

## CLIENT PROFILE AND BACKGROUND

The VisionMine client in this case study is a global bank with more than \$80B in assets under its control. The bank has locations in Europe, North America, and Australia. Each location operates with different architectures and system platforms. This included the North American bank moving to an on-line platform with no physical branches that required very sophisticated client applications and innovative approaches to security, client identification, and firewalls.

Over time, North America frequently came up with innovative solutions. Corporate executives in Europe noted the speed with which they were able to innovate and a delegation was sent to learn more. It was discovered that part of the innovation success originated from pilot initiatives with early startup companies. These external innovations were frequently discovered through a relationship with VisionMine. It was agreed that a global six-month pilot with VisionMine would be stated. The goal was to create an internal global Open Innovation platform where all divisions could post challenges and collaborate on external and internal solutions. It also was designed to allow both internal and external solutions to be posted and archived for future reference.

VisionMine's Innovation Portal quickly succeeded in providing a relevant pipeline of external solutions that were accurately matched with challenges through the VisionMine web platform. Participation in the Innovation Portal quickly grew. The Innovation Portal provided each division with access to other divisional challenges and a structured screening process where innovation team members could publically rate and discuss internal as well as external solutions. In the initial 12 months of operation VisionMine privately screened over 7,000 innovation feeds against bank initiatives and internally posted challenges. The result was proof of concept tests and production release of eight innovation innovations during this period.

## BUSINESS CHALLENGE

As one of the leading direct banking systems in the world, the client's online presence was critical to its success. Most importantly, mobile emerged as one of their most important customer channels. In support of that and with the experience of their US on-line only division, the bank was one of the first to offer a mobile application. As more divisions added mobile applications, the number of mobile devices several complicating factors arose; the number of mobile devices that needed to be supported grew, and further complicating this was the requirement to test on different telco carriers in each geographic region. Testing became increasingly complex, expensive and time consuming. At the same time, the bank's customers demanded new functionality as competitors entered the market. In spite of this all thorough testing was a legal requirement and transition integrity for the mobile applications had to be assured.

A challenge was posted on VisionMine's Innovation Portal to

find a mobile testing platform that would speed up testing, reduce time and cost. The process also needed to provide a high integrity and repeatable process for automating test scripts across different devices, mobile operating systems and telco carriers. The challenge also required a way to provide a central testing environment for divisions to share test approaches and test results.

Three potential matches were identified and reviewed internally. All vendors were contacted and meetings were held to determine the various vendors' ability to meet the requirements. One vendor stood out as the clear leader, but they were a startup with a completely new approach to mobile testing and the complete platform was a significant capital expenditure. A single division was selected to complete a 3-month proof of concept. The pilot was performed using a limited version cloud architecture version that was quick to install and a low cost entry point.

## RESULTING SOLUTION

The solution performed well during the proof of concept trial. The creation of the initial automated test scripts was simple and easily replicated across devices and operating systems. An unexpected benefit was the ease with which the platform could be integrated into the existing development code control and release platform. Support from the vendor validated their commitment to the relationship and demonstrated their extensive expertise in mobile testing. Automated scripts were simultaneously run on multiple hardware platforms around the clock which greatly reduced test time. Detailed error reporting from these unattended scripts allowed developers to quickly identify application problems on specific mobile platforms. Application code updates and retesting of specific failures were able to be quickly and repeatability performed.

## FINAL OUTCOME

The proof of concept trial proved that the startup's innovative testing architecture worked. The automated test scripts greatly reduced test cycles while at the same time improving the overall quality and security of new releases. It was projected that the reduction in test hours required to complete a mobile test cycle would pay for the test platform in the first year of operation.

## ABOUT VISIONMINE

VisionMine matches your corporate business and technology challenges with startup innovations we discover. VisionMine is a subscription service that includes a global collaboration portal and surrounding services that enable you to:

- Obtain Early Access to New Ideas
- Incubate Global Innovation Teams
- Manage and Monitor Open Innovation

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