# Master Lock

> *WE DESIGN OUR ENTIRE THINKING NOW AROUND, 'WHAT'S THAT EXPERIENCE GOING TO LOOK LIKE AND FEEL LIKE FOR CUSTOMERS?' APPLAUSE HAS HELPED US REALLY SEE THE IMPORTANCE OF THAT."*

**JOHN BARTUCCI,** VP OF CONNECTED PRODUCTS, THE MASTER LOCK COMPANY

## CUSTOMER

Master Lock is synonymous with safety, security, and peace of mind. It manufactures more than one million locking devices per week for millions of customers around the globe. A nearly 100-year-old company, Master Lock is successful because it doesn't rest on its past accomplishments. In the last few years, Master Lock decided to take the next step in charting its path in the digital age with a vision of creating digital and IoT products — an involved process that would require buy-in from all aspects of the company.

"Our IoT transformation started with finding our 'why.' Why do we make locks in the first place? We do it because it provides our customers what they are searching for: security and peace of mind. These two things became our 'why' for building IoT-enabled products," said John Bartucci, VP of Connected Products, The Master Lock Company.

Bartucci and the company undertook this ambitious transition not only to provide a rich, connected experience, but to add features that addressed the pain points its customer service department routinely faced. The IoT-enabled locks promised to solve problems like customers losing keys or forgetting combinations. In addition, they would provide game-changing new features like the ability to view access history or generate temporary combinations to grant limited access to friends and family.

### COMPANY
Master Lock

### INDUSTRY
Manufacturing

### TESTING TYPES
Functional | Security | Accessibility

### APP TYPES
IoT | Web | Mobile

### CHALLENGES
- Underwent transformation from hardware-only to digital and IoT products
- Global brand that requires wide device and geographic testing coverage
- Customers have high expectations given the status and history of the brand

### RESULTS
- Ensures robust digital and IoT experiences are functionally sound and serve customer needs
- Ability to test across all relevant devices and geographies Master Lock serves
- Fully built out best practices for testing IoT experiences

APPLAUSE°

"In this industry, we're about making it more secure, but more convenient as well. What our customers are expecting, especially if they're going to use an app and they're going to use a connected device, is that they always work seamlessly," said Bartucci.

## CHALLENGE

In pursuing this digital transformation, Master Lock needed to instill a sense of holistic security in connected services for a historically hardware-only company. Though the development team drew on top industry expertise, IoT and its digital interfaces presented uncharted territory.

"It's one thing to make a plan for technology — and I'd argue that's the easy part — but you have to know your organization, and you have to be realistic about what skill sets you have in-house and what gaps need to be filled," said Bartucci.

The IoT products required thorough and rapid testing, and since Master Lock is a global brand, these products needed to be tested around the world. However, Master Lock's internal team couldn't match the device and geographic coverage it needed to in a lab environment.

On top of that, Master Lock's brand value depends on the trust of customers, meaning a strong sense of security and ease of use had to be maintained for IoT products. Addressing this challenge required the kind of deep and extensive testing that few companies can complete in-house.

## SOLUTION

To get a comprehensive view of its products in the hands of real customers on real devices, Master Lock turned to Applause and its global real-world testing platform. Master Lock relies on Applause for exploratory functional testing, manual functional testing, regression testing, security testing, and accessibility testing to ensure its products work as designed for all customers, regardless of device, location, or ability.

Applause has become a vital part of Master Lock's QA team. Because of its trust in Applause, Master Lock reconfigured how it performed regression testing — building it into development sprints. By inserting regression testing at a slight lag after development updates were pushed out, problems in new code were isolated, ensuring that previous features continued to operate seamlessly while new issues were fixed.

"When we release a new piece of code to be tested, it goes to our internal team, it goes immediately to Applause, and we start to get feedback from both teams. That gets fed right into our backlog and we work with our product owners, and we build out when we're going to solve these issues," said Bartucci.

*" WE WERE FACED WITH THE CHALLENGE OF, HOW DO WE TEST THIS? SURELY I CAN TEST IT INTERNALLY AND I CAN MAKE SURE THAT IT WORKS HERE IN THE U.S., BUT WE'RE LAUNCHING THIS SYSTEM WORLDWIDE."*

**JOHN BARTUCCI,** VP OF CONNECTED PRODUCTS, THE MASTER LOCK COMPANY

## RESULTS

By feeding test results into the process in parallel with development, the team encounters and addresses bugs faster, and dramatically reduces the resource cost of tasking internal teams with regression testing. The real-life conditions of Applause's testing platform also led to far greater efficiency than the development team's internal testing alone would have produced.

"The ease with which we can spin up test cycles, get test results, and have global coverage is simply outstanding. Economically, there is no way we could afford to do in-house what Applause achieves for us externally," said Bartucci.

Bartucci felt the impact of Applause's global platform early on in the partnership when a customer in South Africa was experiencing problems with its locks. Bartucci's first thought was that he would have to get on a plane and fly to South Africa to see if the problem was reproducible, or if it was limited to a single instance. Instead, Bartucci called on Applause. Because of its global nature, Applause's community members in South Africa were able to test the same product in the same locale and pinpoint the issue for Master Lock.

"This demonstrated more than just doing a simple job for us," said Bartucci. "It showed a deeper level of thinking and commitment with respect to what Applause is to its customers. This early example showed me that Applause has my back, and that's a good feeling when we're developing a system of such magnitude."

> " *WHEN YOU START TO GET THAT RANDOMNESS OF IN-THE-WILD TESTING, THAT REALLY SOLVES ALL OF YOUR PROBLEMS AND GIVES YOU A LOT OF CONFIDENCE THAT WHAT YOU'RE LAUNCHING IS GOING TO WORK."*
>
> **JOHN BARTUCCI,** VP OF CONNECTED PRODUCTS, THE MASTER LOCK COMPANY

## 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