

Digital Automation Intelligence

Power the future of testing to delight customers.



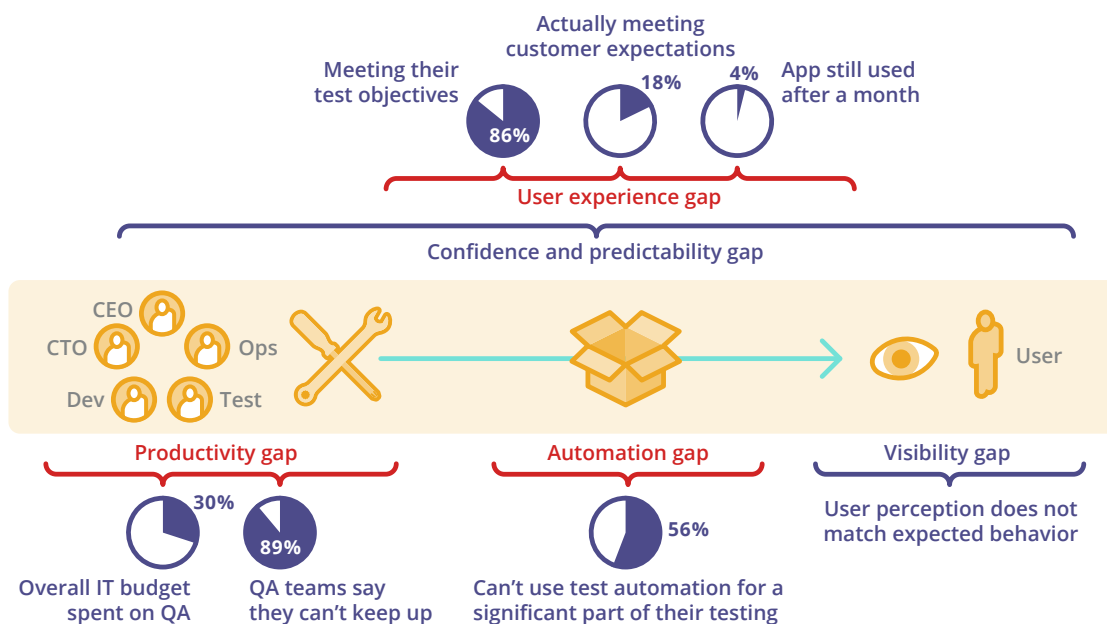
Teams Are Feeling the Pressure

A recent study¹ identified that 91 percent of test teams are struggling to meet increased user expectations, and 66 percent said that test automation needs to expand beyond just test execution to keep up with business demands.

As a result, app dev teams are feeling the pressure to innovate and quickly deliver high-quality user experiences. And test teams often become the scapegoat for low user engagement and adoption because they can't keep up with the pace of DevOps and deliver what the business wants. Simply put, the scope of testing is increasing, while time to delivery is shrinking.

Yet, for most teams, this is not an execution problem (even though it's perceived to be). Factors like the digital experience, consumerization, and the internet of things (IoT) are completely changing how software products are architected and produced, what they do, who uses them, and user expectations. Plus, there are fundamental flaws in the current approaches to testing that were created 10–15 years ago, which just don't cut it in today's digital business world.

¹Kickstand survey of 750 testers in the U.S. and the U.K. conducted on behalf of Testplant, Aug 2017.



There's a user experience gap. Testing is still more about checking code compliance rather than about creating an exceptional user experience—resulting in low user satisfaction, adoption, conversion, and retention.

There's a productivity gap. Factors like mobile, web, IoT, and technology diversification mean QA teams have to test on myriad platforms and create thousands of tests to cover end-to-end user journeys, which greatly impacts time to market and efficiency.

There's an automation gap. Traditional test automation tools can't test things like new devices, payment systems, connected cars, two-factor authentication, microservices, and complicated user scenarios.

Modern Testing Requires a Modern Approach

Lots of people talk about test automation, but if you look at the entire testing process, we've really only automated one—albeit critical—aspect: test execution. Which is great because it's extremely time consuming, but it's still just one element of the testing process. And teams still perform a significant amount of manual work around testing, including creating test scripts or analyzing test results. These processes should be automated too.

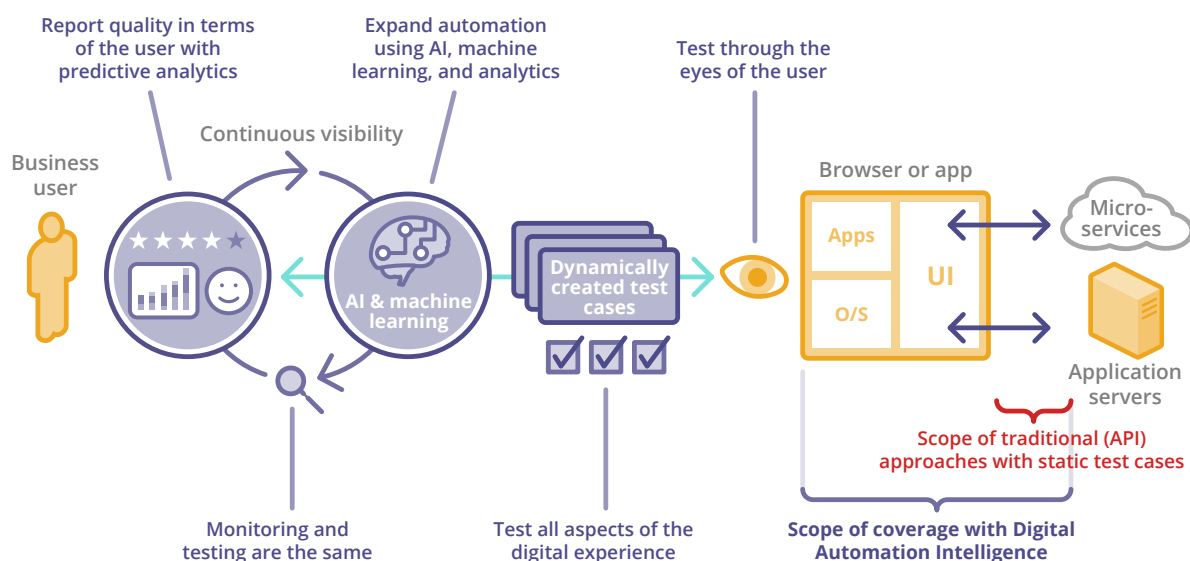
Modern testing has to be about technology and business metrics, such as user satisfaction and retention. Modern testing needs to handle complex architectures (including the edge and IoT), and ensure complex apps can scale and perform appropriately across platforms, devices, mobile front ends, and cloud or on-premises back ends.

