

TheStreet Empowers QA Team & Cuts Product Launch Times with Testing Anywhere

CASE HIGHLIGHTS

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| Profiled Organization: | TheStreet, Inc., a leading digital financial media company located on Wall St. in New York, NY. |
| Challenge: | To streamline testing processes, ensure product quality, increase productivity and improve product launch timelines. |
| Solution: | Testing Anywhere provided a platform that enabled TheStreet to build automated test suites and automated product builds. The result was a 25% increase in productivity at 1/10th the cost of other solutions. TheStreet is now able to launch products daily on demand – a process that previously took weeks. |
| Benefits: | The automated testing solution has freed up QA resources to focus on other important initiatives. Weekly releases are now launched any day at any time—at a lower cost. |

“Testing Anywhere can work with any type of methodology (like Agile) and many different types of testing. It is flexible and easy to use.”

- Bhavin Shingala, Director, Quality Engineering

BACKGROUND

TheStreet, Inc. is a leading digital financial media company whose network of digital services provides users, subscribers and advertisers with a variety of financial content and tools. TheStreet Department of Quality Engineering, run by Mr. Bhavin Shingala, has the responsibility of ensuring quality products and timely launches.

On a tremendous growth path, TheStreet was in need of streamlining processes, ensuring product quality, and improving productivity. Previously, the Quality Engineering team had few product testing automation processes on which to rely. QA testing was manual. QA testers often worked late hours in order to complete effective testing and complete product builds to meet aggressive launch targets. No automated build processes existed, and test cases were built manually. TheStreet needed to address issues, such as deadline pressure, test design reuse, stress testing, web site performance testing, frequent code changes, security, and test case automation.

AUTOMATION CHAMPIONS CAN MAKE A DIFFERENCE

Mr. Shingala was determined to improve testing processes at TheStreet. His team investigated several testing automation solutions in the marketplace, including open source options. Automation solutions at TheStreet needed to be strong in test development, test management, test maintenance, and execution. In addition, they needed to support the agile development process, including running tests daily.

TheStreet selected Testing Anywhere, primarily due to its fast implementation, shorter training ramp up time, and lower licensing fees (as much as 1/10th the

cost). TheStreet was able to avoid thousands in training costs and the team was up to speed with the solution within 2 weeks.

MORE BENEFITS, LESS COST

TheStreet quickly deployed Testing Anywhere and benefited in more ways than expected. The entire QA automation team now uses it to conduct frequent and various types of testing, such as regression testing. They can run unlimited iterations of test case executions. Using the visualize technology, testers can now fully document test case creation. No knowledge or hard work is lost. In addition, Testing Anywhere is implemented as the single common automation standard across the organization.

TheStreet uses Testing Anywhere to test several types of applications, including different programming languages and cloud-based CRM applications.

TheStreet's business is very dynamic, with new content updates constantly throughout the day. The company has found Testing Anywhere to be flexible and easy to use, reducing their time to market. In addition, they find the Testing Anywhere customer support to be excellent.

"Testing Anywhere is helpful and easy. Our team is very happy with the product. Adding automation has allowed the team to work more on quality."

*- Bhavin Shingala, Director,
Quality Engineering*

A MORE POWERFUL TEST TEAM

After using Testing Anywhere for only one year, TheStreet has reaped sizable dividends:

- Product builds that take minutes instead of weeks
- On-demand product launches can occur on any day, at any time
- QA testers can now focus on other important initiatives
- Overall costs have been lowered – by as much as 25%
- QA processes support the Agile development process, allowing testers to participate in agile and provide developers with more timely feedback
- Test cases are documented in a disciplined and efficient manner
- ROI reports provide meaningful metrics

The Quality Engineering team is now recognized as a model of efficiency. Testing Anywhere has provided the team with the power they needed to help drive the business forward.

If you found this case study useful, we invite you to discover how Automation Anywhere can give your business an edge. Visit www.AutomationAnywhere.com.



PRODUCT INFORMATION: TESTING ANYWHERE

Testing Anywhere is a powerful and easy-to-use automated software testing tool that allows users to automate any type of testing. Powerful GUI-based recording capabilities and a no-programming required user interface allows testers to quickly set up even complex test cases. A built-in editor allows testers to build test cases using 500+ actions and makes it easy to edit existing test cases. Free trial available. Read more about this product at <http://www.AutomationAnywhere.com/Testing> or call our sales hotline +1-888-484-3535.