

Pelephone

Pelephone automates application testing to speed the release lifecycle with Micro Focus® UFT Mobile.

Overview

Pelephone is an Israeli-based telecommunications company, founded in 1986 as a joint venture between Motorola and Tadiran though today it is fully owned by Bezeq. It was the first company to offer mobile phone services in Israel. Due to this, the brand-name "Pelephone" became the ubiquitous term for mobile phones in Israel. The company currently employs about 4,500 employees, and has over two million active customers.

Challenge

Applications are the lifeblood of the mobile telecommunications industry. Like all service providers, Pelephone Communications Ltd. seeks to provide a rich, secure and rewarding cellular experience to customers. Modern

competitive businesses like Pelephone therefore enhance the end-user experience by delivering high-performance applications in an increasingly productive environment driven by automation. Consequently, constant testing, to deliver high-quality mobile applications across multiple devices and operating systems, is essential.

The company currently offers subscribers nine sophisticated applications including music, storage, billing and navigation software. Pelephone traditionally tested applications manually and individually before uploading results into Micro Focus Quality Center. This process proved time-consuming and to meet tight release deadlines the business needed a smarter way of working.

"Our primary objective is to reduce testing times during the application development process, accelerate the release lifecycle and speed time-to-market," explains Meirav Levi, mobile application manager, Pelephone. "Increasing the level of automated testing is therefore paramount and we're aiming to automate all testing within one year.

Solution

Following the successful deployment of Micro Focus LoadRunner Professional software a few years earlier and the IT department's



At a Glance

- **Industry**
Telecommunications
- **Location**
Israel
- **Challenge**
Reduce mobile application testing times, accelerate the release lifecycle and speed time-to-market through automation.
- **Products and Services**
UFT Mobile
- **Results**
 - + Reduced application testing times by 91.6 percent enhancing workplace productivity
 - + Accelerated the application release lifecycle by 66.6 percent speeding time-to-market
 - + Delivered more testing over multiple devices and operating systems
 - + Monitored mobile applications in-the-field, generating real-time analytical data

"We chose UFT Mobile to test mobile application functionality and performance because the software only produces a single script per operating system and integrates fully with our current solutions."

MEIRAV LEVI

Mobile Application Manager
Pelephone

“After partly automating testing for one mobile application, we’re conducting more tests across more devices and testing times have fallen 91.6 percent from three hours to 15 minutes.”

ZAH SHVIRO
QA Automatic Tester
Pelephone

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familiarity with Quality Center and UFT One, Pelephone started discussions with Micro Focus to find a way of increasing the level of automated testing.

“We chose UFT Mobile to test mobile application functionality and performance because it leverages the power of our existing solutions. It also produces a single script per operating system making it easy to manage.”

The UFT Mobile platform, embraces all parts of the application testing lifecycle including manual, functional, performance and network testing. The solution allows Pelephone’s testers to manage any mobile device throughout the release lifecycle and assess the user experience before issues affect the customer. UFT Mobile delivers a single solution to address all their mobile application testing needs in real-world scenarios.

“The product supports our move from manual to automated application testing while minimizing any risk to software quality and accelerating the release lifecycle,” adds Zahi Shviro, QA automatic tester, Pelephone.

Results

Following the deployment of UFT Mobile software, Pelephone’s 10-strong testing team comprises eight IT staff conducting manual testing on the applications yet to be automated

and two people exclusively dedicated to the automated testing of myPelephone. During the testing process, personnel typically conduct some 2,000 test cases.

“After partly automating testing for one mobile application, we’re conducting more tests across more devices and testing times have fallen from three hours to 15 minutes. That’s a fall of 91.6 percent,” says Zahi.

Pelephone has also noted that increased testing boosts software quality while automation accelerates the release lifecycle and time-to-market. “We’re now turning round the semi-automated mobile application releases in one day rather than three previously. That’s 66.66 percent faster,” reveals Levi.

Automation has also driven increased productivity and cost efficiencies in the workplace. Testers spend less time on laborious manual processes and use their time for other important IT duties. They also monitor mobile applications in-the-field and use analytical data to identify performance improvements, enhancing the end-user experience.

“As we continue to automate the testing of other mobile applications, we’ll reap more and more of these important benefits as we continually strive to deliver better services to our customer,” concludes Levi.