

THE WORLD'S #1 CONTINUOUS TESTING PLATFORM

**qTest:** Make testing a competitive advantage — build towards strategic testing



# Introduction

We need to change how we deliver software across the business. The challenge is different for each organization. It could be decentralized automation efforts limiting the ability to scale, legacy tools preventing migration to Agile in a regulated environment, or fragmented analytics and reporting delaying informed decision making.

In any case, success is achievable and measured differently in every business. Rather than simply being a checkbox on the way to release, testing can create a competitive advantage. Start making a difference in your organization by implementing a unified testing strategy today. This eBook summarizes the business context and top challenge with testing today, the consequences of not transforming to a unified testing strategy, the benefits of strategic testing, and how Tricentis qTest offers a solution.

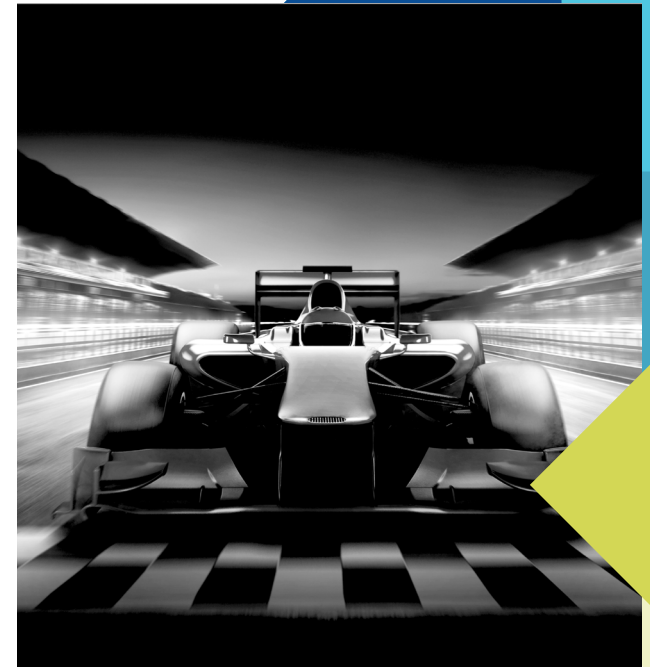
- CIO organizational decisions in the wake of innovation
- Blowing up the testing bottleneck
- Challenges to achieve testing change
- Test management in a unified strategic testing plan
- Audit and compliance trail
- Key takeaways
- Unified test management with Tricentis qTest

# CIO organizational decisions in the wake of innovation

CIOs across all industries are performing a delicate balancing act with key initiatives and investment priorities while determining how to meet the challenge of delivering new features at speed without increasing risk or cost to the business.

Executives we spoke with are focused on building new digital solutions, modernizing, updating core applications, and potentially shifting to cloud-centric IT. These priorities align with key initiatives to:

- **Deliver innovation faster**
- **Drive business efficiencies**
- **Improve digital customer engagement and experience**



The background features a dark, textured surface with bright, white, wavy light trails that create a sense of motion. On the right side, there are several overlapping geometric shapes in shades of blue and yellow, adding a modern, abstract feel to the design.

*“Should an IT leader care about testing? Yes — but not about how many tests you have. What’s far more important is whether the tests actually address business risks. Risk-based testing provides a fast and cost-efficient way to control top business risks in software releases. This can’t be reliably achieved by simply throwing more people or more tools at the problem. It requires a deliberately architected approach.”*

— Terry Milholland, former CTO & CIO for the IRS, CTO for Visa Inc., CIO and CTO for EDS, and CIO for Boeing

# Blowing up the testing bottleneck

Testing is a critical part of delivering software, yet it's widely recognized as the largest blocker to releasing faster. Many organizations jump to automation to accelerate testing. But it's not about testing more or just executing tests faster — those are just tactics. To make testing a competitive advantage and make automation more effective, teams need to take the leap towards strategic testing.

To get there, teams need to put their testing in context with those of other teams and the wider business by:



- Taking a full view across automated, manual, and exploratory testing
- Getting real-time analytics on testing to make informed, data-driven decisions
- Working collaboratively with other business areas, development, DevOps, even InfoSec and compliance to create more efficient testing and better release outcomes

To achieve this, organizations should either centralize automation to scale across teams, or build it into CI/CD pipelines to achieve a strategic plan that provides a full view of testing, connected with other teams.

