Drippler Cuts Data Downloads by 35 Percent with Diagnostic Tool

Improves App Performance with AT&T Application Resource Optimizer (ARO)

"By using AT&T ARO, we were able to implement caching on devices and reduce data downloads from our servers by 35 percent. This results in a savings of 70 GB each month in bandwidth."

Matan Talmi
Chief Executive Officer, Drippler

Case Study

Company Overview

Drippler provides personalized information and updates about mobile devices. The company's mobile app automatically detects the device it's running on and keeps users updated about the device with personalized usage tips, software updates, app recommendations, accessory reviews, and more. The company reports more than 2 million downloads of its mobile app, which runs on Android tablets and smartphones.

Business Challenge: Reduce the Data and Battery Consumption of Mobile App

Launched in 2011, Drippler began with a mission to help users get the most from their mobile devices. The company wanted to become the ultimate information source for gadget users, so it created a website and mobile app that would deliver the most current data. Gathering information from hundreds of sites, Drippler provides device-specific information that includes usage tips, app recommendations, accessory reviews, and news about software updates. The company's mobile app, launched in May 2012, automatically detects the device it's running on and provides personalized information to users.

Next, the company looked for more ways to improve usability. "The app is designed to communicate with our servers, so there was a lot of data consumption that we wanted to reduce," says Matan Talmi, Chief Executive Officer at Drippler. "We also wanted to improve battery life so that users would get a better experience."

Drippler worked with diagnostic tools in the past to evaluate application performance but was dissatisfied with the results. Most of the tools required time-consuming manual processes, and identifying the root cause of problems could be challenging. Talmi says, "We had used various apps for measuring data and battery consumption, but it was difficult to pinpoint the specific areas we needed to improve."

As downloads skyrocketed, the company continued to seek new solutions for enhancing its application. The search ended when Drippler met up with AT&T at a conference in Tel Aviv, Israel.

Company
Headquartered in Tel Aviv, Israel, Drippler creates apps that help users get the most from their mobile devices. The company delivers personalized information about phones, tablets, and other mobile devices.

Business Challenge
Drippler wanted to improve usability by reducing both data and battery consumption, but manual processes hindered testing.

Solution
To improve performance and reduce energy consumption, Drippler used AT&T ARO to pinpoint problems and enhance its application.

Key Benefits
• Cuts data downloads by 35 percent and energy consumption by 20 percent.

• Improves efficiency for developers.

• Increases customer satisfaction.

AT&T Developer Program
AT&T Application Resource Optimizer

The Solution: Optimize App with AT&T ARO

Drippler identified areas for improvement and enhanced its mobile app within a week of using AT&T Application Resource Optimizer.

Simplifies Diagnostics with AT&T Application Resource Optimizer

At the Tel Aviv conference, Drippler learned about AT&T Application Resource Optimizer (ARO), a free diagnostic tool that it could use to quickly identify issues and fine-tune performance. The Drippler team was impressed with the targeted test results as well as the solution's ease of use. "We liked the test process and the fact that we could clearly see what the app was doing in real time," says Talmi. "It was easy to identify and get detailed information about problems we wanted to solve such as battery use and duplicate data requests."

Speeds Discovery and Implementation Process

Drippler began working with AT&T ARO in August 2012 and was soon implementing the first round of changes. For example, by caching thumbnails on devices, Drippler was able to significantly reduce data downloads. "Within a week, we had already improved some of the issues we were having with caching data," says Talmi. "We've also started working on other areas, and those changes will roll out with the next version of our application."

Drippler is quickly moving forward with other concerns on its checklist, including network activity. The company provides news items millions of times each month, which results in frequent data downloads for users. With AT&T ARO, Drippler is already finding ways to improve performance. "We were already planning to look at the way the app opened and closed connections, and AT&T ARO really helped speed things up," says Talmi. "In the future, we'll run AT&T ARO every time we make changes or add features that we anticipate will affect data consumption and communication with the server."

The company has received enthusiastic feedback and recently celebrated reaching 2 million downloads of its app from Google Play.

Key Benefits

With AT&T ARO, Drippler has reduced data downloads by 35 percent and designed the app to disconnect more quickly from the network. Benefits include faster performance and a 20 percent decrease in energy consumption.

Cuts Data Downloads by 35 Percent and Reduces Energy Consumption

With AT&T ARO, the Drippler has significantly reduced data usage, which means faster downloads and less network activity. "By using AT&T ARO, we were able to implement caching on devices and reduce data downloads from our servers by 35 percent," says Talmi. "This results in a savings of 70 GB each month in bandwidth."

The solution is also helping Drippler improve battery life for mobile devices. Talmi says, "By closing all connections when the app is done using them, we will decrease the app's total energy consumption by 20 percent."

Improves Efficiency for Developers

Drippler reports that the development process is also easier with AT&T ARO. "In the past, when we were implementing or adjusting new features, it could take a lot of time just to run tests," says Talmi. "But with AT&T ARO, we can automate tests and troubleshoot problems more quickly. For instance, we can cut the time it takes to run data consumption tests by 50 percent."

Detailed, accurate analysis is equally important to Drippler. "We're able to quickly pinpoint specific issues, which will enable us to launch new versions and features knowing that we can ensure optimal performance and energy consumption."

Increases Customer Satisfaction

From the beginning, Drippler encouraged a collaborative environment with users and listened closely to suggestions for improvement. The company expects to build an even stronger relationship by using AT&T ARO. "Most of the changes we've implemented to date have been requested by users," says Talmi. "So, for example, if reducing energy consumption is important to them, it's important to us. With AT&T ARO, we can respond more quickly to their feedback."

Drippler is offering its own feedback to peers. "We've already recommended AT&T ARO to some of our friends who are also Android developers, and they look forward to using the tool too."

AT&T ARO is a free diagnostic tool that can be used to optimize the performance, network impact, and battery use of mobile applications. AT&T ARO includes the AT&T ARO Data Collector, which developers work with to run traces and test an application's network activity and performance, and the AT&T ARO Data Analyzer, which they can use to identify and solve problems.

Download ARO at developer.att.com/ARO

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