

COMPANY

Permuta Technologies

INDUSTRY

Business Technologies

TESTING TYPES

Functional

APP TYPES

Websites

CHALLENGES

Managing an ad-hoc QA testing process that was inconsistent and inefficient

Hiring testers that required a large investment in training and on-boarding

Pulling employee out of day-to-day roles to take on the unfamiliar task of graphic design and technical writing

RESULTS

Established a methodical process for every testing project that continues to speed time to market

Methodical process to QA was put in place

Improved quality and speed of technical writing while allowing employees to focus on core competencies

CASE STUDY**C****USTOMER**

Permuta Technologies, headquartered in Washington D.C., is a software technology company focusing on efficient business solutions tailored for the military.

Anybody that is familiar with the thoughts of Sun Tzu will know that a well-organized military unit is often less reliant on an overwhelming show of force and more on efficient workforce positioning. Widely acknowledged as one of the most influential examples of strategic and tactical thinking, the ideas that form the basis of his "Art of War" by many military personnel to be an effective means of protection and defense. And, while there is little doubt that Tzu was writing in a far simpler time, it can be argued that the concept that battles are won through enlightened leadership and effective use of human resources is equally relevant in modern app-based military organization.

It may seem obvious, but for federal departments concerned with the safety of the nation, mission readiness is hugely dependent on identifying individual strengths and weaknesses before committing boots on the ground. Various branches of the U.S. military -- Army, Navy, Air Force and Marine Corps -- have always dovetailed logistical requirements with physical hardware, and web-based applications that can combine workforce management with efficient business solutions are increasingly in demand.

CHALLENGES

According to Bo Brabo, Director of Consulting and Support Services at Permuta Technologies, the need for military applications that mimic the business or HR solutions routinely employed throughout the private sector is one of the reasons why effective knowledge management is so important. With a primary audience that includes the U.S. Department of Defense and associated military organizations, Permuta has developed a tailored application called DefenseReady. This provides users with accurate data and mission readiness relating to soldiers operatives under their command.

However, being able to analyze and act upon this data means that the app must be able to withstand the rigors of military life. Given the sensitivity of the information that is being used, Permuta knew that its product would need to be efficiently tested before it could be implemented as an ongoing business solution within the public sector.

The concern that the company had was that, as Braba admitted, the application was only being tested by one individual at any one time. This meant that QA was very much dependent on which staff member was tasked with controlling that specific test at that moment. Somewhat surprisingly, for an app that had been developed to increase logistical efficiency within the military arena, this meant that the human resources being allocated to its testing were fairly minimal.

“It was hard on resources,” said Brabo. “You knew that at some point in time the development that had been completed would need to be tested and we would always be searching for ‘OK, who’s going to test it.’ Then you go from person to person as it is tested in the same fashion. Did they test it in the production environment or did they bring all developers work into one instance and then test that instance? We always had a varying degree of real quality at the end in the results.”

SOLUTION

With DefenseReady becoming “more predominant as an application” within the defense industry as a whole, the CEO of Permuta decided that it needed to implement a more effective QA program that expanded the responsibility beyond the in-house staff by partnering with Applause.

“We are utilizing all of the features and functions that are available to us,” explained Wells. “The reason we’re doing that is because it is more than just the functionality. Whether or not an app-enabled product is successful in the market is about more than just what features are on it and whether or not those features work. It has to be a good user experience, it has to give the user a feeling of security, and they have to be able to feel confident in the product.”

“One thing the company has always done with the people that we hire is to focus on trying to bring individuals from the community into the company who have familiarity with the product to reduce training requirements and so forth” notes Brabo. “Then it might be people who don’t have a QA background, so you still have the need to teach them actually how to write a test script or user story and then actually perform a test or run cycle.”

..... “WE KNOW WHEN THINGS ARE GOING TO HAPPEN AND HOW THEY ARE GOING TO HAPPEN BECAUSE WE HAVE THE EXPERTISE OF APPLAUSE.”

Bo Braba

Director of Consulting and Support Services



“WE WANT QUALITY AND WE GET QUALITY WITH APPLAUSE”

Bo Braba

Director of Consulting and Support Services



ABOUT APPLAUSE

Applause empowers companies of all sizes to deliver great digital experiences (DX) – across web, mobile and IoT as well as brick-and-mortar – spanning every customer touchpoint.

Applause delivers unmatched in-the-wild testing, user feedback and research solutions by utilizing its DX platform to manage communities around the world. This provides brands with the real-world insights they need to achieve omni-channel success across demographics, locations, devices and operating systems that match their user base.

Thousands of companies – including Google, FOX, Best Buy, BMW, PayPal and Runkeeper – rely on Applause to ensure great digital experiences for their customers. Learn more at www.applause.com.

This paved the way for the company to approach Applause and its community of testers, a partnership that Brabo has since described as a “truly enjoyable engagement.” In his opinion, one of the major advantages in using a third-party testing program is that a small company, such as Permuta, can leverage the Applause community to coordinate activities and test cycles without the need to hire full-time testers. This ultimately delivers a quality product to customers that has been thoroughly tested in the wild.

RESULTS

“We want quality and we get quality with Applause,” Brabo states. “In the end, that decreases our overall cost to come back and have to fix or do remediation development, it’s just not there.”

Citing not only the level of communication that exists between Permuta and the entire testing team, but also the cost benefits of having external experts test the app for weaknesses, Brabo believes that Applause is playing a pivotal role in the ongoing development of the DefenseReady application.

“What we’ve been able to do is put a methodical process in place for each and every one of our projects that brings us stability,” he says. “We know when things need to happen. We know when they’re going to happen and now we know how they’re going to happen because we have the expertise of Applause working with us to get it done.”

“It’s like you’re all truly part of the same team. As one team, you help us accomplish our mission and it makes us all better in the end.”

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