorer to pinpoint exactly where the application starts to fail, and easily share those points of failure with our deep links.
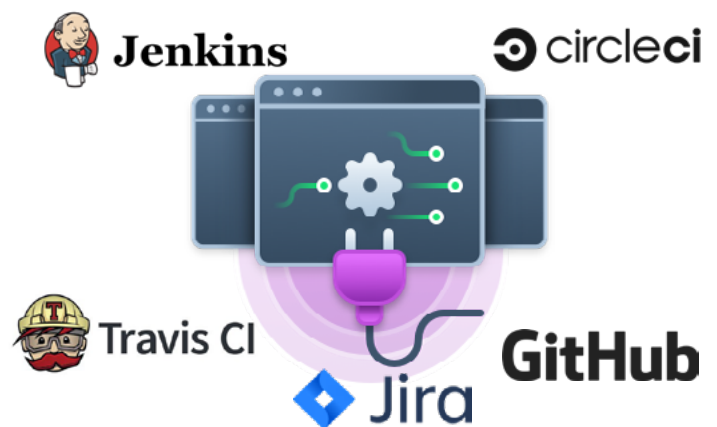
Full tech support

We believe in playing well in the ecosystem and see no need to lock you into proprietary scripts. With Kobiton, use the technologies you already know and love—whether that be Appium, XCUI, Espresso, and/or our scriptless automation driven by the NOVA AI engine.

Rich Agile and DevOps integrations

Keep teams and tools talking along the CI/CD pipeline with Kobiton's robust integrations with Agile and DevOps tools like Jenkins, Travis CI, Jira, Katalon, and more.

More than just technology

Taking a people-first approach

We put our customers at the forefront of everything we do. Whether it be our always-on support or our dedicated customer success services, our top priority is to help our customer get the most out of the Kobiton Platform along with resolving any issues in a timely and effective manner.

"It doesn't matter how good your tool is if the documentation is bad, or if you have a problem and you can't get help with it. So not only can I reach out to Kobiton for help on devices, but I can reach out for help on automation I need to learn how to do. I know I can rely on Kobiton to give me really efficient and good support when I have questions."

-Jessica Ogden, Developer, Q2

But don't just ask us.
Our customers love Kobiton.

"We wanted a company that would partner with us that had a good understanding of where we are now and where we are trying to get to in our mobile journey. We selected Kobiton because of the customer service experience."

-Jan Acosta, Senior Manager of Quality Enablement, Q2

"The thing I like most about the Kobiton platform is the ease of use. It's been abso-lutely fantastic to be able to just log in, grab a device, be able to have access to all of the logs, all of the recording, and everything."

- Mason Dula, QA Engineer, GreenSky

"We are able to run long-running automation suites—12 hour runs every night. That's a very difficult thing to do on physical devices here in-house, because somebody has to hook them up and nobody wants to be here for 12 hours. Without Kobiton, we wouldn't test as much as we do."

- Jan Acosta, Senior Manager of Quality Enablement, Q2

Interested in giving your mobile app a shot of awesome? *We are, too.*

Contact us today at **info@kobiton.com** or through our website at **www.kobiton.com** for more information on requesting a demo or free trial.

Kobiton