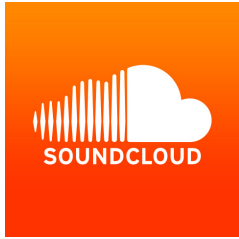


## Case Study

SoundCloud paves road to revenue with mobile testing



- Company size:** Growth-stage startup
- Company location:** Berlin, Germany & New York City, USA
- Testing type:** Functional & Usability
- App type:** Mobile (Android)

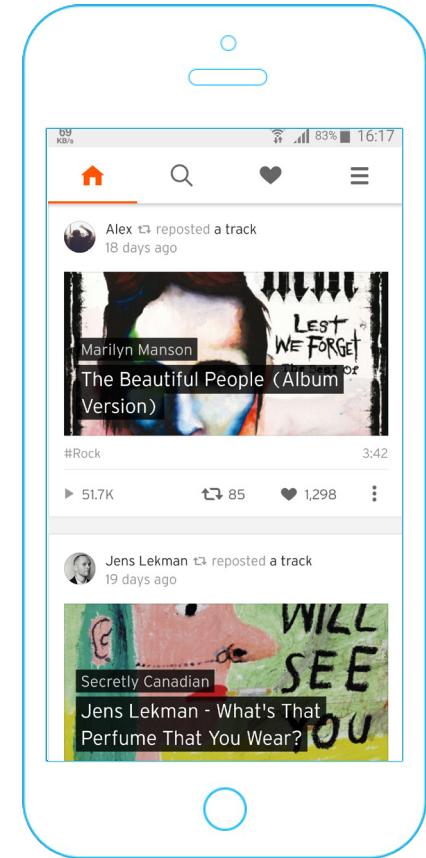
# About SoundCloud

SoundCloud is the world's largest music platform, with over 175 million users. Creators can record, upload and share sounds, while listeners use SoundCloud to discover and enjoy music from the most diverse creator community on earth. Since November 2009, iOS users have been able to use the SoundCloud app, while the first version of SoundCloud on Android became available in December 2010. In November 2015, the company released SoundCloud Pulse, a mobile app for creators.

## Web to Mobile to Monetization

SoundCloud had been focused on their website as the primary interface that creators and listeners use to interact with the platform. Though early to iOS and Android, mobile usage has accelerated in the last few years, making SoundCloud's mobile apps the first or predominant experience users have.

The key challenge SoundCloud faces is to provide a flawless listening experience for mobile users, wherever they are and whatever device they choose to use. This leads directly to a critical business goal: monetization of a service used by a huge and diverse group of users. Over the last year, SoundCloud has been exploring monetization options, including advertising formats through its Premier program for creators, as well as SoundCloud Go, a subscription model for listeners.



## QA in an Age of Rapid Releases

As focus within the company shifts from SoundCloud's web platform to mobile, so have engineering resources. This has led to increased demand for quality assurance. To meet this need, SoundCloud engineer manager

Dave Cameron evaluated testing solutions to refine their mobile apps and to keep up with the fast-paced development schedule involved in testing new business models. . SoundCloud’s mobile development team is on a rapid release cycle, with 42 updates on Android in 2016 alone. test IO’s charter is to provide a reliable and diverse group of human testers, giving SoundCloud’s engineers access to continuous testing to keep up with their continuous development. All the while, test IO is expanding device coverage and complementing SoundCloud’s internationalization strategy.

## Saving Time and Improving Quality

In SoundCloud’s first tests alone, over 100 testers in 22 countries tested on 144 distinct devices. They found over 150 bugs, 11 of which were critical. By catching these critical bugs, many of which wouldn’t have been exposed by internal testing, SoundCloud’s engineers were able to fix issues before they affected real users.

test IO’s around-the-clock availability makes it possible for SoundCloud’s New York team to initiate a test cycle with the day’s build. They can specify the number of testers, types of devices, OS versions, languages and geographic distribution, as well as testing conditions like mobile data access. By morning in Berlin, the engineers have the bug evaluations with everything they needed to start working that day.

Dave Cameron, engineering manager at SoundCloud said, “test IO’s testing resources have vastly improved our mobile development cycle. Whenever we release an app update, we have human testers make sure the changes work on scores of devices and OS versions. We don’t worry anymore about problems cropping up for users.”

## Ready for Revenue

SoundCloud was already releasing regularly, but with test IO’s on-demand QA testing, they’re now releasing with fewer bugs and better device compatibility. The rigorous testing cleared the way for SoundCloud’s new revenue models. With test IO’s release readiness, new features and ad formats succeed on their own merits, not because a certain version of Android causes problems in one corner of the world.

## About test IO

test IO gives software teams the confidence to move faster. With test IO, you can test continuously with professional human testers using real devices. No more QA bottlenecks at the end of your sprints. No more poor reviews on the app store because of bugs on devices you didn’t test. No more “product prevention.” Now your team is fast and flexible.

Using test IO’s cloud-based platform, you can set up tests in just minutes. We dynamically allocate professional testers when you need them, guaranteeing coverage across all the devices, regions, and languages you require.



## Speed Up Iteration

Unblock the QA bottleneck with an army of graded testers, and allow for faster deployment by letting developers focus on development.



## Test On Real Devices

Make sure your software works under real-world conditions. Check apps and websites on a vast variety of everyday devices, 24/7.



## Discover Critical Bugs

Let our professional human testers find bugs no automated test would find.

# test IO

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