headspin
Digital Experience AI Platform

Ensuring Digital Success in the Experience Economy

Digital experiences have replaced traditional products and services. A new approach is needed for maximizing agility and performance.

Business Challenges & Opportunities

Amid the growing pace of digital transformation and an increasingly online user base, to stay competitive, the modern enterprise must deliver exceptional digital experiences ubiquitously across numerous delivery platforms, services, and markets. Technology leaders are challenged with providing seamless, personalized, and immersive experiences to engage, attract, and retain digital customers across new avenues of sales while

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

However, conventional tools of application development fall short of delivering the velocity and scale required for success in the experience economy.

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

About HeadSpin: Founded in 2015 and headquartered in Palo Alto, HeadSpin is backed by top-tier investors, including ICONIQ Capital, Google, Nexus, Telstra Ventures, Ericsson and others.

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Digital Experience AI Platform

Unified

End-to-End Testing

Say goodbye to writing multiple test scripts for functional, performance, and load tests across applications, devices, and networks.
- Developer-friendly APIs
- Real devices/real world conditions
- Ability to run multiple tests in parallel

Performance Optimization

Get complete visibility into digital experience to proactively identify and resolve performance and functional issues faster.
- In-depth root cause analysis
- AI-based actionable insights
- Intelligent alerting

Experience Analytics

Compare time-correlated digital experience KPIs across apps, networks, devices, locations, and delivery channels.
- Unique QoE metrics
- Customizable dashboards
- APIs for data import & export

Comprehensive

Any Application

From mobile apps to web-based and cloud applications, your customers and end users expect flawless functionality and performance across all delivery channels.

Any Device

From handsets to desktops to set tops, device usage is more diverse than ever, and understanding performance and compatibility at the device level is crucial.

Any Network

From wireless carrier to WiFi to wireline, digital experiences need to be proactively optimized for real-world network conditions anywhere in the world.

Open

Interface

Seamlessly integrate into CI/CD and SDLC processes. Automate build-upon-build regression testing. Easily debug apps with native integrations to IDEs and test platforms.

Deployment

Securely run tests on a wide variety of devices with HeadSpin's portable appliance. Deploy anywhere: whether on-prem, cloud-hosted, or hybrid, on-demand or on-the-go.

Accessibility

Remotely access and control applications running on real devices anywhere in the world from your desktop or mobile phone—no SDK or local team support required.

Global Device Infrastructure

Thousands of devices and end points in more than 70 countries and more than 100 locations around the world to test, monitor, and analyze your digital systems.

Automation, AI, and Analytics

Continuously and automatically test and monitor your applications, devices, and networks to proactively surface issues before your users and customers do.

Enterprise Open Source

Secure, stable, scalable APIs provide unmodified open source functionality with no vendor lock-in and flexible deployment.

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 **thousands of 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 troubleticketing and operations. Trending, alerts, and analytics.

A few of our customers

ebay   zynga   twilio   CrazyLabs   tinder   MTN