The background of the slide features a dark, atmospheric photograph of a road at night. The road is illuminated by a series of bright, white, wavy light trails that suggest motion and speed. The road curves into the distance, flanked by dark, textured walls or trees. Overlaid on the right side of the image are several large, semi-transparent geometric shapes in shades of blue and yellow, creating a modern, abstract design. The overall mood is one of dynamic movement and technological advancement.

*“Automation is the lever that development teams pull to go faster. However, if not properly managed, automation can jeopardize quality and increase risk. To ensure that quality issues and unacceptable risk do not negate the velocity benefits of automation, firms must ensure they are tracking the right metrics to measure quality throughout development-testing-deployment.”*

— Forrester DevOps Study

The background is a dark, abstract composition. It features long, horizontal light trails that curve and swirl, suggesting motion or data flow. On the right side, there are several overlapping geometric shapes in shades of blue and yellow. The overall aesthetic is modern and technological.

*“Automation testing is not always a silver bullet if it is not approached with return on investment and long-term maintainability and usability in mind.”*

— Dave White, Test Automation Manager, SpecSavers

# The status quo is both slow and risky

Challenges faced by enterprise testing organizations manifest themselves in diverse ways.

- **Siloed tools, tests, and teams** make it difficult to standardize best practices and scale specialized expertise across the business. Test cases are rewritten (or written from scratch), adding length to the testing cycle, increasing the maintenance burden for existing tests, and reducing the organization's ability to move talent across different projects.
- A particularly acute aspect of siloed work is **poor integration between testing and DevOps tools and processes**. As a result, testing is often seen as the blocker for releasing and innovating faster, failing to keep pace with increasingly fast development cycles. However, cutting corners during testing and QA to keep up increases risk in production, to the customer, and to the business.

- Without a single place to manage testing activities or a reporting mechanism, businesses **lack visibility across testing activities**, making it harder to accurately assess risk coverage, ensure compliance and governance, and identify opportunities for improvement.
- Organizations facing regular audits require the ability to easily track business requirements from idea to the turn of ignition. This includes the documentation and traceability between requirements to test case through testing. **These industries require in-depth documentation** of how frequently tests are run on a given business requirement, under which scenarios, and by which individuals (to show they hold the proper permissions to run those tests).

The background of the slide is a dark, abstract image featuring light trails that create a sense of motion and speed. On the right side, there are several overlapping geometric shapes in shades of blue and yellow. The text is positioned on the left side of the slide.

*“Centralizing and modernizing test management has offered our highly distributed team significant efficiency gains. The global testing team operates from different locations around the world, and having a single pane of glass for managing, kicking off tests, and reporting on automated testing is critical to their success.”*

— Major Insurance & Financial Provider



*"If I can validate [each sprint] on a daily basis, I give my stakeholders — being my boss and all our business internal stakeholders — the capacity to then determine how to deploy as fast as possible and not in a 12-week, 6-month, or 12-month release."*

— Alex Kyriazis, ANZ Bank

# Test management in a unified strategic testing plan

What four benefits does test management play in helping organizations develop a unified and strategic test plan?

