

"TESTCo has helped us enable a real-time, iterative development process that has had a dramatic impact on our time-to-market. The introduction of real-time QA decreased release cycle times by 20%" - Erik Huddleston, CTO/Founder, **BetweenMarkets**



Software - Faster and Better

Challenges

- Test new code every night
- Save hard costs by aligning QA with development cycles
- Provide a real-time view of the progress and quality of development

Solution

- Build an outsourced QA team that can scale and adjust every day
- On-site project management
- Engineered Assurance technology to provide real-time management for software quality

Benefits

- 20% improvement in release cycle and time to market
- 50% decrease in QA costs
- 400% increase in defect discovery rate

Situation

BetweenMarkets, an enterprise software company specializing in distributed order fulfillment, was recognized as one of the premier development organizations in Austin, Texas. Although BetweenMarkets had released their first product with zero customer reported defects, they quickly realized that their Quality Assurance (QA) process - which consisted of a combination of in-house testing and expensive consultants - would not scale as they began the build out of their second release.

Problem

BetweenMarkets was preparing to release a new product version to market. Although the product had been successful in production environments, the management team was worried about the changing dynamics of their quality processes. As implementation of their second product release began, it became obvious that their existing QA processes would not be effective going forward. "We had tremendous success in the quality of our first release. However, as the size and complexity of our application grew, there was just too much ground to cover," said Erik Huddleston, CTO at BetweenMarkets. "There was no way we could cost-effectively staff and train the people we needed to maintain our rigorous quality standards. Not only was there a tremendous amount of code to test, but there was also a wide variety of skills needed to effectively analyze the quality of our application and diagnose problems."

Decision

BetweenMarkets decided to turn to outsourcing in order to achieve the scalability, flexibility, and diversity of skills that were required. After interviewing and accepting bids from over a dozen firms, BetweenMarkets selected TESTCo. "TESTCo's Engineered Assurance technology made it the clear choice," Huddleston said. "Engineered Assurance, coupled with some great overseas relationships, gave us the real-time visibility and predictability that no other firm could deliver."

Solution

At the end of each workday, a build is produced with a list of new features implemented and defects resolved. A TESTCo project manager, aided by Engineered Assurance technology, then analyzes the work and formulates a test strategy covering the next 12 hours. A team of specialists is assembled whose skills exactly match the night's challenges. By morning, when BetweenMarkets' development team returns to work, their issue-tracking system is fully populated with the results of the preceding day's code analysis. BetweenMarkets immediately knows of any problems that were introduced into the product within a day of their creation. At the same time, BetweenMarkets' management team has a full online report of the preceding day's activities as well as analysis and recommendations going forward.

Benefits

In addition to enabling a new, more powerful development process, TESTCo provided BetweenMarkets with a number of tangible benefits. By offering a flexible usage model for testing services and a reduced per-head cost, BetweenMarkets was able to reduce its QA related expenses by 50%. "The types of testing skills you need vary over the course of a release as does the number of resources required. TESTCo was able to flexibly allocate the right people at the right time to keep the quality of our product high, and the cost of the effort low," said Huddleston.

Since BetweenMarkets is able to weave QA into the daily development process, they are able to dramatically reduce the length of their release cycle. "TESTCo has helped enable a real-time, iterative development process that has had a dramatic impact on our time-to-market," Huddleston said. "The introduction of real-time QA decreased release cycle times by 20% and increased the defect discovery rate by 400%. TESTCo used their Engineered Assurance technology to provide us with accurate defect discovery within a single build, so that by the next build, the defect could be repaired. It's hard to quantify the value of fixing bugs that are fresh on the developer's mind instead of months later before a release, but it is significant," said Huddleston. "It has had a tremendous impact on the quality of the code we produce."

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