



## Case Study

SmartViser

# DEVICE MANUFACTURER

## In-depth Device Testing before new Product Launch

**WIKO**

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### Introduction

This case study is based on a requirement from the Device Validation division of WIKO, the Original Equipment Manufacturer (OEM) company. They needed to perform an in-depth device testing and to measure consistency of a number of different KPIs.

### Challenges

The main challenges that led WIKO to evaluate and ultimately select SmartViser's solution were:

- Reduce the time to market by optimising the technical launching process of their new smartphone
- Improve global product quality as part of their business is moving from direct Retail market to Telecom Operator market
- Ensure repeatability and consistency of testing

### ABOUT WIKO

The Global mobile brand is part of Tinno Mobile Technology Corp. The company was founded in 2011 in Marseille in the South of France. Today, it operates in over 30 countries around the world and has entered the TOP 4 smartphone brands in Western Europe.



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### Solutions

ViserDevice Licenses are giving access to an APK installed on the Device Under Test (DUT). This enables the team to automate the execution of the user actions and to monitor KPIs.

The testing set up fully automates the following:

- Battery life and power consumption measurement
- Sanity testing for each new software delivery
- KPI performance evaluation based on fluidity and reactivity
- Comparison with competitors
- Field Test in all major countries before commercial launch
- MTBF (Mean Time Before Failure) check to assure the best quality during the product lifecycle

**Key features & Benefits identified by our customer when operating our solution:**

- Testing software running 24/7
- Multiple devices testing in parallel
- Oriented to deliver the best user experience
- Trustable evidence for all teams within the company

### Results

Within this context, SmartViser has helped the company achieve the following results:

- No more regression in Battery Life management
- Reduction of general test time and up to -90% for LTE testing
- Optimisation of the device performance and stability
- Guarantee of an identical test process on any brand and model

**“The SmartViser tool is constantly running during the product development process and is automatically performing extreme tests. Call, chats, social networks, gaming, multitasking, camera, etc ...  
Our smartphones live through the worst nightmares.”**

For more information on our products, please contact your local SmartViser office or send us an email [contact@smartviser.com](mailto:contact@smartviser.com)