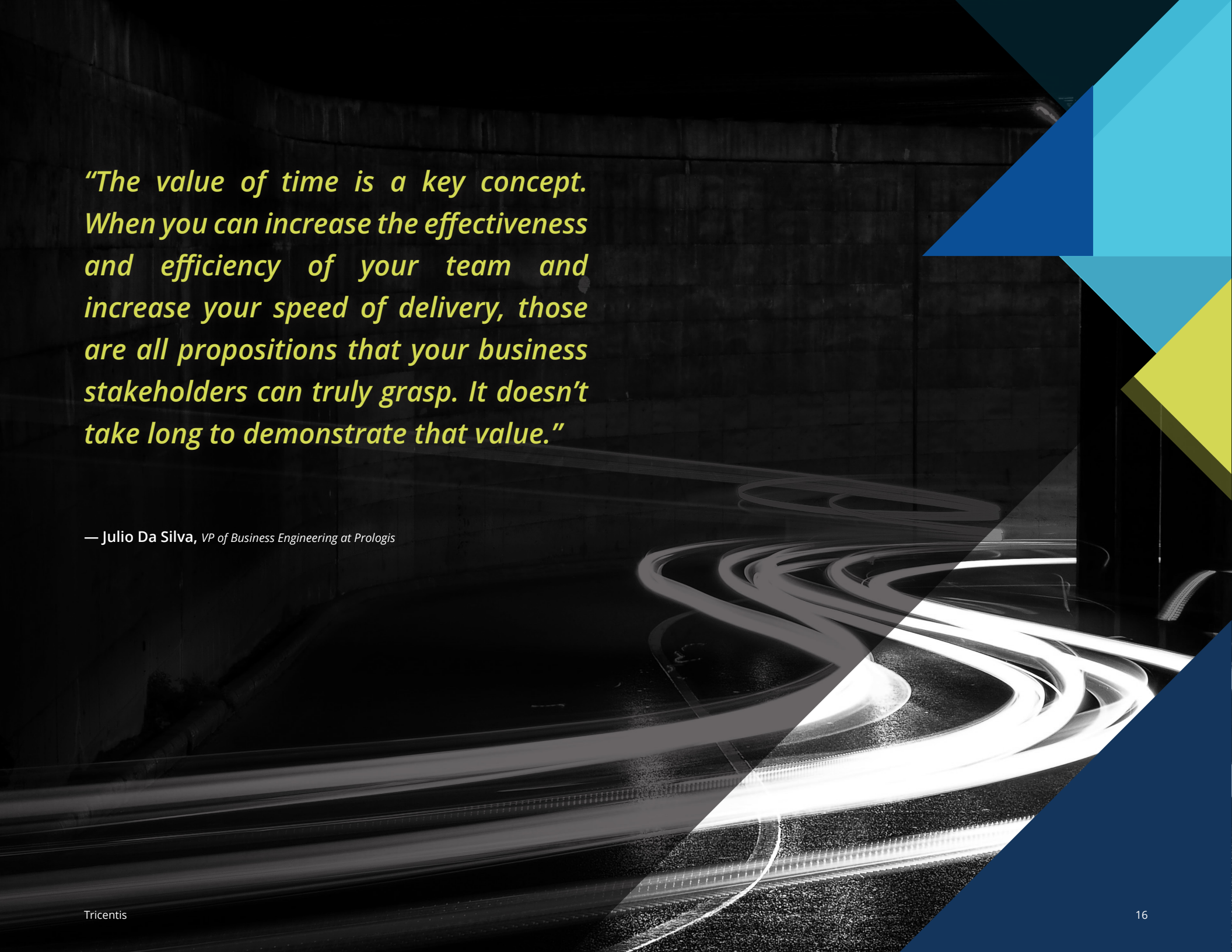
1. It provides a central repository to **encourage collaboration, drive consistency, and scale standards** and specialized knowledge.
2. Centrally managed test automation is critical to accelerating testing, especially with Agile and DevOps practices. Identifying these opportunities to **improve speed and stability of software delivery** enables innovation to test processes and reduce bottlenecks. Furthermore, the ability to manage and orchestrate automated and event-driven test workflows **optimizes testing assets**.

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3. It provides insights into testing activities across the business and creates an environment for business leaders to **make informed decisions** on how to scale and improve. This extends to controlling IT spend or making strategic build/buy decisions.
  4. For regulated industries, it helps establish role-based permissions and an audit trail for testing activities to **meet growing compliance needs**.

The background of the slide features a dark, atmospheric photograph of a road at night. Bright, white light trails from vehicles are visible, curving through the frame. On the right side, there is a prominent geometric overlay consisting of several overlapping triangles in shades of blue and yellow. The text is positioned on the left side of the slide, overlaid on the dark background.

*“We’ve had testers move from traditional testing models into a continuous testing model — shifting left, ensuring that we focus on speed by getting the right feedback to the stakeholders at the right time, focusing on quality by improving our test coverage, and focusing on cost by increasing our productivity and efficiency.”*

— Tammie Davis, Director of Global Quality at IHG

The background is a dark, long-exposure photograph of a road at night. Bright white and yellow light trails from vehicles curve through the frame, creating a sense of motion. The road is flanked by dark, textured walls or trees. In the top right corner, there are several overlapping geometric shapes in shades of blue and yellow. The text is positioned in the upper left area of the image.

