



Mobile App Testing Case Study

Client Testimonial

"Thank you, Ram, you have done a tremendous job putting our team together the past several months, from development-to-design-to-marketing-to-testing team. We feel really confident in our team now. [I know that we will face road bumps as we move forward, but] we feel confident as our team has proven to work together to come up with solutions.

Thanks again, Ram and to our SPA team."



Ticket Management System

SITUATION

Client provides mobile solutions for entertainment industry. Client was leveraging a US-based mobile solution provider who was charging high hourly rates while providing individual iPhone and Android developers without any documentation, design, testing strategy, release management, etc. This resulted in substandard results, poor quality, poor reviews on appstores, and cancelled downloads. These challenges led to lack of investment into the company hurting the company significantly.

Software Assurance, LLC was approached by the client through two references, and the client awarded SPA the contract after Proof of Concepts was successfully completed. SPA immediately put the following processes in place:

- ✓ Acquired domain knowledge in a short period
- ✓ Prepared a Plan to incrementally reverse engineer code and write document it
- ✓ Identified high impact feature set as well as low hanging fruits to quickly improve the product quality. And then continue iteratively improving the full feature set.
- ✓ Put in place a Release Management Strategy for Major Releases, Minor Release, and Emergency Release
- ✓ Established a Mobile Testing Strategy
- ✓ Implemented a Balance onshore-offshore strategy to reduce overall cost to fraction of cost incurred by the client with other vendor



SPA, since it took over the product development and testing, has made multiple releases with multiple features resulting in revenue generation, positive user feedback, and increased product downloads. The client is able to attract multiple investment interests as well as one acquisition discussion.



SPA Mobile Lab combined with proven Mobile Testing Strategy helped launch high-quality solutions in timely manner.



Testing Costs

Before SPA got involved

With SPA's involvement

Apps Installs

Before SPA got involved

With SPA's involvement

SATISFACTION

- ✓ Faster roll out of the new Features and functionalities
- ✓ Better quality solution
- ✓ Overall cost reduced to 40%
- ✓ Better users reviews and significantly more downloads
- ✓ Effective Testing strategy and processes to
- ✓ Allowing the client to focus on core Businesses, revenue generating and marketing activities.



This is synonymous with our Quality and Excellence. Our Brand strength is reflected in the Clientele we have worked with and continue to work with. We would be happy to talk through some of our recent innovations and development with you. We have a great track record of successfully designing, conducting and completing mission-critical campaigns on behalf of Clients.

CONTACT US

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