TEST AUTOMATION PROVIDES LONG TERM VALUE TO A SILICON VALLEY PRODUCT COMPANY

[CASE-STUDY]
This page is intentionally left blank
Table of Contents

1. Client Profile 4
2. Problem 5
3. Solution 6
4. Success Factors 8
1. Client Profile

The client is a knowledge management solutions provider founded in 2012 by a bunch of Silicon Valley entrepreneurs. These “thought leaders” have enormous experience in the software technology arena and their area of interest was in the management of knowledge and its dissemination in an organization.

Learning and development is an established department in most organizations, however, this doesn't ensure a knowledge driven organization. Even now companies worldwide struggle with knowledge dissemination and inspite to having a plethora of content within the organization, most often employees do not have access to the right information to do their jobs effectively.

These entrepreneurs understood that there was a huge demand for a solution that would help organizations and their employees create the knowledge content, analyze the user requirements and then curate the appropriate content to the user in order to fill their knowledge gaps. The client put together a versatile software development team and came out with their software solution that would develop and automate knowledge campaigns directed at appropriate users in an organization.

Given that all the partners in the company had several years of experience in the software field, they knew the importance of software quality assurance and decided to seek the help of an independent testing partner to provide end to end testing of this knowledge management software. InApp has been the exclusive testing partner to this client since the early stages of this software product and has helped the client bring to market a successful product that’s being widely used among major corporations across the United States.
2. Problem

The Silicon Valley product company approached InApp for independent testing services in 2012, shortly after the product’s initial launch. The client was aware of the InApp’s expertise in software testing and in the very first meeting they shared their overall strategy for their product with the InApp team.

They were looking to introduce QA into their organization, with an eye on the future. The product was like no other in the market and it was to cater specifically to a unique requirement among corporates. Being a new solution with no other industry benchmark, it was expected to go through numerous revisions before stabilizing as a product.

It was also envisaged that the product would have to be revised based on market feedback and that this would be a regular phenomenon. So with this aggressive release cycles and ever changing requirements, they wanted a testing partner who was flexible enough to cater to their needs and at the same time take care of the robustness and reliability of the product.

The last concern was of course the cost. Though the client had budgeted QA in their expenditure, they had a strict upper limit on this expenditure. As is with all clients, they wanted the best possible solution at their price point.
3. Solution

Providing the best possible solution means giving the client a value add. At InApp, we don’t just believe in solving the client’s problem, we believe in going that extra mile. It has always been our continuous endeavor to provide our clients with the best possible solution within their budget.

“When we engaged with this particular client, we knew that we had to build the QA from the bottom up. Though this meant a lot of work, it also meant an opportunity to work with a clean slate and really provide the value addition to the client.”

Ms. Rubina Thomas, Department Head QA & Testing Services, InApp

InApp proposed to take up test automation in addition to the manual testing that was being done for the product. The idea of test automation on a product in the early stages of development may seem counterproductive to many. The reason it seems counterproductive is because automation is looked at only from a cost and ROI angle.

At InApp, we believe that though cost and ROI are important factors, the true value of automation is in the reliability and robustness it provides to our clients. In this engagement with the client test automation was not suggested as a means of cutting down the manual testing team, but as a mechanism to solve their long term goals of developing a stable, robust software product, and at the same time keep pace with the aggressive release cycles.
When going for test automation the first question to answer is “the tool.” There are many tools which provide the basic functionalities required for automation, however there are subtle differences among them, which can actually make or break automation.

In most cases Selenium is the commonly used. Its open source and widely used, especially when it comes to new product companies they would choose Selenium.

However in this particular project, InApp proposed RoboFramework as the tool of choice as it had the following advantages over Selenium to meet the client requirements.

1. It provides reports which are much more understandable
2. It is keyword driven, user friendly and intuitive,
3. Doesn’t require as many plugins
4. Like Selenium, it too is open source.
4. Success Factors

Some of the success factors of this project engagement has been:

**Goal Clarity** - It was clear from the beginning that the motive behind implementing test automation was not only to bring out direct cost savings, but to bring about long term benefits to the product quality.

**Test Coverage** - While the product has progressed through its various releases, the client and InApp have worked together to get the test coverage to a healthy 50%.

**Team Balance** - a good testing team requires a balance between automation and manual testing. Automation is many ways only augments manual testing. Its real role is to take over as much mundane yet cumbersome work from the manual tester as possible and allow him to explore the application for possible loopholes.

**Reusable Artifacts** - In the course of implementing test automation, the team developed many re-usable artifacts and these were invaluable assets to the client.

---

**Client Message**

“Thanks again to you and your team for all the effort related to QA. The quality of the release has definitely gone up due to the team’s efforts.”

-Head and VP of Engineering
Contact Information

www.inapp.com
info@inapp.com
mktg@inapp.com

USA – California
999 Commercial St. Ste 210 Palo Alto CA 94303
Tel: +1 (650) 283-8282

USA – North Carolina
103 Big Meadows Place Chapel Hill NC 27514.
Tel: +1 (650) 283-7833

INDIA – Kerala
121 Nila Technopark Campus Trivandrum Kerala 695581
Tel: +91 (471) 252-7270

209-S, 9th Floor Yamuna, Technopark Phase III Campus Kerala 695581
Tel: +91 (471) 252-1750

JAPAN – Kanagawa
6-12 Misuzugaoka, Aoba-ku Yokohama, 225-0016.
Tel: +81-45-978-0788