*“The value of time is a key concept. When you can increase the effectiveness and efficiency of your team and increase your speed of delivery, those are all propositions that your business stakeholders can truly grasp. It doesn’t take long to demonstrate that value.”*

— Julio Da Silva, VP of Business Engineering at Prologis

# Audit & Compliance Trail

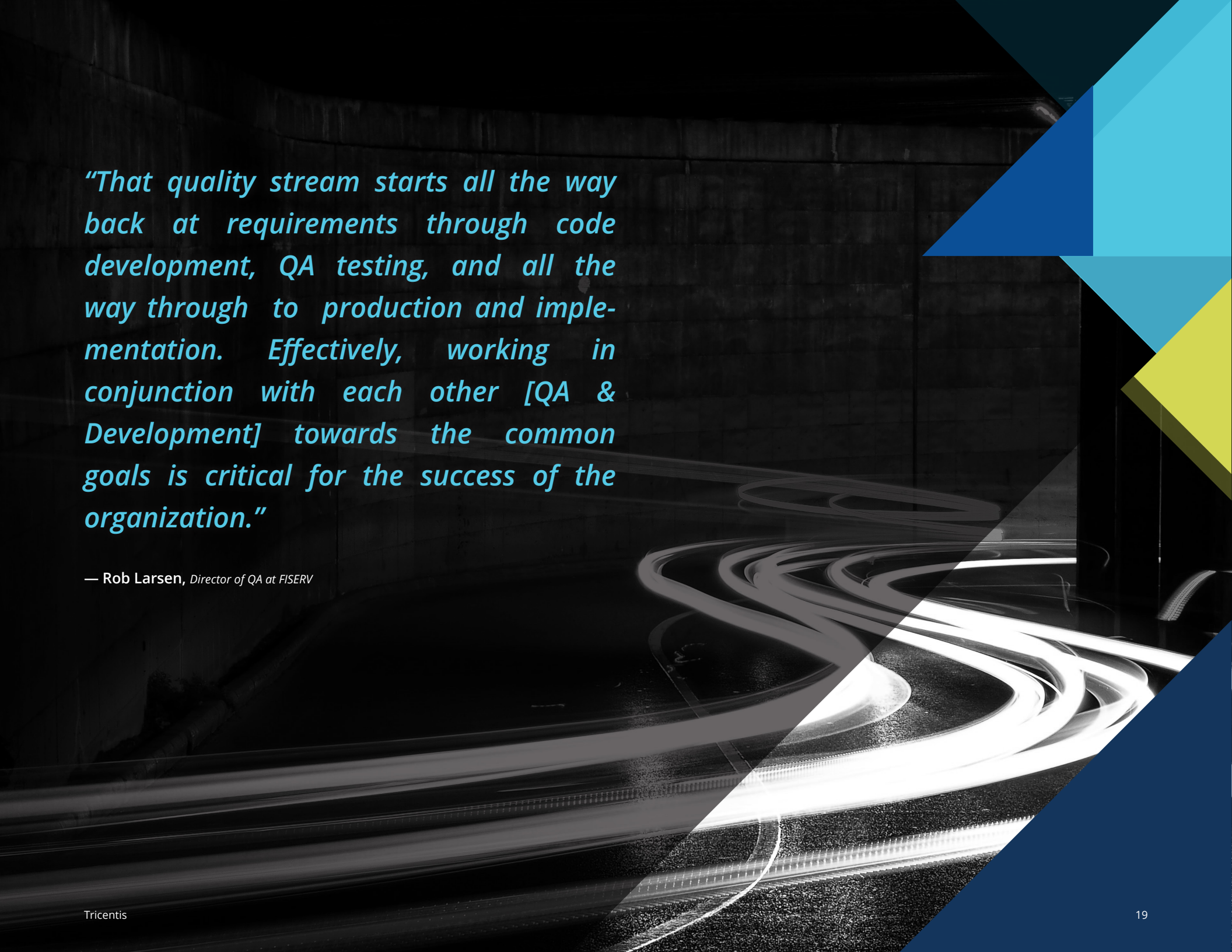
When stakes are high, **prioritizing software quality is a nonnegotiable for doing business**. This holds particularly true for highly regulated industries (such as the food and beverage industry, pharmaceutical, medical device, and financial industries, to name a few) that require greater levels of testing scrutiny and audit trails for periodic evaluations.