Clearly, organizations need a new approach to testing. One that's straightforward, fast, and reliable to roll out, enables teams to keep up with DevOps, scales testing efficiently, addresses the automation gap, and drives user satisfaction, adoption, conversion, retention—and revenue.

Introducing Digital Automation Intelligence

AI and analytics will be the catalysts to deliver true test automation—recommending tests to carry out, learning continuously, intelligently predicting business impacts, and enabling dev teams to fix issues before they pop up.

At Testplant™, we're making this happen through our user-centric, end-to-end approach to testing.

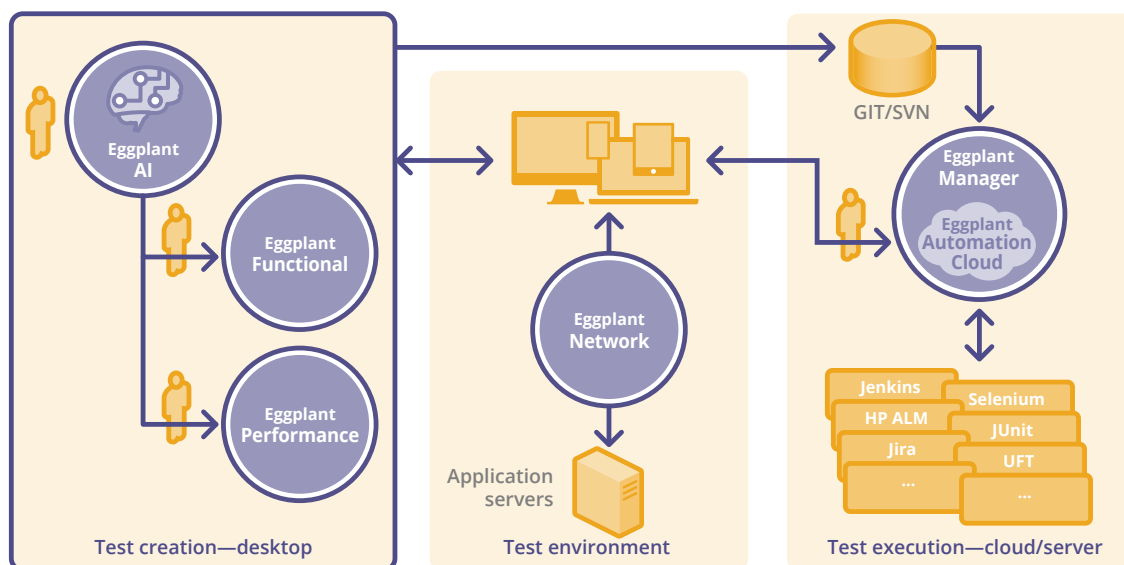


We call it Digital Automation Intelligence and it uses AI, machine learning, and analytics to help teams continuously create amazing digital experiences and predict business and user impacts across different interfaces, platforms, and devices. So you can:

- Transform testing from a compliance function to a profit center.
- Shrink time to market by testing new versions, fast.
- Scale test coverage without blowing your budget.
- Keep up with the pace and evolution of DevOps.
- Drive conversion, retention, revenue, and profitability.

The brains behind true test automation.

Eggplant™ AI is the newest addition to our Digital Automation Intelligence Suite, and builds on the award-winning testing capabilities of Eggplant Functional and Eggplant Performance. Eggplant AI intelligently navigates applications, hunts defects, and increases coverage of user journeys. It can anticipate where quality issues are most likely to occur, and correlates data to help product teams identify and resolve issues quickly.



Eggplant AI works seamlessly with other solutions in the suite, including Eggplant Manager to orchestrate test execution, Eggplant Automation Cloud to manage hosted test devices, and Eggplant Integrations to integrate with the rest of your continuous integration, continuous delivery, and DevOps infrastructure.

The Eggplant Digital Automation Intelligence Suite accurately verifies, predicts, and monitors the user experience and customer success of an application—before and after each release. By testing apps from the true user perspective, not at the code level but as users would see and interact with them, you can shift testing from a compliance activity to a revenue-generating profit center that shrinks time to market and drives customer satisfaction, conversion, adoption, and retention. All key elements that testing will be held accountable for in the digital world.

Discover how to gain a competitive advantage through Digital Automation Intelligence.
To learn more and request a demo, contact us at:

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About Testplant

Testplant provides user-centric, Digital Automation Intelligence solutions that enhance the quality and performance of the digital experience. Only Testplant enables organizations to test, monitor, analyze, and report on the quality and responsiveness of software applications across different interfaces, platforms, browsers, and devices, including mobile, IoT, desktop, and mainframe. Learn more at www.testplant.com.