

Unprecedented visibility into digital user experience



What if you could be absolutely certain you're delivering the best possible mobile, web, audio, and video experiences for your users?

Business Challenges & Opportunities

There are many hurdles to delivering flawless digital experiences—that are seamless, personalized, and immersive—to engage, attract, and retain customers in global markets. Conventional tools of application development frequently fall short of delivering the velocity and scale across multiple delivery channels and touchpoints required for success in the experience economy.

Combining cloud-hosted and on-prem global device infrastructure, test automation, and ML-driven performance and quality of experience analytics for mobile, web, audio, and video, HeadSpin empowers app teams to assure optimal digital experiences throughout the development lifecycle while:

- **Multiplying** new revenue streams
- **Increasing** customer satisfaction
- **Expanding** business agility and delivering innovative offerings
- **Lowering** costs of operations and demonstrating ROI

Solution & Benefits

With **HeadSpin's Digital Experience AI Platform** your product managers, SREs, developers, QA/release engineers, and support professionals can collaborate seamlessly to

- **Accelerate development cycles** with intelligent automation in test and production
- **Optimize digital performance** across applications, devices, and networks
- **Automatically surface insights** with practical, context-aware AI and analytics

HeadSpin customers have seen the following outcomes:

68% ↓

Fewer hours spent on QA for new releases

90% ↓

Reduction in number of production issues

30% ↑

Faster development cycles

60% ↑

Faster in-app load times

Unique Differentiators

- **Deploy anywhere** with HeadSpin's purpose-built **patented appliance** that is secure and portable (for on-premises, cloud-hosted or hybrid deployment)
- **Real SIM-enabled devices**, real locations, real networks (not emulators or simulations)
- **Hosted on-demand infrastructure** deployed globally in 70+ countries/100+ locations
- Numerous **browsers** and **device** types supported, incl. phones, tablets and OTT media
- **Native Appium/Selenium** support—no script modifications or vendor lock-in
- **Major contributor** to open-source Appium testing framework
- **Code, API, and packet** visibility for end-to-end **critical user journey** analysis
- **Computer vision-based KPIs** for measuring digital experience & **audio/video QoE**
- AI-powered **actionable insights** into mobile and web application performance
- Reference-free **video MOS** and **spinner detection** based on supervised learning ML models
- **No SDK** or code instrumentation required

How the HeadSpin Digital Experience AI Platform works



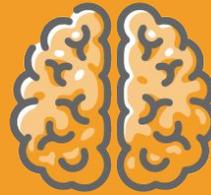
Global Device Infrastructure

Allows end-to-end testing & monitoring with **real devices** in hundreds of locations on **real carrier** and WiFi networks **around the globe**. No SDK required.



Test Automation & APIs

Integrates seamlessly into **CI/CD workflows** enabling functional and performance testing **pre and post release**. Support for all testing frameworks.



Performance, QoE & Machine Learning

Automatically surfaces issues and points to underlying **root causes** across **all layers** of the stack—from quantifying audio/video QoE to code and packet visibility.



Insights-to-Actions

Delivers **regression and aggregation** insights throughout the **digital experience lifecycle**, from planning and development to troubleshoot and operations. Trending, alerts, and analytics.