Business risk and **priorities need to be easily translated, understood, and tracked** by both development and QA in order to avoid the business risk of “non-compliance” which often results in hefty fines to the business.



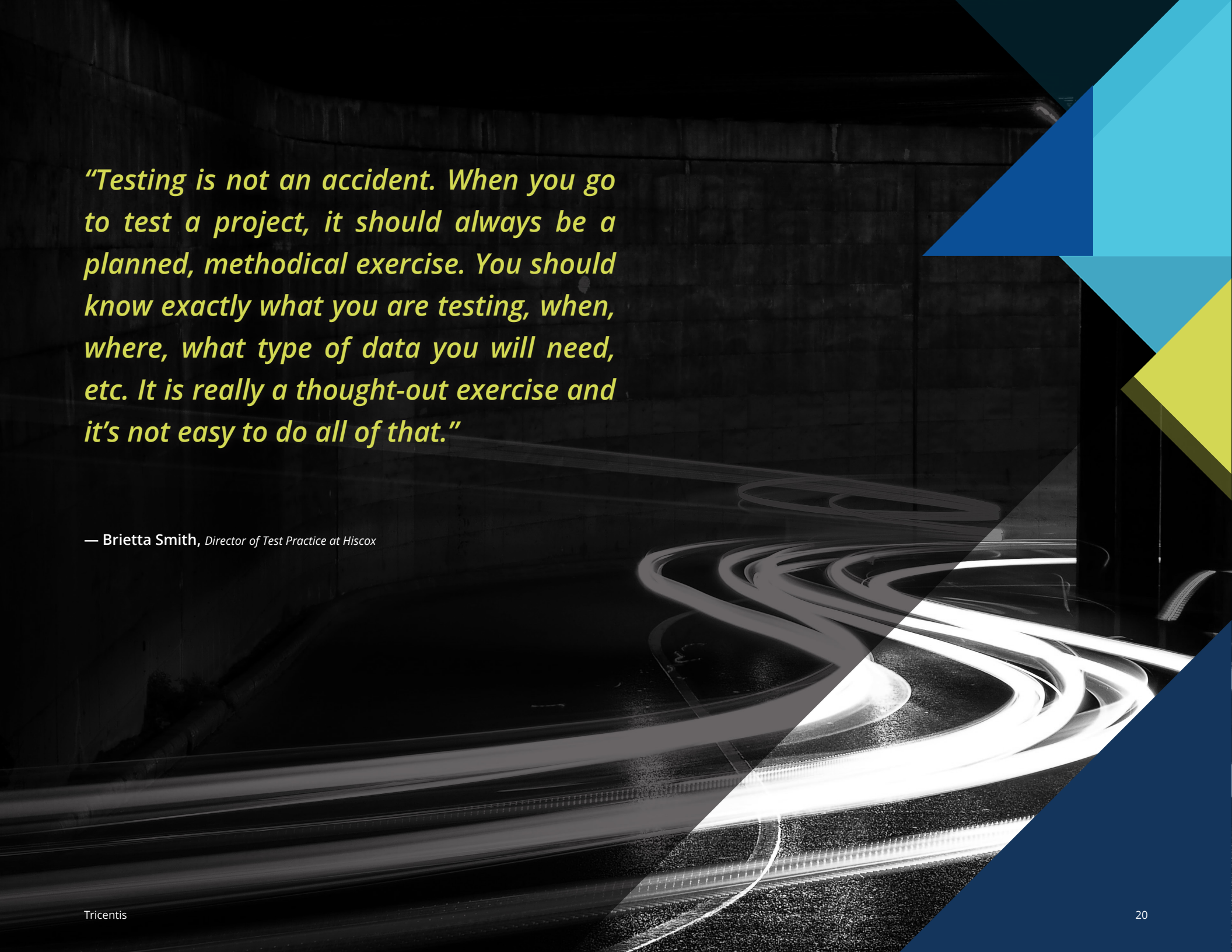
Disorganized workflows and unreliable traceability measures are the nemesis of compliance and audit. Regulated business can benefit from a unified testing strategy that includes all levels of development and testing to ensure that the correct rules are included in the test case design, execution, and results tracking to guarantee proper test coverage, regulatory compliance, and user needs.

