



GLOBAL FINTECH COMPANY RELIES ON APPLAUSE FOR QA

— APPLAUSE CASE STUDY —

CUSTOMER

Businesses and other organizations around the world depend on accurate and insightful financial data in the form of news feeds, research, company data, market data, equity data and more. Our customer, a leading global fintech company, provides these financial software tools and applications via its highly sophisticated financial trading platform, wherein millions of users expect flawless experiences. Its mission is to empower businesses and brand partners by creating the solutions, knowledge and connections they need to succeed in a complex and changing world.

Even as a leader in the fintech space, the firm needed to speed innovation, address issues of bugs escaping into production and deal with challenges of personnel recruiting and retention.

CHALLENGE

There is little room for error in today's lightning-fast financial markets. Even minor inconsistencies in information or delays in trade transactions can mean big problems. Users require up-to-the minute financial data that relies on software functioning as designed, and they have come to expect flawless experiences while executing critical transactions.

The global fintech firm needed to ensure that the hundreds of applications working within its platform functioned as designed, but struggled to create the bandwidth required to test all the apps due to challenges in hiring experienced QA professionals. Too often, the firm's engineering teams would learn of bugs and defects through customers; it wanted to change this so any issues would be caught before production. Even if it could hire the number of staff required to keep up with testing, it would be difficult to retain talent for this business-critical work, as naturally, employees tend to look for promotions and increasingly challenging work. The fintech firm required a financially viable solution to this problem of maintaining consistent testing resources, as managing turnover had a direct impact on release schedules, end-user satisfaction and cost management within the firm.

COMPANY

Anonymized

INDUSTRY

Fintech

TESTING TYPES

Functional

APP TYPES

Mobile | Web

CHALLENGES

- Executing a tremendous amount of testing on its complex platform with an operating system containing hundreds of applications
- Hiring, training and retaining employees in U.S. and Europe
- Preventing issues with the app from reaching customers, and promptly fixing defects
- Improving the platform experience while having bandwidth to get through massive regression suites

RESULTS

- Consistent access by 18 internal engineering teams to Applause QA resources
- Applause executed 2,500 test case hours and 500 hours of automated testing monthly, and in a recent half-year period, found over 1,220 approved bugs, of which 180 are high-severity and 80 are critical
- Applause testers classify bug values, entering them into the fintech's tracking system to ensure critical fixes

The fintech firm needed QA assistance to free up its engineering teams to deliver new and innovative features and experiences for its global customer base. It also needed help getting through its massive regression suites. And, the testers required would need to be highly trained financial trading system experts that also had the technical experience to find defects and report them to engineering.

SOLUTION

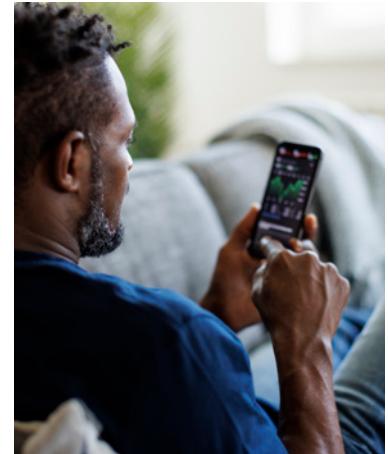
To address the complexities of its needs, the fintech firm teamed with Applause. Applause oversees comprehensive delivery and engagement management, recruiting a highly skilled team of 50+ testers from over 70 countries with financial services experience to work across 18 engineering teams.

Onboarding and training testers is a key piece of the partnership with the fintech firm. Applause puts testers through a training bootcamp to prove their knowledge of the platform and financial services software as well as financial reporting. Applause fully manages the entire process and ensures that all testers being onboarded pass these and other requirements. The typical training for new testers is 4-6 weeks in duration to upskill them so they can be impactful for the fintech's platform and specific products within.

Part of this training involves Applause collaborating with the MS Office 365 team. Testers receive advanced formula creation training and in-depth business understanding through performing formula functions. This helps broaden the testing scope where testers create advanced formulas and write more optimized test cases. To capture all this learning, Applause has built a knowledge repository of session materials and procedures. This helps train new testers, reduces onboarding time and also serves as reference for testers who have been previously trained. With this level of vetting and training, Applause consistently executes on the number of hours required by the fintech firm on a monthly basis.

The Applause testers have pre-production access and a biometric password on the firm's system, making thorough vetting by Applause a must. In addition, the firm requires dedicated resources 24/7 in globally distributed locations, so Applause has teams of testers at the ready as needed to keep momentum going and to offer maximum flexibility for the manual and automated functional testing that they require. Applause tests all elements of the financial platform — news feeds, trade research including company, market and equity data — that precede a trade.

Applause testing teams do scripted and exploratory testing. Testers write test case enhancements and new features and then run the cases, removing the ones that don't need to be tested. Applause further runs the regression suite and automates test cases for those that can be automated. This test case, regression suite and automation optimization is a regular, well-oiled process, reducing complexity for the fintech firm, one of their key goals.



**“ WE DEPEND ON
APPLAUSE AS OUR
PRIMARY SOURCE
OF QA, FREEING
UP ENGINEERING
TEAMS TO FOCUS
ON DEVELOPING
NEW FEATURES.”**

GLOBAL DIRECTOR OF ENGINEERING

RESULTS

Applause executes more than 2,500 test case hours for manual testing and over 500 hours of automated testing support monthly. In a recent half-year period, Applause executed more than 460 test cycles, with over 1,220 approved bugs between Applause and the fintech team, finding over 180 high-severity bugs and over 80 critical bugs, yielding an approval rate of 98%.

The test case hours that Applause executes for the fintech partner free up engineering teams to focus on innovation in feature development for its platform. In addition, Applause provided resources to help the partner build an automated framework for a Linux migration. Applause continues to advance training in cooperation with the MS Office 365 team to create additional curriculum and training activities to get testers well versed in formula creation.

Applause owns the QA function at the fintech partner and provides best practices and guidance on test strategies. As a result of the tight integration and success in the partnering between both organizations, the fintech firm established an internal role to identify additional integrations with Applause throughout the fintech's overall organization.

Through working with Applause, the fintech firm has overcome the challenge of hiring and maintaining qualified QA professionals; it counts on Applause to fill these roles and assume all responsibility for onboarding, training and overseeing any testing personnel issues as they arise. Now, the fintech firm has a tried-and-true QA team at the ready, and can scale as needed for urgent or specific testing requirements. The enhanced process and managed service prevents lost revenue by minimizing bugs escaping to production, and the fintech firm has a deeper insight into common functional testing issues. It is able to fold these insights and knowledge of a more holistic and strategic test approach back into improving design, development and quality assurance processes, delivering a better overall user experience.

ABOUT APPLAUSE

Applause is the world leader in testing and digital quality. Brands today win or lose customers through digital interactions, and Applause alone can deliver authentic feedback on the quality of digital assets and experiences, provided by real users in real-world settings. Our disruptive approach harnesses the power of the Applause platform and leverages a vetted community of more than one million digital experts worldwide. Unlike traditional testing methods (including lab-based and offshoring), we respond with the speed, scale and flexibility that digital-focused brands require and expect. Applause provides insightful, actionable testing results that can directly inform go/no go release decisions, helping development teams build better and faster, and release with confidence. Thousands of digital-first brands — including Ford, Google, Western Union and Dow Jones — rely on Applause as a best practice to deliver the digital experiences their customers love.