



O'REILLY®

Velocity

Web Performance
and Operations

CONFERENCE

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velocityconf.com

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Mobile Application Performance Optimization with Appurify

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Mobile application development challenges

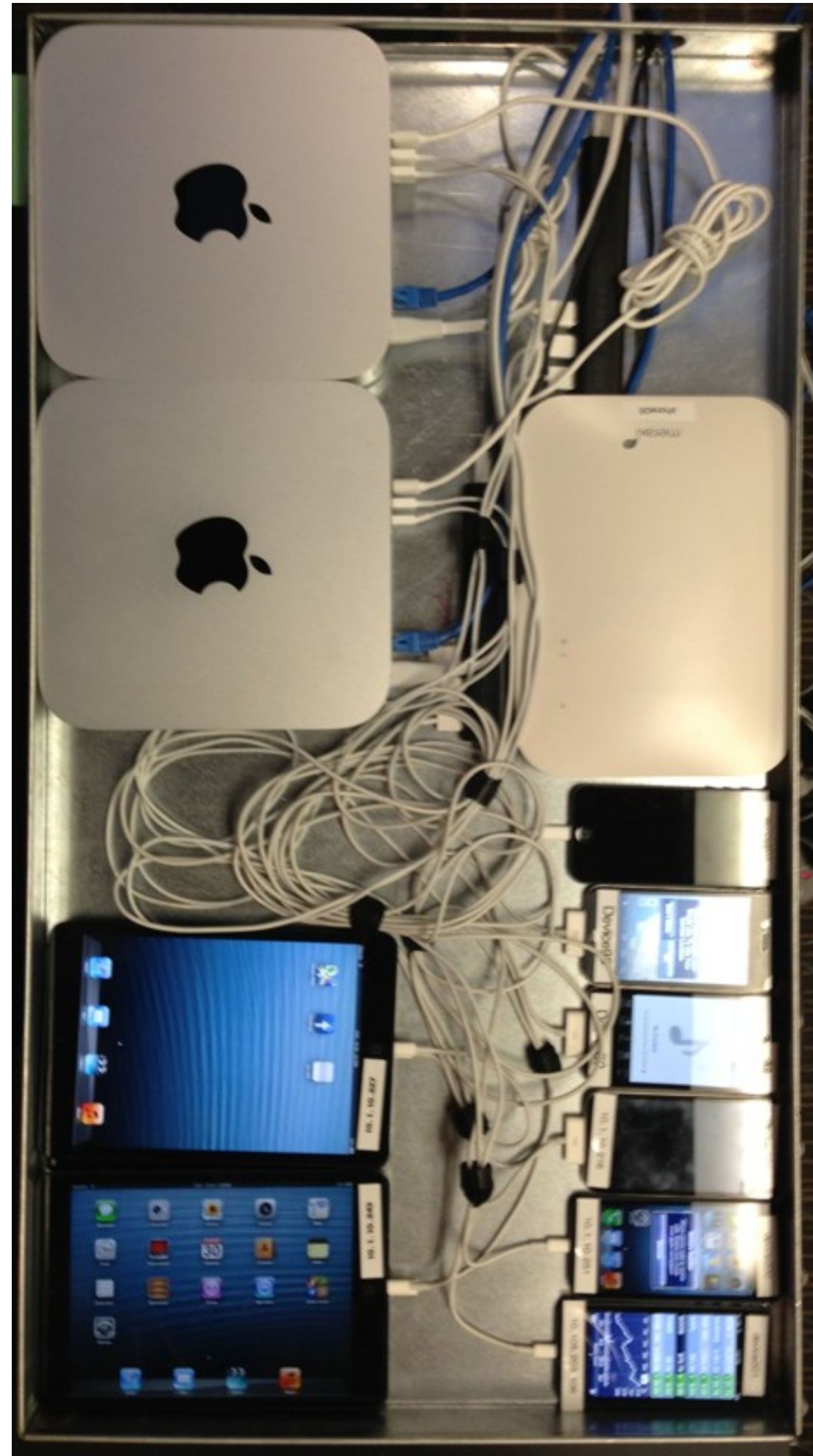
- Mobile Application Development is broken today
 - Lack of mobile specific debugging tools
 - Lack of performance optimization tools
 - Majority of optimization is manual - developers do not use continuous integration automated testing
- Results in inefficient launches, stability/network/laggy client issues
- Users find problems post launch, resulting in poor ratings, and lost revenue

Appurify has built a mobile continuous integration platform to address these issues

- Our platform supports optimization of all types of apps - HTML5, Native iOS and Android, Hybrid, Web Apps, and Browsers
- Most powerful run-time debugging tools for mobile
- Robust performance optimization tools
- Allows automated mobile testing on real devices under real user conditions, resulting in actionable outputs instantaneously

Launch bug-free, performance optimized apps and mobile web pages

We have built an API-accessible, scalable device farm – EC2 for mobile!



- Completely API accessible
- 1000s of mobile devices (iOS and Android)
- Private, dedicated, or shared device clouds
- Dynamic addition, removal and provisioning of devices
- Simulate carrier networks and signal strengths at the packet level
- Simulate location, accelerometer, gyroscope, magnetometer events, device memory
- >8.5M automation tests run!

We enable 5 levels of performance measurement and optimization

1. Client side

Load times,
view rendering,
time to interact

2. Internal app mechanics

objc call
tracing

3. Server side

HTTP/HTTPS
network
tracking, PCAP
capture

4. Device side

CPU, memory,
Battery,
Thermal, crash
reports, data
usage, radio
resource
control

5. On-disk

Caching,
cookies,
resources and
temp files

First run-time debugger for HTML5 apps

Run-time debugging for native apps

Super charge app development with our SDK

- All features in a < 100 KB SDK
- Use your own mobile device
- Runtime debuggers
- Performance optimization
- Create automated tests by interacting, replay and manage test cases
- Run them continuously on appurify
- Videos, logs, screenshots, crash reports

We are distributing our SDK for free!

Get in touch with Appurify to learn more!

- Appurify overview
 - Founded in early 2012
 - Funded by Google Ventures, Foundation Capital, Radar Partners, Felicis Ventures, Data Collective, Caffeinated Capital, and others
 - 15 person, engineering-heavy team
 - Located in beautiful San Francisco

For beta access, please email:

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