



# WatchDox

– APPLAUSE CASE STUDY –

*“ Since we started working with Applause, we stopped having to make those tradeoff decisions. We could cover everything when we started working with Applause.”*

OREN GEVA, DIRECTOR OF R&D OPERATIONS, BLACKBERRY

## CUSTOMER

WatchDox, founded in 2008 and acquired by Blackberry in 2015, is an Israeli-based tech company whose SaaS document-centric security platform enables organizations to control their critical documents via mobile devices. WatchDox’s platform is used to securely sync files, share documents, and collaboratively work with files wherever they need to go – even on devices beyond IT control. Their data-centric security solution enables organizations to control synced and shared files across any tablet, smartphone, or PC.

Fortune 500 companies - from private equity firms and hospitals to federal agencies and major film studios - rely on WatchDox. Customers trust WatchDox because they provide the highest quality of security when sharing sensitive documentation, especially on mobile networks and devices.

With a mission to enable enterprise mobility for employees at an executive level, the system eases the pains of sharing both internally and externally from anywhere by providing users complete control over the documents.

## CHALLENGE

In the early days, WatchDox would prioritize their testing needs by trying to balance the trade-offs between speed to release, new

### COMPANY

WatchDox

### INDUSTRY

Communication

### TESTING TYPES

Functional | Exploratory | Usability

### APP TYPES

Mobile

### CHALLENGES

- Expanding product line and quality standards
- Small QA team unable to provide full range of testing coverage
- Multitude of mobile device, geography and network combinations

### RESULTS

- Rapid delivery of higher-quality solutions
- Cost-effective expansion of QA without the need to slow release schedule
- Confidence to make bold business decisions and position WatchDox as a market leader

features, and the potential risk each new feature might have on the platform. As their business evolved, their product line expanded and the company matured, their solution quality also matured.

However, even as they added in-house QA professionals to their team, it was impossible to cover every aspect of testing in-house. With device coverage spanning multiple operating systems and form factors, they found themselves being forced to accept a certain level of risk in each release, choosing only certain build aspects to test and acknowledging that end-to-end testing was not an option.

WatchDox began by regression testing every new build, regardless of its size, to ensure that the whole platform continued to work as expected. Unfortunately, this important type of testing can be repetitive and time consuming – potentially delaying release cycles. WatchDox needed to keep their QA people engaged while also guaranteeing that their testing was all-encompassing and that no builds went unchecked.

## SOLUTION

To get the speed, flexibility and device coverage they needed, WatchDox set out to find a third-party service that provided a fast, secure, and reliable way of testing. They couldn't risk a major flaw finding its way into the hands of top executives at major firms, leading WatchDox to add Applause to their testing regimen.

“Using Applause services allows us to get the full regression testing done in a timely manner. What would have taken us over a week with only a minimum of device coverage, now takes just a few days by using 10-15 testers per cycle, using several phone and tablet models each,” said BlackBerry Director of R&D Operations Oren Geva.

This coverage has allowed growth in a scalable way. From the beginning WatchDox released a build every two months per product. Now, WatchDox has multiple products and Applause conducts manual regression testing for all of them.

## RESULTS

Working with Applause has enabled WatchDox to deliver higher quality solutions without sacrificing speed. “We have held reviews to look at the severity and number of issues found in the field, and its safe to say we've found some significant issues before they were



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released to clients. I don't think we would have caught those bugs without Applause," says Geva.

WatchDox worked with **over 100 testers** from the Applause community on a regular basis. They have held trainings with them and have even created on-going relationships with some of them, making them an extension of the WatchDox engineering team.

Today, a typical test cycle provides about 150 hours of professional testing conducted over a 72 hour period. And, **Applause has conducted more than 170 test cycles for WatchDox**. Furthermore, during that time the WatchDox solution portfolio has expanded from one app to five.

Amir Rapson sums up the WatchDox-Applause relationship this way: "Applause is part of our development process and release cycle. We've relied on them for years. The level of confidence we get with Applause increases our ability to make bold decisions and position WatchDox as a market leader."

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## ABOUT APPLAUSE

Applause is the worldwide leader in crowdtesting and digital quality. Software is at the heart of how all brands engage users, and digital experiences must work flawlessly everywhere. With **400,000+ 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)