Another key benefit for highly regulated organizations is the **alignment of key stakeholders for the full SDLC in advance.** This creates the ability to leverage domain knowledge to ensure both regulatory compliance and a positive user experience while creating a thorough audit trail.

The background of the slide is a dark, atmospheric photograph of a tunnel. Bright light trails from vehicles are visible, creating a sense of motion and depth. On the right side of the slide, there are several overlapping geometric shapes in shades of blue and yellow, adding a modern, abstract design element.

*“That quality stream starts all the way back at requirements through code development, QA testing, and all the way through to production and implementation. Effectively, working in conjunction with each other [QA & Development] towards the common goals is critical for the success of the organization.”*

— Rob Larsen, Director of QA at FISERV

The background of the slide features a long-exposure photograph of a road at night, showing bright, curved light trails from vehicles. The image is dark and moody. In the top right corner, there is a geometric overlay consisting of several overlapping triangles in shades of blue and yellow. The quote is written in a yellow, italicized font on the left side of the slide.

*“Testing is not an accident. When you go to test a project, it should always be a planned, methodical exercise. You should know exactly what you are testing, when, where, what type of data you will need, etc. It is really a thought-out exercise and it’s not easy to do all of that.”*

— Brietta Smith, *Director of Test Practice at Hiscox*

# Key Takeaways

- **A unified test strategy is a competitive advantage**  
Testing efficiently across the business and making smart tradeoffs keeps you ahead of your competition and keeps customers happy.
- **Better, faster decisions require the full picture**  
Acting and analyzing results within silos shortchanges — and could even harm — the rest of your business.
- **Analyze and collaborate to continually improve**  
Sharing data and results with other teams and leaders is key to making better decisions and staying competitive.
- **Disorganized workflows and unreliable traceability can be your audit downfall**  
Ensure planning, requirements, traceability, and results are easily documented over time to make audit compliance streamlined.



# Unified test management with Tricentis qTest

Tricentis qTest is an enterprise test management solution that integrates seamlessly with DevOps and third-party test tools, giving teams a complete, unified view of their testing activities throughout the development cycle. This allows QA and development teams to approach testing strategically and collaboratively and to release high quality software faster.

▶ **Complete view from idea to production**

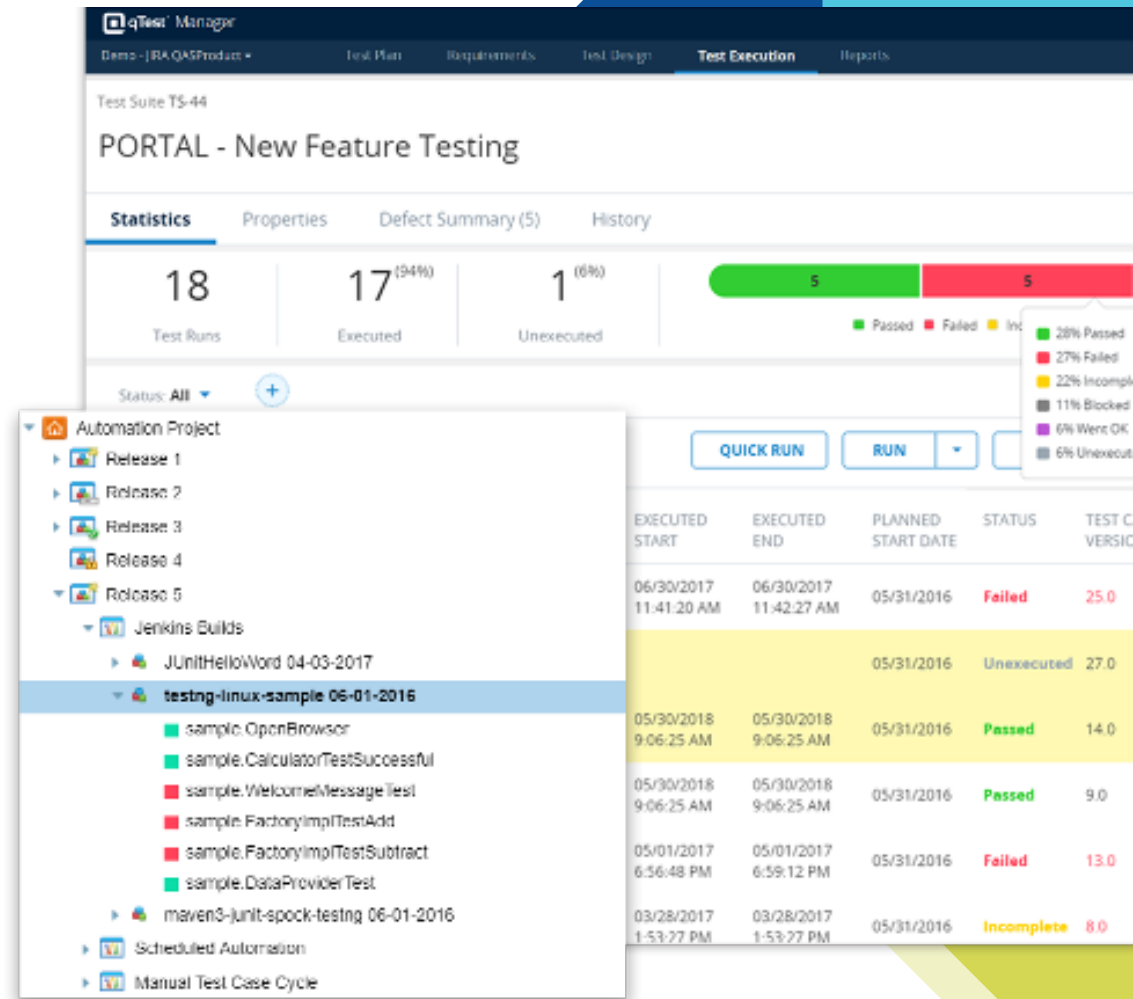
▶ **Integrate, automate, and orchestrate testing**

