headspin

HeadSpin's flexible field deployment creates a feedback loop for 5G ultra wideband Wifi deployments of leading US Telco

THE CHALLENGE

To meet their goal of stable 5G connectivity with increased speed and reliability, this enterprise telecom required testing and QA support on the edge to ensure a successful 5G rollout. Understanding the end-user quality of the 5G experience was key. The provider looked for a solution that offered real-time testing and visibility into network quality of experience in apartments across the US

Relying on customer feedback after the rollout was one option, but there was the risk of potential customer dissatisfaction. Another option was continuous testing through field testers. To achieve continuous testing, the provider would need to hire number of field testers—an investment that is costly, time-consuming, and complicated to manage.

THE 5G ROLLOUT SOLUTION

The provider deployed the HeadSpin Appliance, a secure and portable enclosure with a wide variety of test devices, in apartment complexes in Houston, Chicago, and Dallas. This enables the team to see how their network performed in homes, under varying load conditions, and with different devices and consumption patterns. The data they gather allows them get a comprehensive understanding of the the debugging and resolution required from their end to fix or ensure a better experience.

With HeadSpin, the provider's 5G team is able to proactively address potential customer issues and achieve a constant feedback loop that wouldn't be possible with field testing teams. HeadSpin's edge solutions and data science capabilities has been immensely helpful in advancing the provider's development and engineering efforts to ensure a successful 5G rollout.

CHALLENGES WITH CONSUMER WIRELESS

The enterprise telecom provider's consumer and retail applications required testing to ensure seamless in-store and in-app user experience and compatibility across device models and operating systems. Due to the plethora of devices, device models, OS versions, and browsers used among their wide consumer base, testing their applications was no easy task.

THE EFFECTIVE TESTING SOLUTION

With devices deployed across their organization, some of which were procured from their retail stores, the provider's globally-distributed development and testing teams collaboratively run functional and performance tests of their in-store and mobile apps on HeadSpin's platform from anywhere in the world.

THE RESULTS

- Able to profile services to the edge and collect data on the edge
- Gain real-time visibility into network performance
- Receives real user experience data and analytics
- Can proactively address potential customer issues
- Access test devices from around the world
- Achieve increased security, including pin codes and MDMs
- Reduce time-to-market and costs

Key Use Cases

- Testing quality of experience for the end user
- App and device compatibility testing
- Competitor benchmarking

About the Client

This enterprise telecom provider is one of the world's leading providers of technology and communications services.

The company fulfills the customers' requirement for stable connectivity through its voice, data and video services.

About HeadSpin

HeadSpin's core product focuses on data-driven testing and iteration to perfect the end user experience combining a global device infrastructure, test automation, and ML-driven performance and quality of experience analytics.

"HeadSpin's PBox has helped us get comprehensive insights from the tests we run and this has helped us provide enterprise level service."

Learn more at **headspin.io**