Lionbridge

Global Mobility Testing

Emergence of the Mobile Wallet Puts Focus on Payment Systems

Consumer confidence in online and mobile transactions has been rising steadily. All across the world, more consumers are using mobile devices to purchase a wide range of goods and services, from clothing, electronics and household appliances, to books, tickets and personal care products. Business-to-consumer e-commerce sales grew to $1 trillion in 2012 alone and it is expected that nearly half a billion customers will use mobile devices to shop by 2016. In Europe, the mobile retail audience grew by 43% from 2012 to 2013. One in seven European smartphone users complete at least one retail transaction on their mobile phone in a single month.

In light of this, there is increasing pressure for payment systems, mobile applications and services to work properly in local markets. End-user tolerance for glitches is low. They spoil the consumer experience, negatively affect sales and tarnish a business' reputation.

Mobile Retail Activity Amongst Smartphone Owners*

	Target Audience (000)	% of Smartphone Audience
Total Smartphone Audience: 13+ yrs old	155, 772	100.0%
Purchased goods or services	22,765	14.6%
Type of goods or services purchased		
Clothing or accessories	8,411	5.4%
Consumer electronics / household appliances	5,957	3.8%
Books (excluding e-books)	5,861	3.8%
Tickets	5,352	3.4%
Personal care/hygiene products	4,118	2.6%

3 Month Average Ending August 2013
Total EU5 (DE, ES, FR, IT and UK) Smartphone Audience, Age 13+
Source: comScore MobiLens

So, how can you be certain that your product or service will work as intended regardless of the market or delivery platform where it is available?

While an interconnected world has brought buyers and sellers closer together, it also requires a business to deliver the right product or service, in the right way, to local markets. The proliferation of devices such as smartphones, tablets and consoles worldwide, coupled with high-speed Internet access for millions of end-users, leaves little margin for error. Products and services are at once more visible — and vulnerable — than ever before.

This paper examines in-country testing, an economically cost-effective and highly efficient way to test products and services in local markets before and after they are released through our Global Mobility Testing solutions. Lionbridge offers comprehensive testing services that offload the burden from your testing teams. We have the expertise, local resources, scalability and flexibility to provide end-user feedback on your products and services as well as consistent QA when you need it. Working with Lionbridge, you can be sure that the end-user experience for a new product or service will be as seamless in New York as it is in Tokyo.

Globalization: One Size Doesn't Fit All

Enterprise businesses normally release products and services across 15-30 markets simultaneously. Traditionally, testing teams set up extensive lab simulations, work with non-core members on an ad-hoc basis or send corporate resources to local markets to test new solutions prior to launch. The results, however, are acknowledged to be inconsistent and expensive. That's because it is nearly impossible to re-create a true end-user experience in a lab. Consider payment systems. These systems vary widely by country, and testers need actual credit and debit cards with local addresses to ensure full functionality.

In addition, deploying staff to local markets has proven time-consuming. In most cases, these resources don't have the necessary local knowledge or access to local resources, such as country-specific credit/debit cards, identity cards or local addresses that are required to properly test the real in-market experience facing consumers.

As a result, businesses struggle not only with timeliness of delivery, but also facilitating a superb end-user experience locally. In-country testing has emerged as the ideal way to solve the logistical, security and financial issues brought on by global launches. One of the key advantages is that it allows a business to execute real-life scenarios that cannot be replicated easily in a lab environment. Testing gives a company accurate insight regarding the consumer experience with its mobile products and services.

## The Lionbridge Advantage: One Platform, Global Teams, Local Testing

Lionbridge provides a full-range of Global Mobility Testing services that gives customers access to a network of multilingual and multi-discipline resources in over 80 countries. The unique value of Lionbridge's service is that we manage both a global testing community and the end-to-end testing process. We source and qualify highly-skilled local mobility test engineers to conduct actual transactions in live environments.

Platforms

- Android
- Windows 8
- iPhone
- Mobile

Enabling Solutions

- Online store purchases
- Product subscriptions & activation testing
- Validating ecommerce gateways
- Competitor analysis
- Benchmarking in-market products & services

Community Attributes

- Access to local credit cards across 60+ markets
- Commerce testing completed across 60+ markets
- Local credentials required to access and marry in-country services

The Lionbridge approach validates the end-user experience of software, hardware and online ecommerce services, including but not limited to the purchase of services or products. For example, you can validate that your customers can find, purchase and download music, books, content subscriptions or access online services through your applications on specified devices and platforms.

