

# Get Faster, Better Testing With Market Readiness Testing Solutions by NTT DATA

With the rise of consumer-centric applications, you need to constantly adapt to remain competitive.



mobile apps consumers will download in 2016<sup>1</sup>



of buyers will pay more for a better customer experience<sup>3</sup>



of smartphone users access retail sites on mobile apps<sup>2</sup>



feel that vendors consistently meet their expectations.



Enterprises are moving to smart testing services for faster business success.



#### Testing applications in the real world can provide an advantage

Real-world testing can:

- Provide a consistent user experience on web and mobile
- Identify application bottlenecks in pre-production
- Support applications on a large group of devices and platforms
- Test applications in real cultural locations
- Create faster and structured testing solutions for agile- and DevOps-driven projects



#### Our Market Readiness Testing solution meets the testing needs of consumer facing applications

Market Readiness Testing solution offers crowdsourced testing that complements traditional testing methods, providing an end-to-end testing solution for enterprises. Our solution provides: A faster turnaround — in days rather than

A next-generation testing service from the

Superflex Testing Center of Excellence, Our

- months with around-the-clock testing
  - Tests in real-world environments
- A flexible pool of global skilled talent
- with real devices and platforms

A broad spectrum of device coverage,

in reduced production issues and increased application quality

Early detection of critical defects, resulting



How does it work?



Plan













- Understand your business Design test plan



 Design test cases and configurations



• Provide 24x7 execution

and monitoring

and quality

Ensure test performance



Validate defects

valuate





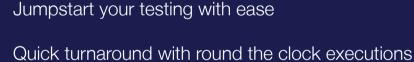
Provide a detailed

report with defect list

Test deliverables

Consolidate feedback

- Supply an in-depth analysis and recommendations









Get comprehensive quality analysis of your application Choose test teams based on mission

critical applications: public, private or hybrid

# What do we offer?

### functionality

Validate core

Functionality testing

- Focus on exploratory, scenario-based, in-field testing

#### feedback Focus on layout and

Usability testing

design, user experience, and expert-led

Provide real-world

Compatibility testing

usability surveys







Mobile



Touchpad

### Focus on i18N and

Localization testing

- 110n implementations

Test in real geographies

and culture context

# environments

Focus on devices, operating systems, browers, versions and networks

Test compatibility on a

large matrix of real-time

## go/no-go decision making

Test end to end business

flow to provide inputs on

- Focus on user journeys. criticality or business impact and intensity of usage

# Why NTT DATA?

Get a higher return on your investment:

Scope

Faster time to market with accelerated testing

Core functional and device coverage

Real customer feedback

Cost

Result

Quality

Speed

Cost savings on test infrastructure and operations

High brand value with minimal production defects

- References
- 1. http://www.grabstats.com/statmain.aspx?StatID=1689 2. http://www.comscore.com/lnsights/Blog/5-Things-Every-Marketer-Should-Know-About-Mobile-Commerce

3. http://www.oracle.com/us/products/applications/cust-exp-impact-report-epss-1560493.pdf