headspin

Data-driven testing and analytics for optimal experiences at the edge

HeadSpin helps Telcos and other large enterprises analyze and improve the user experience of their digital products through its global device infrastructure, on the edge end-to-end testing, and ML-driven performance and quality of experience analytics.

Business Challenges & Opportunities

Perfecting experience can get very complex due to infrastructure fragmentation and 3rd-part dependency — from varying operating systems and device locations to network traffic and content delivery.

Combining cloud-hosted and on-prem global device infrastructure, end-to-end testing, and ML-driven performance and quality of experience analytics, HeadSpin enables collaboration among global teams to:

- **Accelerate** release cycles
- **Increasing** customer satisfaction
- **Expanding** business agility and delivering innovative offerings
- **Lowering** costs of operations and demonstrating ROI

Solution & Benefits

HeadSpin currently works alongside a number of global telco and media organizations today to:

- Monitor and improve 5G user experience
- Improve streaming experience for OTT apps
- Test and optimize data, voice, and messaging services
- Assess and validate device compatibility
- Offer regression insights for accelerated development
- Deploy software at the edge

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

T·Mobile   zynga   twilio   KDDI   wipro   novibet   MTN

What makes HeadSpin unique?

- 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

A Unique Data Science-Led Platform Focused on Digital Experience

Poor application performance leads to lower customer satisfaction and brand dilution.
It is essential to thoroughly perform regression testing of mobile and browser apps to detect and resolve performance, functionality, and localization issues on a proactive basis rather than doing so post release.

Global Device Infrastructure

Allows end-to-end testing & monitoring with **real devices** in hundreds of locations on **real carrier** and WiFi networks **around the globe**. Flexible deployment options. 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 functional and performance data, and **regression and aggregation** insights, from planning and development to trouble-ticketing and operations. Trending, alerts, and analytics.