Local teams also have the knowledge and experience to address the variables that often create testing headaches, such as access to local network providers, local standards and regulations, language nuance and support for different operating platforms, browsers and a wide range of devices.

Not only can a business bypass the challenges and costs of simulating tests and managing local teams, but also it can gain a better understanding of how a product will (or will not) work in a local market. The business can address issues and defects in advance, guaranteeing a better user experience overall.
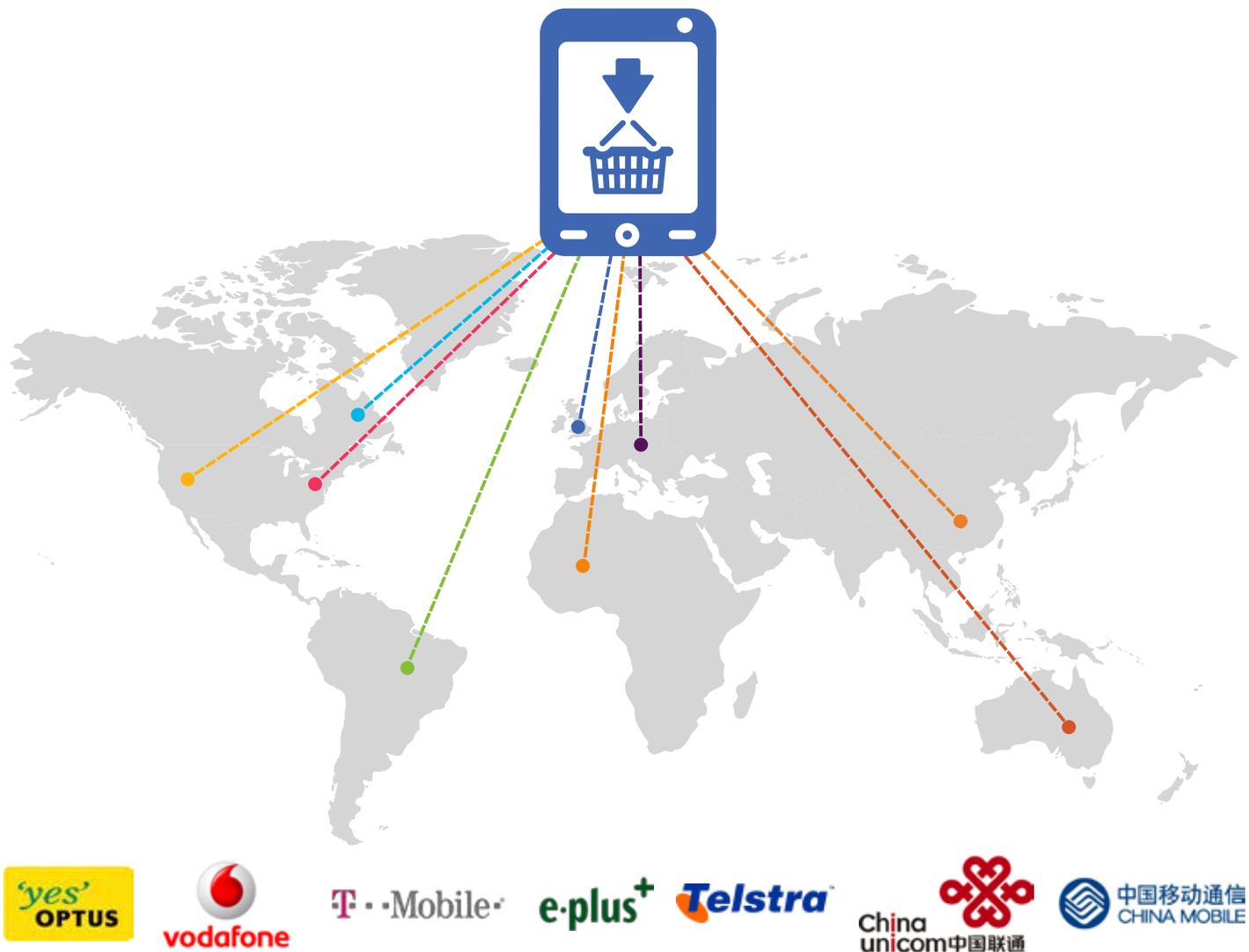
Advantages of Global Mobility Testing

Lower Costs – Global Mobility Testing eliminates the costs and hassles associated with deploying staff to a local market. Since Lionbridge has such broad market coverage, there aren't any infrastructure requirements that would add overhead. Project set up is minimal and there are few, if any, travel expenses.

