EUROPEAN MOBILITY:
THE CHALLENGES & POTENTIAL

Android Market Share
In Europe Increases
- 68.5% Android Market Share, Q4 2015
- 75.6% Android Market Share, Q1 2016

Android Devices Fail
More Than iOS
- 44% Fail
- 25% Fail

Of the millions of smartphones tested on the SmartChk diagnostics platform, Android devices had a much higher failure rate than iOS devices.

Android Device Failures by Manufacturer
- Samsung (43%)
- Motorola (14%)
- Lenovo (12%)

Android Device Failures by Model
- Samsung Galaxy S6
- Samsung Galaxy S5
- Lenovo K3 Note

Android Performance Issues Driven By Apps
- 74% Crashing Apps
- 44% Cached/Open Apps

In the past when Google issued an update to Android System WebView, a core component that allows the platform to display web content, it caused apps to crash on Android devices. User behavior may also be a factor in the high rates of crashing apps and app cache.

Device Failure Rates in Europe Increase
- Q4 2015: 29%
- Q1 2016: 35%

’NTF’ Return Rates in Europe Decrease
- Q4 2015: 71%
- Q1 2016: 65%

The increase in device failures from Q4 2015 to Q1 2016 may be attributed to the growth in dual SIM smartphone sales, which will grow 19% to 514 million units in 2016.1

The decrease in NTF returns from Q4 2015 to Q1 2016 could be the result of increased spending on technical training and tools.

Carrier Signal, SD Card & Dual SIM Performance Issues Dominate
- Carrier Signal (35%)
- SD Card (29%)
- Dual SIM (15%)
- Carrier Signal – Dual SIM (15%)
- Auto Focus (6%)

Of the 44% of Android device failures, Samsung had the highest failure rate (43%).

Android Market Share, Q1 2016
- 75.6%

Carrier Signal (35%)
- SD Card (29%)
- Dual SIM (15%)

The failure rate for Samsung Galaxy S6 (7%), Samsung Galaxy S5 (6%) and Lenovo K3 Note (6%) topped the charts as the smartphone models with the highest failure rates.

Don’t install multiple anti-virus apps. It won’t make your device more secure, but will deplete your device’s storage & battery.

Boost Device Performance, Not NTF Returns.

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DEVICE OPTIMIZATION TIPS

Stop overcharging your battery. Only charge your device if the battery is less than 25 percent.

Resolve SD card issues by determining if the SD card slot is damaged or if the SD card format can be read by your device.

Optimize app functionality by clearing the app cache on your device.

Reserve two days a week to shut down your device completely. This will refresh the operating system and keep it running optimally.

Improve camera functionality by freeing up storage and moving photos and videos to the cloud.

If your touch screen is unresponsive, clear out temporary Internet files, cookies and browsing history to resolve it.

Troubleshoot carrier signal issues by checking if the subscriber’s account is active and that the SIM card slot is working properly.

Resolve auto-focus failures by removing third party photography apps like Instagram.

Turn off the “cellular” feature for apps to improve the overall shelf life of your battery and reduce data usage.

Tidy up open/cached apps by closing down apps open in the background as often as possible.

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1. Kantar Worldpanel Comtech, Q1 2016 Smartphone OS Market Share
2. Strategy Analytics, Global Dual-SIM Smartphone Sales Forecast by Region & Countries in 2007 to 2020