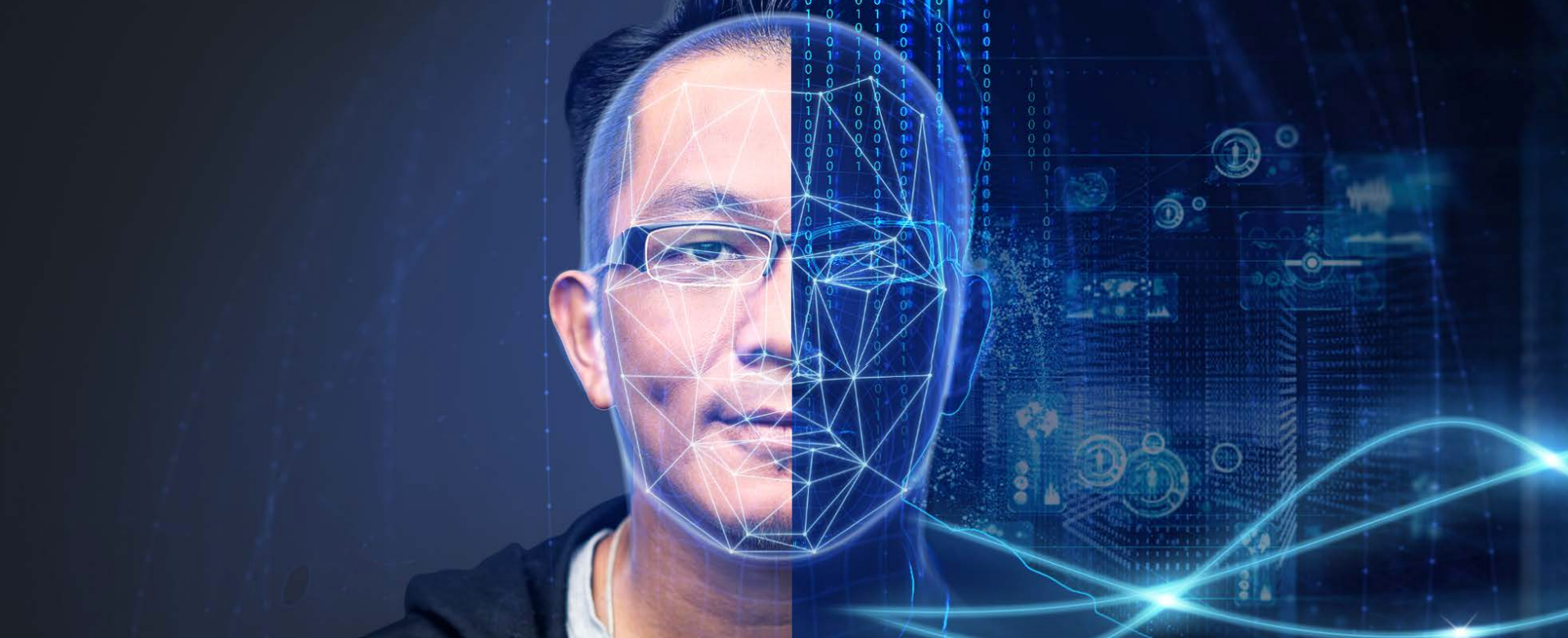




REDEFINE TESTING TO CONNECT
QUALITY SIGNALS **ACROSS THE**
ENTIRE SOFTWARE DEVELOPMENT
LIFECYCLE



THE DIGITAL EXPERIENCE IS NOW THE PRIMARY EXPERIENCE

It's estimated that we now spend more than a quarter of our waking life on our smartphones—mostly using apps. But the experience of using each app has to be great. More than half of us will just delete an app if it's buggy or if it crashes.

These new expectations for constant value delivery are the result of maturing technology, DevOps methodology, and rapid market innovations.

And to satisfy consumer demands, companies must continuously develop software and deliver hundreds—or even thousands—of releases every year. Some of the highest-performing companies today are releasing software dozens or even hundreds of times more often than they did just a few years ago.

CONSUMERS WILL NEGATIVELY REACT IF AN APP OR MOBILE SITE DOESN'T SATISFY THEIR NEEDS

49%

nearly half—of all consumers say they've closed a browser or shut off a device in frustration when **encountering an error**

40%

are **less likely** to come back

63%

of users say a bad experience can make them feel as though their data is **NOT secure**



TESTING EVERYTHING ALL THE TIME

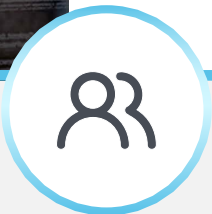
Keeping up that level of development and release is crushing companies everywhere, as is the testing required to ensure consistent and high-quality customer experiences.

Many have tried to solve testing challenges with pure brute force. They're attempting to test every change throughout the software development lifecycle. To do that, they're bringing in more people to write more tests, and they're "shifting left" to move more testing responsibilities to the development team.

But they're still using different testing tools at different development stages. Unfortunately, those tools are often isolated from one another, so they can't inform each other or support a comprehensive strategy for quality.



