JONCKERS
WORDS ONLINE Continuous Localization

How Jonckers Helped a Software Giant Save 40% of Costs and Improve Quality with Testing

ABOUT THE CLIENT

What does a major global software company do when they must move all production and testing out of a low cost location but maintain high quality and cost efficiency? Every business faces disruptions, but it's how they respond that makes all the difference. Discover how we helped a leading software company turn a few large cost and process challenges into an opportunity to improve efficiency, reduce costs, and deliver high-quality products faster.

Our client is a leading American software company headquartered in San Jose, California, with production offices in Europe and India. They specialize in a broad array of content creation and publication tools used globally for graphics, photography, illustration, animation, video, and print. With millions of users worldwide, their products are integral to the creative and professional workflows of individuals and businesses across various industries.

THE CHALLENGES

The client faced three critical issues that impacted their ability to drive high-quality global product releases:

1 **The end of low-cost operations in China:**

Due to a challenging business environment, the client had to quickly relocate its operations out of China. The need to find a new location and reestablish their low-cost R&D setup and operations without losing momentum was a significant challenge.

2 **The need to control costs:**

Mimicking the low-cost setup previously achieved in China was crucial for maintaining budget efficiency without compromising on quality. The client needed a solution that could provide high-quality testing services while keeping costs under control.

3 **The mandate for consistent, repeatable testing processes:**

The client also lacked a consistent, repeatable, and comprehensive daily test rhythm. This inconsistency resulted in unstable release builds and a lack of agility in their release cadence. Without a reliable testing process, build stabilization took too long and required too many resources, and the ongoing software errors and bugs impacted customer satisfaction.

These issues led to prolonged build stabilization times, increased costs, and reduced overall productivity. To support global product releases and updates, the client needed an effective localization testing program capable of uncovering errors efficiently and in multiple languages.

THE SOLUTION

To tackle these challenges, we custom-built a comprehensive solution designed around the client's needs and existing processes. Overall, the solution allowed for an agile testing environment increasing quality, performance, and productivity.

OUR APPROACH INCLUDED:

Scalable Testing Frameworks

We provided a flexible testing solution that combined a daily testing rhythm with a simplified test case suite.

With this strategy, we were able to quickly detect and flag errors in new product updates, allowing the client's engineers to correct the issues and provide daily builds for us to retest. This daily test rhythm incorporates a wide range of languages, operating systems, and device types to provide in depth coverage and prepare each build for an international user base.

Comprehensive Daily Testing

Our testing methodology emphasized simple test cases that were executed daily, allowing for rapid identification and resolution of issues.

By executing over 13,000 test runs daily and dedicating over 38,000 hours to testing 40 products, we provide thorough coverage across different language combinations, platforms, and devices. Our extensive test coverage included functional, non-functional, and ad-hoc testing, validating internationalization testing and providing the client with confidence that their software products were ready for release.
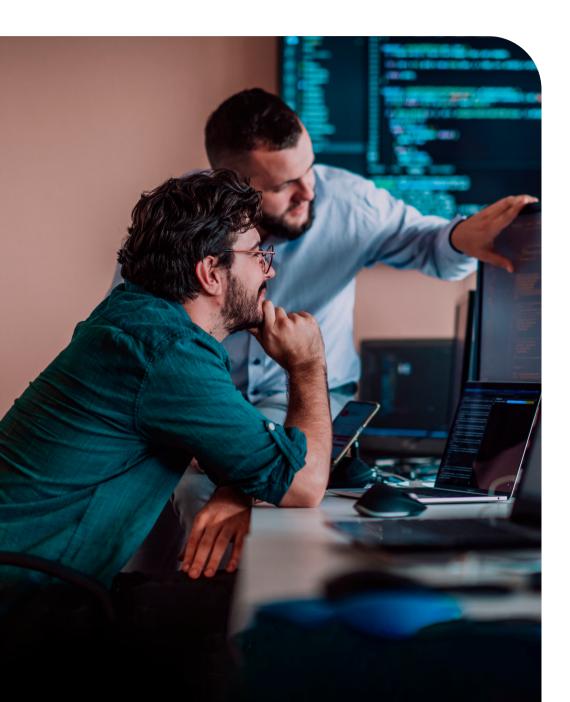
Efficient Hardware Management

Most testing vendors transfer hardware costs to the clients. We sought a more cost-effective solution. By including the necessary hardware within the hourly rate charged to the client, we eliminated the need for additional hardware expenses. Each tester was equipped with two pieces of hardware (e.g., a Mac and a Windows desktop), allowing for extensive test coverage. This innovative approach ensured that we could cover a large number of devices, operating systems, and OS versions, providing full test matrix coverage and making it easier to scale up the number of tests performed.

Streamlined Onboarding and Training

Collaborating closely with the client, we developed a training program for new testers, covering the specific features and functionalities of the client's products, so testers quickly become proficient and productive. They also include detailed guidelines for bug reporting customized to each team's preferences so that their engineers can more easily locate, diagnose, and fix issues faster.

In the process, we developed tools to help onboard new personnel. We shared these with the client to assist in the onboarding of their own team members also. This collaborative approach keeps both our team and the client's team aligned and working efficiently.

THE RESULT

AFTER IMPLEMENTING OUR APPROACH, THE CLIENT SAW SIGNIFICANT BENEFITS:

40% Cost Savings

Jonckers exceeded the customer's goal to replicate the low-cost testing program they had in China: our approach slashed costs by 40% compared to the original program.

The client was so pleased that they quickly requested to expand our program across all their business units. These substantial cost savings allowed the client to reallocate budget to other critical areas, driving overall business growth.

50% Increased Productivity

Over three years, we increased our daily test runs by 50%, allowing for the inclusion of additional feature testing without extra costs. This increase in productivity enabled the client to quickly release more features and updates, enhancing their competitive position in the market.

97% SatisfactionScores

Quarterly KPIs indicated a consistent satisfaction score of 97% over the last year, reflecting our commitment to quality and efficiency. The client appreciated our ability to deliver high-quality testing services consistently and reliably.

Rapid Scalability in 6 Months

Despite the rapid expansion and initial challenges, we achieved the targeted operational level within six months, maintaining high standards of quality and performance. Our ability to scale quickly and efficiently demonstrated our flexibility and commitment to meeting the client's needs.

Our impact went beyond simply testing software. By streamlining and enhancing the client's testing processes, we enabled them to:

- **Deliver high-quality products faster:** With a consistent and comprehensive daily testing rhythm, the client could release stable builds more frequently, improving their time-to-market. This agility allowed the client to respond quickly to market demands and maintain a competitive edge.

- **Improve product quality:** The increased test coverage and rapid issue detection led to higher quality software releases, enhancing the user experience and reducing post-release bugs. This improvement in product quality resulted in higher customer satisfaction and loyalty.

- **Achieve cost efficiency:** The cost savings and efficient resource management allowed the client to reallocate budget to other critical areas, driving overall business growth.

Boost Your Global Competitiveness

Testing - localization, linguistic, and functional - is just one way we support global businesses. Our comprehensive approach guarantees software is ready for a worldwide audience, and effectively localized for different regions and languages. By partnering with us, businesses can achieve their software development goals efficiently, release high-quality products, and outshine competitors.

If your company is facing similar challenges or if you want to enhance your software testing processes, we can help you, too. Let Jonckers help you streamline your operations, improve product quality, and achieve cost efficiency. Contact us today and take the first step towards streamlining your operations, improving product quality, and achieving cost efficiency for global product releases.