▶ **Visibility and reporting across the business**



# Complete view from idea to production

- ▶ Central repository for all your testing data
- ▶ Shareable, reusable test cases across projects
- ▶ Exploratory, automated, and manual test cases
- ▶ Best-in-class, real-time Jira integration



# Integrate, automate, and orchestrate testing

- ▶ Agile, waterfall, and hybrid methodologies
- ▶ Automation and orchestration with any open source or proprietary third-party tool
- ▶ Native Jenkins, Bamboo, and GitHub integrations

The screenshot displays the qTest Launch web interface. At the top, the 'Project' is set to 'Andres - qTest - Jira'. Below this, a 'Hosts' section shows 5 total hosts, 1 online, and 4 offline. An 'Operating System' bar indicates 100% Windows. A table lists scheduled runs with columns for Schedule Name, Next Run, Last Run, and Re-run. Below the table, the 'New Automation Job' configuration is shown, including fields for Project, Tests Scheduled, Tosca TestEvent, Host - Agent, and View Results. The job status is 'Completed'. At the bottom, the 'Last Execution Log' shows a series of passed test steps.

**Project:** Andres - qTest - Jira

**Hosts:** 5 Total, 1 Online, 4 Offline. Operating System: 100% Windows.

**Table:**

| Schedule Name        | Next Run | Last Run           | Re-run |
|----------------------|----------|--------------------|--------|
| asd                  | -        | 05/25/2021 4:50pm  | Im     |
| asdasd               | -        | 05/25/2021 4:56pm  | Im     |
| IUnit Automation Run | -        | 03/22/2021 11:21am | Im     |
|                      | -        | 03/23/2021 4:35pm  | Im     |
| Immediately          | -        | 05/25/2021 4:47pm  | Im     |
|                      | -        | 04/27/2021 2:28pm  | Im     |
|                      | -        | 04/27/2021 3:04pm  | Im     |
|                      | -        | 05/24/2021 5:59pm  | Im     |
|                      | -        | 04/26/2021 12:53pm | Im     |