Rapid Resourcing – On demand, flexible resources result in rapid start-up and delivery reducing the risk of resources sitting on the bench as seen with traditional lab-based models. Lionbridge's communications delivery platform allows customers to get the bi-lingual, in-market resources they need when they need them.

In-Market Quality – Lionbridge has built a global network of highly-skilled professional testers that have been carefully qualified and screened. Real-time community feedback enables faster testing and reviews. Global in-country product and service feedback allows a business to improve in-market consumer relevance.

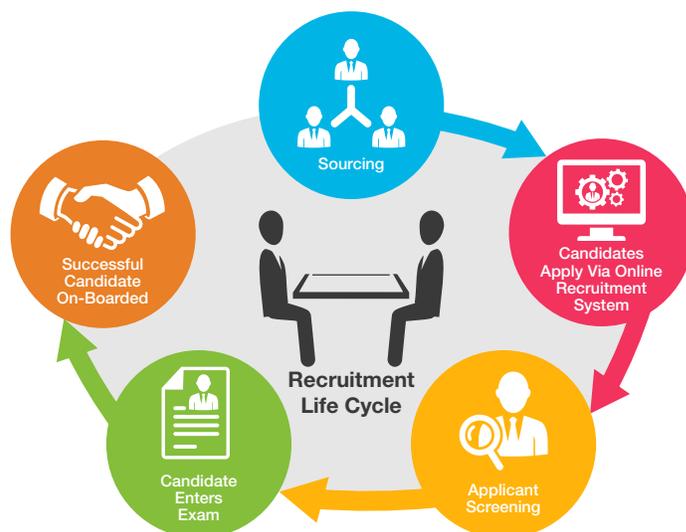## Local Networks Create a Global Footprint

Lionbridge's advantage lies in the quality of its tester network. All testing candidates are carefully screened, and are required to complete an online exam to verify their skill set.

Minimum requirements include:

+ Bi-lingual with English speaking mandatory
+ 1-2 years of experience testing across mobile, desktop and touch devices
+ Up-to-date testing hardware & high-speed broadband
+ Access to local credit/debit cards
+ Sign a non-disclosure agreement (NDA)

Lionbridge testers have experience with multiple test tools and executing test case scenarios. Testers are responsive, identify and report defects, and meet project deadlines consistently. Lionbridge monitors the performance of its resources continually to ensure that the highest standards are being met.

Throughout an engagement, Lionbridge works closely with its testers and the customer to guarantee tight coordination and cooperation on every aspect of the project. The teams use a communications platform delivered via SharePoint as the central point of management to define project requirements, provide project-specific updates, add tasks, as well as log bugs and defects.

Recruitment Life Cycle: Sourcing → Candidates Apply Via Online Recruitment System → Applicant Screening → Candidate Enters Exam → Successful Candidate On-Boarded

Case Scenario : Nokia

One of the keys to success in the entertainment services arena is a clear understanding of the end-user experience. Companies in this space know that a seamless experience, one that integrates content, features, and the device, is the hallmark of success. Anything less is considered a failure, magnified across a global set of users.

Nokia employs Lionbridge to test its entertainment services across a wide range of devices – PCs, smartphones, tablets – in more than 25 locales. Testers also validate Nokia payment systems using local credit cards and devices. Nokia can resolve issues before going live, and gain better insight as to how products and services are actually used in local territories. Lionbridge delivers consistent results for Nokia, handling rapid turnaround for projects, ranging from 24 hours to 2-4 weeks.

Lionbridge Global Mobility Testing Delivers Real Results from Real Testing Networks

In-country testing provides a powerful option in the development lifecycle by giving a business the ability to test its solution in a country or city prior to its release to that local audience. Working with Lionbridge, a business can identify problems before they arise, adhere to delivery deadlines, better understand the local end-user experience with a solution, gain insight for future offerings, and improve the overall quality of the products it delivers to market.

To learn more about Lionbridge Global Mobility Testing services, visit http://bit.ly/17goHIB

About Lionbridge

Lionbridge enables more than 800 world-leading brands to increase international market share, speed adoption of products and effectively engage their customers in local markets worldwide. For more information, visit www.lionbridge.com.