



# 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.

300 billion

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

86%

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

78%

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

1%

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

A next-generation testing service from the Superflex Testing Center of Excellence, Our 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 months — with around-the-clock testing
- Tests in real-world environments
- A flexible pool of global skilled talent
- A broad spectrum of device coverage, with real devices and platforms
- Early detection of critical defects, resulting in reduced production issues and increased application quality

## How does it work?



Plan



Initiate



Execute



- Understand your business
- Design test plan

- Design test cases and configurations
- Set up test project

- Provide 24x7 execution and monitoring
- Ensure test performance and quality



Evaluate



Deliver

- Validate defects
- Consolidate feedback
- Test deliverables

- Provide a detailed report with defect list
- Supply an in-depth analysis and recommendations



Jumpstart your testing with ease



Quick turnaround with round the clock executions



Manage tests on a secure platform



Get comprehensive quality analysis of your application



Choose test teams based on mission critical applications: public, private or hybrid

## What do we offer?

### Functionality testing

- ✓ Validate core functionality
- ✓ Focus on exploratory, scenario-based, in-field testing

### Usability testing

- ✓ Provide real-world feedback
- ✓ Focus on layout and design, user experience, and expert-led usability surveys



Desktop



Tablet



Mobile



Touchpad

### Localization testing

- ✓ Test in real geographies and culture context
- ✓ Focus on i18N and l10n implementations

### Compatibility testing

- ✓ Test compatibility on a large matrix of real-time environments
- ✓ Focus on devices, operating systems, browsers, versions and networks

### User Acceptance Testing

- ✓ Test end to end business flow to provide inputs on go/no-go decision making
- ✓ Focus on user journeys, criticality or business impact and intensity of usage

## Why NTT DATA?

Get a higher return on your investment:



Quality Real customer feedback



Speed Faster time to market with accelerated testing



Scope Core functional and device coverage



Cost Cost savings on test infrastructure and operations



Result High brand value with minimal production defects

## References

1. <http://www.grabstats.com/statmain.aspx?StatID=1689>  
 2. <http://www.comscore.com/Insights/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>