



— APPLAUSE CASE STUDY —

“ YOU GET EXPOSURE TO VARIOUS PLATFORMS THAT YOU DON’T NECESSARILY HAVE IN HOUSE. YOU’LL ALSO GET A RELATIVELY LARGE GROUP OF PEOPLE TESTING YOUR APPLICATION OVER A SHORT PERIOD OF TIME, GIVING YOU A QUICK TURNAROUND ON A LOT OF TESTING.”

MARINA GERTSBERG, SENIOR MANAGER OF WEB QA, AUTODESK

### CUSTOMER

The office you work in. The car you drive. The home you live in. It’s likely that most of these, among many other things, were designed or created using Autodesk software. Autodesk is an American multinational software corporation that develops software for the architecture, engineering, construction, manufacturing, media, and entertainment industries.

First achieving worldwide recognition for its revolutionary computer-aided design software AutoCAD®, Autodesk now offers 160 unique products across an array of global industries. Autodesk also offers a line of software for consumers that includes popular applications such as Sketchbook, 3DS MAX, and Fusion 360.

### CHALLENGE

Even for a select suite of products, it is a formidable task to provide support for a global customer base. To facilitate the wide-ranging support, Autodesk wanted to digitize everything and centralize support for products through the Autodesk Knowledge Network. This process, however, posed substantial challenges to Autodesk’s internal QA teams.

#### COMPANY

Autodesk

#### INDUSTRY

Software

#### TESTING TYPES

Functional

#### APP TYPES

Web | Mobile

#### CHALLENGES

- Providing global QA support across multiple languages and user environments
- Scaling internal QA teams as needed to sufficiently test all products across all different environments and devices
- Missing critical bugs due to extreme familiarity with products by internal teams and lack of outside perspective

#### RESULTS

- Identified high-severity defects that could strongly impact user experience
- Kept Autodesk’s QA cycle running around the clock with global availability of testers
- Enabled instant scalability of testing resources to effectively meet fluctuating demands

The sheer scale and distribution of Autodesk's products made it virtually impossible for internal QA to sufficiently test all products across all different user environments, devices, and languages. They simply didn't possess the bandwidth necessary to adequately scale testing to the capacity required to support so many different products.

"Our focus was on the expansion of testing resources, making sure we could cover more devices and browsers," said Marina Gertsberg, senior manager of web QA. "And we also wanted to get additional testers to be able to provide feedback closer to product release."

In addition to capacity issues, Autodesk's internal teams also found themselves struggling with organizational blindness. In other words, their intimacy with the Autodesk products prevented them from identifying valuable bugs outside of their "happy path." It was crucial for Autodesk to find an external team to view its products with the same critical eye and unbiased perspective that customers ultimately provide on a new product.

## SOLUTION

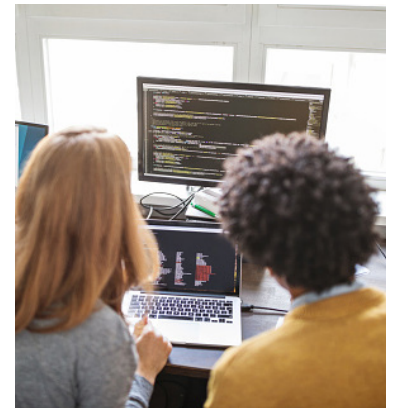
With Applause, Autodesk was quickly able to establish a wide testing footprint in several markets around the world. This gave Autodesk the in-market presence it needed across an extensive list of devices and user environments, while also providing localized feedback on language and certain cultural nuances. These ancillary benefits helped Autodesk hone their products to specific markets and users, adding a layer of personalization to them.

Adding to the value Applause had already established was its ability to provide testers with specific hardware (e.g. specific GPUs or operating systems required to test tools like Fusion 360), as well as source testers with experience using several niche programs. These unique users provided crucial insight from a perspective previous eluding Autodesk and hindering an optimal user experience.

Perhaps most importantly, Applause offered the ability to test at any time on any desired test environment – from web to mobile to desktop systems. Partnering with Applause effectively provided Autodesk with the ability to test products worldwide, at the desired scale, and in real-world conditions throughout all target markets.

## RESULTS

In the end, Autodesk's use of the Applause Community helped check off its top organizational priorities – product quality and release velocity. In the case of product quality, the external lens added a level of confidence for Autodesk in the thoroughness and coverage of their products. In fact, many



*“ WHEN THE TESTERS ARE FINDING LOTS OF BUGS AND SUBMITTING MANY TICKETS – MANY OF WHICH MIGHT NOT HAVE BEEN FOUND OTHERWISE – THAT’S A GOOD PROBLEM TO HAVE.”*

MARINA GERTSBERG, SENIOR  
MANAGER OF WEB QA, AUTODESK

bugs identified by Applause testers were labeled as “Exceptional Value” by Autodesk, including those that likely would have caused software crashes and severely impacted countless users.

Noted Gertsberg, “Applause testers found several issues that our QA teams did not discover internally, so product quality was certainly improved.”

In addition, Applause provided Autodesk with the flexibility to instantly scale testing to meet fluctuating demands – a benefit that simply isn’t available with internal testing teams. That agility has made an immense difference on the development cadence. Said Gertsberg, “Applause has testers all over the world. So what would typically happen is I’d start a test cycle, and when I came in the next morning, I’d already have lots of issues to go through.”

Being able to attain this level of speed and quality from its testing has helped Autodesk maintain its sterling reputation worldwide for product quality. When you have products to test in seven different languages across multiple continents, there is nothing quite like having a team of reliable testing professionals at your disposal around the world.

*“ SOME TESTERS REALLY STOOD OUT, AND I REALLY LIKED THE FACT THAT I COULD IDENTIFY THOSE TESTERS, AND THAT I COULD REQUEST THAT THOSE TESTERS BE INCLUDED IN FUTURE TESTING CYCLES.”*

MARINA GERTSBERG, SENIOR  
MANAGER OF WEB QA, AUTODESK

## 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)