**New Automation Job**

Creator: Andres G. Pordevin | On: 05/02/2021 9:59pm | Repeat: Immediately

**Project:** Andres - qTest - Jira | **Status:** Completed

**Tests Scheduled:** 1 | **Progress:** View Execution Detail in Tosca E

**Tosca TestEvent:** qTosca Test Event | **Next Run:** -

**Host - Agent:** Launch - Tosca DEX | **Last Run Status:** Completed

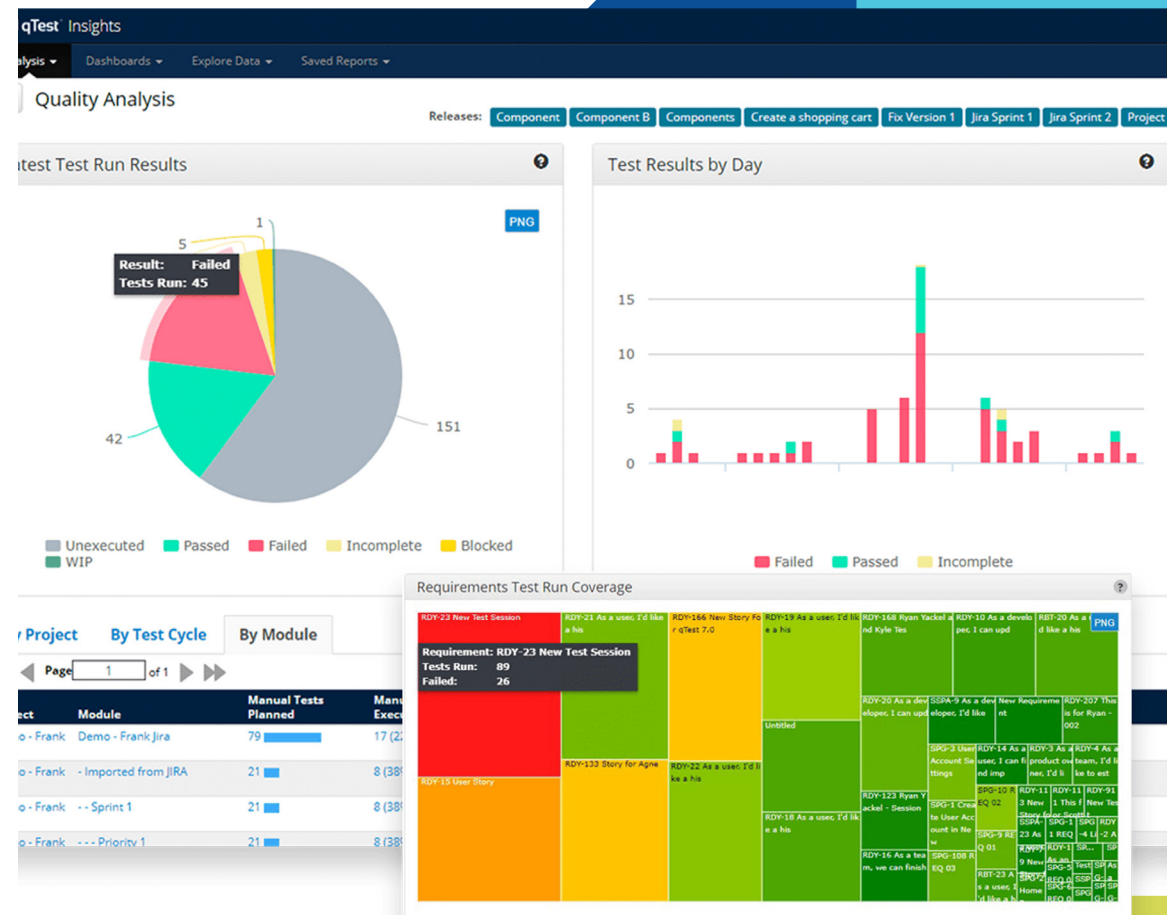
**View Results:** View Result in qTest Manager | **Last Run:** 05/02/2021 10:00pm

**Last Execution Log:**

```
+ Passed: E-Mail (UsedValue='new_customer@letsbuy.com')
+ Passed: Phone (UsedValue='5059357896')
+ Passed: Username (UsedValue='Client')
+ Passed: Password (UsedValue='*****')
+ Passed: Confirm Password (UsedValue='*****')
+ Passed: Comments (UsedValue='Send me the quote!')
+ Passed: < Send >
+ Passed: Tricentis Vehicle Insurance - Quote Sent
+ Passed: No
```

# Visibility and reporting across the business

- ▶ 60+ out-of-the-box reports
- ▶ Highly customizable dashboards
- ▶ Easy report sharing across the organization
- ▶ Report within and across projects





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