



Case Study

Automation Testing Benefits

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About the client

A leader in online dating business, the client is part of the larger group consisting of more than 60 successful web properties.

Industry

Online Dating

Business need addressed

Retain #1 leadership position by ensuring that newer features are rapidly brought to the market and leverage the new technologies, form factors to reach out to its users.

Solution

Develop a Regression Suite so that the releases cycle can be shortened.

Scope

This paper is an attempt to outline test automation benefits, while trying to clarify some of the myths related to test automation that organization management may have. To bring clarity to concepts, we'll be using actual implementation results from one of our customers.

Client Profile

Our client, a pioneer in online dating business, had been struggling to maintain top notch quality for their online dating portal, mainly due to aggressive release schedules and limited availability of in-house testers.

With time passing, as their feature set grows, with it grows its size of regression test suites. Often, to keep up with release schedules, their testing team has to compromise on regression testing coverage, running just a bunch of tests every release.

Over a period, with this reduced amount of regression test coverage, and not been able to document test case, they were even on the verge of losing confidence in their own test process. On top of it, end users started finding defects in released product, and it start increasing attrition rate for subscribers. Therefore, it was envisioned to introduce test automation for covering most part of regression test suites.

Test Automation Benefits

When you start working on an automation project, or even propose to introduce automation in teams, higher management will often ask for ROI on automation. Without a doubt, Return On any Investment is big factor in taking budgetary decisions. While test automation provides very high ROI (in dollars), it also provides other tangible/ intangible benefits, which may be beyond objective measurement, such as these-

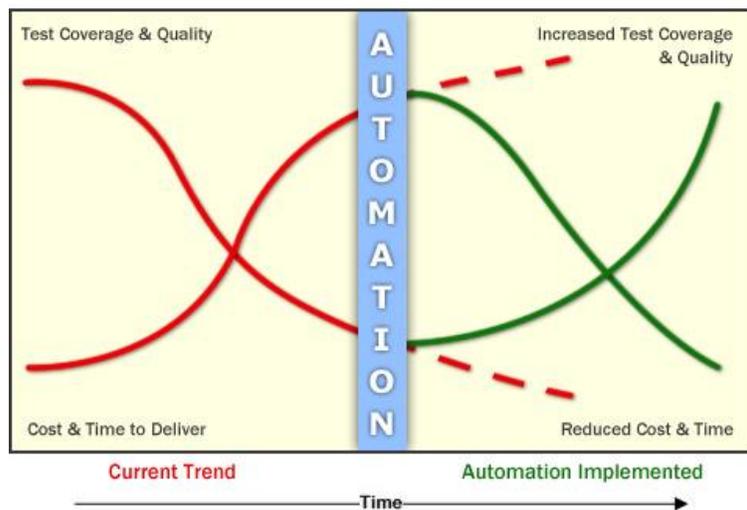
- Direct cost saving by reducing testing efforts of manual testers
- Ability to run business with fewer in-house testers
- Efficient use of in-house testers to test feature important to business changes
- Higher team morale as they are relieved of (burden) regression testing

- Ability to release product feature more frequently, or pack more features in same release schedules
- Better quality and confidence in product due to higher test coverage
- Lower customer attrition rates
- Find regression defects in earliest stage, saving HUGE costs associated to fixing a defect if found in later stages
- Test things that are impractical by manual efforts

ROI (Cost Saving) (and Break-Even)

- ROI from automation is direct cost saving that results in fewer manual testing hours spent for overall testing of the product for each build/ release.
- For this calculation, there are no of parameters that needs to be taken into account, such as regression test suite size, current manual testing efforts, release schedules, test cycle for each release etc. On the other hand, automation need to consider efforts like framework development, test scripting, environment for automation, tool/ licensing costs etc. Once these details are available, ROI can be calculated over a period along with break-even period.
- Let's look at an example of how automation ROI looks over the course of a 3 year period-There are 12 business areas and TFT has one dedicated resource championing each area.

Improved Product Quality and lower attrition rates



Maintain fewer manual testers

Once certain amount of regression test suites are covered by automation, they are executed every build/ release. Only a very small amount of time is required to review execution logs, which does not requires any specific skills.

Overall, once automation is in place and effective, team can carry on having great test coverage with just enough no of manual testers to test features and very few automation testers to maintain automated tests and convert new manual tests to automate once build is released.

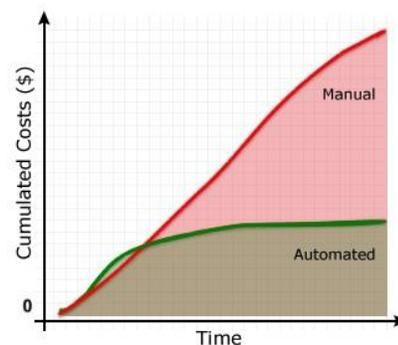
Focus on important things

Today With automation taking care of regression test suites, in-house test team is relieved of (burden) performing regression test execution every build/ release. Instead, they focus on testing new features/ improvement to existing features, which are critical to business. This also keeps internal team highly motivated, as there is no need to focus on (boring) regression testing.

Another important factor is, how much regression to perform and how frequently. When teams do not have automation in place, and NO effective way of performing impact analysis, team often has to rely on experience on in-house testers to determine what feature should be retested for regression. This presents a potential risk of skipping features that may have been impacted.

With automation, you are at a liberty to do as much regression as needed, sometime performed on every build to ensure each build provided by development team is of top-notch quality.

Prevent production defects and save HUGE



About Think Future Technologies

TFT is leading provider of best-in-class Enterprise Collaboration (ECP), Enterprise Application Services (EAS), QA & Testing and Support services. TFT has deep industry expertise, business strategy and program governance experience along with tools and methodologies for accelerated deployment of Microsoft solutions. TFT's Intellectual property frameworks illustrate unique invention of process combined with deep domain expertise in multiple industry verticals.

For more Information

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