



Case Study

Manual Testing

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About the client

Company is a global consumer software company that develops and distributes free products for a specific demography of users.

Industry

Software Products, Software Monetization

Business needs

Drive growth and accelerate revenue through rapid expansion into emerging markets ensuring at each stage that the products continue to provide great User experience

Solution

TFT build a viable QA practice and provided automation

Business Needs

Company is a global consumer software company. Some of the consumer brands include: IncrediMail, Molto, PhotoJoy, SweetIM and Smilebox. The company's products have had over 150 million downloads and have an installation base of more than 18 million. Back in 2010, Company was a single product company. However, it had over 2 million active users with 80% of them in the middle age segment. Company decided to leverage this asset and build on monetization business by creating / acquiring more products.

Company had a QA team but was short in numbers and experience to ensure that end users continued to have great download and installation experience with their existing and new products. The company was in the high growth phase and had limited budget for QA & Testing and wanted a cost effective solution.

Solution

- Understand the business domain: Initially the company was an email client with the email configuration tool. Company had a single product with millions of active users. TFT had to understand that even if one bug went to production, it could be millions of downloads old before the bug could get corrected.
- Build a viable QA practice: TFT helped build a robust QA practice followed in all phases of TDLC i.e. local, staging and production environments.
- Automate wherever possible: TFT provided both functional automation as well as process automation utilities to reduce man work and errors. As and when required, load testing was also carried out.

Process

- As the domain (monetization) was a new one for TFT, it required lot of learning. TFT formed a team of eight engineers that were sent to the company's headquarters to work with existing QA team.
- The initial team understood the application and the existing processes thoroughly and came back to help with existing QA needs and build a robust QA practice
- Two shadow resources were added and these were divided into three teams – one that looked after Desktop apps, second one that looked after Web properties and a third team that worked on automation / performance testing.
- The parent team worked on Sundays. There were two releases in a week. TFT decided to have the team work on Sundays. Fridays were given off.

- There was very little documentation and lot of times work was given over Skype with the whole team having a group chat with the parent team.
- To foster greater bonding between the onsite leads and the offshore team, the Company decided to have the leads visit TFT offices at least once a year.
- Company had existing licenses of Test Case Management tool 'QPack' as well as for Automation Tool 'TestComplete'. It was mutually decided to leverage the existing tools for collaboration. Over a period of time, though, these were phased out and replaced with Microsoft's Test Manager and Jira (for bug logging)

Benefits

The collaboration resulted in host of benefits to the parent Company—

- In last three and half years of collaboration, there has not been a single instance where a critical bug has been moved to production. The Bug leakage rate was low. This resulted in robust and reliable products for the Company.
- Close communication with the onshore team / Manager / Project Manager and sometimes developers ensured speedy triage of bugs and issues.
- Company was prone to frequent uploads due to varying requirements from Business. This was a challenge where TFT assured the quality services with Agile methodologies.
- From TFT's perspective, working in a new domain was useful in more ways than one. It opened us to a new geographical (Israel) market. This resulted in slew of QA, Testing and Dev work from other similar Israeli companies.

Current Status

- Today the Company has grown ten times since 2010. Acquired more than 4-6 companies during the course of collaboration.
- Though the client team has more or less completely changed due to attrition and lateral movement, TFT still maintains more than 60% of the original set of QA Engineers that started with collaboration
- From QA perspective the Company has come a long way and are now using Enterprise class Testing and Automation Tools like Microsoft Test Manager and CodedUI.
- The good work QA work that the TFT earlier did, resulted in Company engaging TFT in other businesses like development of Desktop Apps, Mobile Apps and Web Applications.

Quotes

- CEO
"I recently partnered with Vijay to outsource IncrediMail's QA department to TFT and did the same at AG where I worked with Vijay for over 5 years. They are a very good company that does great quality work at attractive prices and even automates and tries to save you money even at his expense."
- VP Development
"I liked the flexibility of scaling up and scaling down the resources as per my requirements..equivalent of a Resource Cloud!"
- QA Manager
"TFT team is always there when you need them. The work gets done unobtrusively. In addition, TFT has a great QA practice that comes with core competency in ALM"

About Think Future Technologies

TFT is leading provider of end-to-end IT services and Technology Management. With many pioneering and innovative firsts to its credit TFT has always led the way in powering the exceptional enterprises with continuum of Technology and its implementation.

We are 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 illustrates unique invention of process combined with deep domain expertise in multiple industry verticals.

For more information, visit <http://www.tftus.com/>

For more Information

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