**More
Tests**



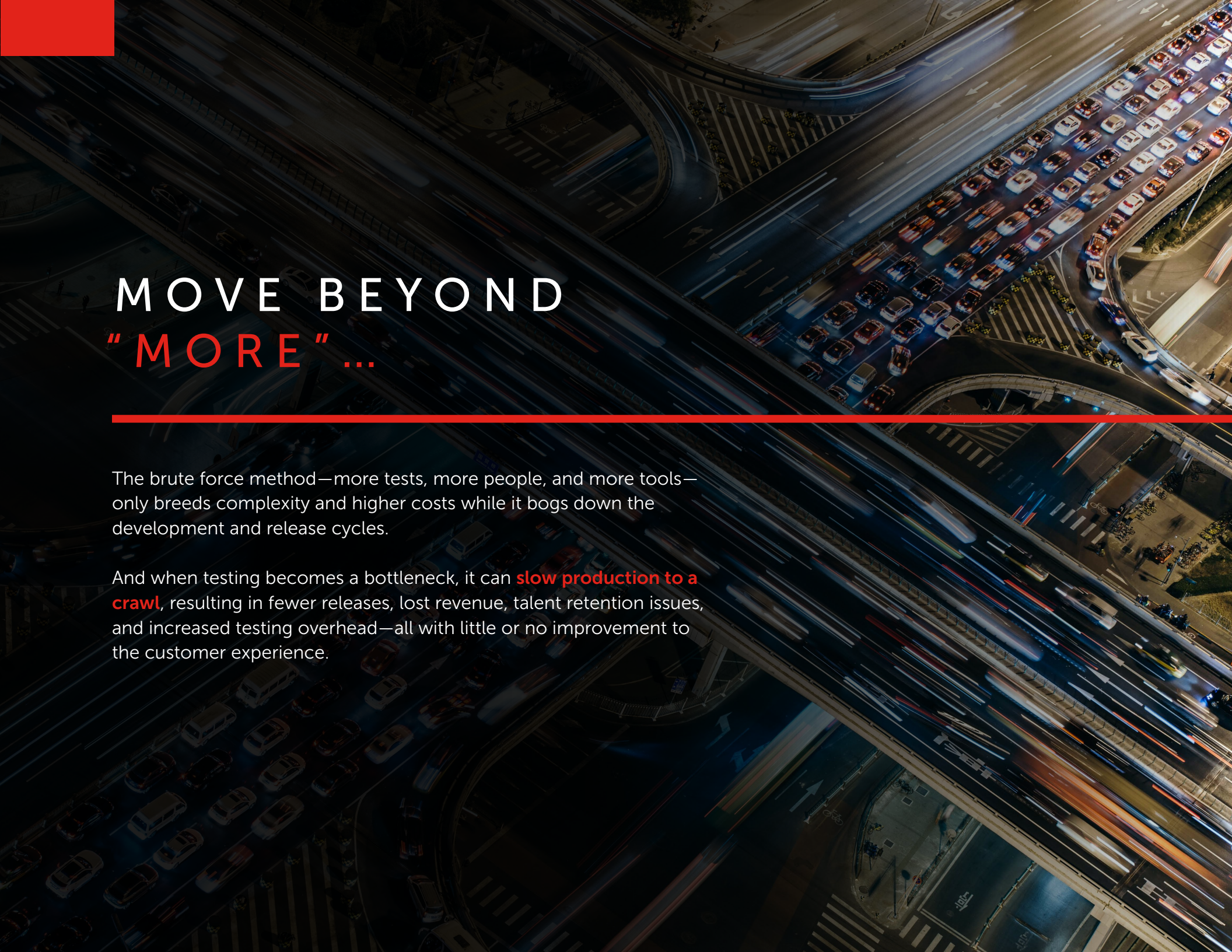
**More
People**



**More
Tools**



Bottlenecks



MOVE BEYOND "MORE" ...

The brute force method—more tests, more people, and more tools—only breeds complexity and higher costs while it bogs down the development and release cycles.

And when testing becomes a bottleneck, it can **slow production to a crawl**, resulting in fewer releases, lost revenue, talent retention issues, and increased testing overhead—all with little or no improvement to the customer experience.

...TO CONNECT QUALITY SIGNALS ACROSS THE SLDC

The standard approach focuses on maximizing pre-production coverage using typical functional testing methods. But running more tests across more devices and OS types isn't helping improve quality in a continuous-delivery world.

Instead, you need to weave the customer experience into end-to-end testing—meaning you need to redefine testing to connect quality signals across the entire software development lifecycle.

But how?

WORKING WITH SAUCE LABS

With Sauce Labs, you'll redefine testing to connect quality signals across the entire software development lifecycle—from the start of coding to release.

- **Boost development speed without sacrificing product quality** using intelligently automated processes and an integrated toolchain that lets you test more efficiently.
- **Put the customer experience at the center of your testing throughout development** to deliver the best possible solutions to delight all your customers.

You shouldn't have to choose between the quality of your apps and the speed at which you're able to deploy innovative new features and updates. By connecting quality signals from across the entire SDLC, you'll achieve better quality at higher velocity—and ultimately create a better customer experience.



Contact Us

Learn more at saucelabs.com

