



# greentube

NOVOMATIC INTERACTIVE

— APPLAUSE CASE STUDY —

“ TESTING THE VARIOUS FUNCTIONALITIES OF OUR PLATFORM ON NUMEROUS MARKETS ENABLES US TO CONSTANTLY DELIVER SAFE AND SECURE CASINO ENTERTAINMENT TO EVERY USER.”

ALEXANDER KALCHMANN, DIRECTOR OF DESIGN & CONTENT, GREENTUBE

## CUSTOMER

As part of the NOVOMATIC Group, Greentube has established itself as one of the worldwide leaders in the online and mobile gaming sector. With more than 400 active games created over the course of 12 years, Greentube offers a vast portfolio of online products and services that caters to all levels of players, and offers a range of options from free play to high-stakes games.

With Greentube's mission to entertain players worldwide through the supply of safe and secure casino entertainment in the desktop and mobile games sphere, ensuring the digital quality of its platforms is priority number one.

## CHALLENGE

With its multinational presence, Greentube must comply with the unique gambling regulations of every country in which the various apps are available. Complicating matters, every country has localized preferences for features and functionalities like registration, payment methods, and overall usability of the app. This has created a unique challenge for Greentube as it strives to implement a continuous development process.

In an effort to deliver a flawless digital experience that meets local compliance and usability standards, Greentube needed to tap into the

### COMPANY

Greentube

### INDUSTRY

Gaming

### TESTING TYPES

Functional | Usability | Payments | Automation

### APP TYPES

Web | Mobile

### CHALLENGES

- Greentube's fast growing product range exceeds usual in-house testing capacities
- The preferences for usability and payment methods differ for each of Greentube's target markets
- Compliance must be secured throughout all product components with different statutory requirements per geography

### RESULTS

- 1,124 testers from 17 countries have been leveraged to date to extend the location coverage
- 40 unique test environments (iOS/Android/Web) are covered per test cycle
- 83% of the reported issues have been accepted by Greentube

knowledge of real in-market testers. However, with only a small internal QA team at its disposal, Greentube could not quickly or easily gather the feedback to help fine-tune the user experience.

## SOLUTION

To deliver the experience customers demand, Greentube looked to Applause's wide range of testing services to thoroughly cover both desktop and mobile apps on both staging and live environments across seven core markets.

As part of Greentube's bi-weekly sprints, Applause executes exploratory test cycles twice weekly to extend its test coverage to new and valuable edge cases, often specific to the registration and login processes. In addition, manual functional test cycles are regularly run prior to new feature releases and to more deeply examine specific test cases.

Testers are testing verification and registration processes with their real tax id in US, Romania etc. No in-house QA is able to deliver the same coverage.

Furthermore, they migrated their main test cases to test automation frameworks which differ per market.

With localization critical to the app's quality, Applause activates in-market testers to verify translations as well as validate the use of locally preferred payment methods. Lastly, to help Greentube assess its platform performance against its competitors, Applause performs usability tests every six months. This not only measures its own success on a broader scope, but delivers valuable insight into where its platforms can be improved overall.

## RESULTS

For Greentube to be successful, digital quality must always be improving. With the help of Applause, they were able to quickly expand their device and location coverage while also improving the quality of bug reports.

To date, a team of 1.124 native-speaking, in-market testers across 17 countries had identified various issues on the functionality, localization, and usability of Greentube's products. By using a community of vetted testers with an assortment of devices and software combinations at their disposal, Greentube extended their test device stack with 40 unique test environments (iOS/Android/Web) per cycle.

Throughout the test cycles, Applause has provided detailed user feedback on various features and components of Greentube's digital properties, helping the team to adapt its product to local audiences and to be compliant with any geo-specific legal requirement.



*“ THANKS TO APPLAUSE, WE ARE ABLE TO TAKE THE USERS' VIEWS AND IDENTIFY AREAS FOR IMPROVEMENT BEFORE OUR CUSTOMERS.”*

ALEXANDER KALCHMANN, DIRECTOR  
OF DESIGN & CONTENT, GREENTUBE

As a result of Applause's comprehensive and detailed documentation of issues, Greentube can better understand the reasons behind why bugs occur and can more easily address them. With 83% of reported issues having been accepted by Greentube, the efficacy of Applause's services is quite clear. As the stakes continue to grow for Greentube, quality will continue to be a top priority.



## ABOUT APPLAUSE

Applause is the worldwide leader in crowd-sourced digital quality testing. Software is at the heart of how all brands engage users, and digital experiences must work flawlessly everywhere. With **highly vetted testers available on-demand around the globe**, Applause provides brands with a full suite of testing and feedback capabilities. This approach drastically improves testing coverage, eliminates the limitations of offshoring and traditional QA labs, and speeds time-to-market for websites, mobile apps, IoT, and in-store experiences.

**Thousands of leading companies** — including Ford, Fox, Google, and Dow Jones — rely on Applause as a best practice to deliver high-quality digital experiences that customers love.

Learn more at: [www.applause.com](http://www.applause.com)