



QUALITIA

ZS Associates Selects Qualitia to Achieve Faster and More Reliable Test Automation with Selenium

(Pune, India) March 11, 2014 – Qualitia, the market leader for scriptless test automation software, today announced that global consulting firm ZS Associates has selected the scriptless test automation platform to achieve faster time to market and improve test automation reliability.

ZS Associates is a global leader in sales and marketing consulting, outsourcing, technology and software. Over its 30-year history, ZS has worked with more than 250 companies, including many of the world's leading companies in sectors such as energy, telecommunications, medical products and services, pharmaceuticals and other industries.

Known for its highly successful testing practices, ZS employs many top software engineers who follow cutting edge development and testing best practices.

Even as the software quality assessment market segment recognized the need to further automate testing processes to improve speed-to-market while maximizing the reliability and accuracy of their applications.

Achieving those goals required focusing on maximizing testing efficiency and effectiveness, and undertaking a detailed evaluation of software products using highly stringent criteria, including:

- Reduce regression cycle time by at least 50%
- Improve test coverage to ensure world-class quality of every application
- Leverage existing domain champions to sustain quality of testing
- Ease of test automation use and training for the ZS QA team
- Reduce maintenance efforts by at least 50% to adapt changes in the applications
- Improve error handling resulting in more predictable stability and reliability
- Integrate with existing software development environments

ZS selected Qualitia for extensive experience with test automation products, and they were very clear that the new product they would select must perform at a high level for each of the three pillars of the ZS QA team,” said Rakesh Chauhan, ZS’s Head of Test Engineering. “With this focus and demanding evaluation process, Qualitia emerged as the product of choice, primarily for ease of use, ability to reduce time to market, and the quality and reliability of the test automation solution.”

Qualitia’s scriptless platform integrates with Selenium, WebDriver and other test automation tools to eliminate the need for scripting and coding, thus making test automation easy and reliable.

“We believe we will eliminate the need to hire an additional team for full-time professionals now that we are using Qualitia because it will substantially enhance the overall productivity of our QA team,” said Ashish Patel, ZS’s Head of Test Engineering. “This allows us to turn our QA team’s focus to the product we’re developing, rather than spending time making the test automation work, especially during maintenance.

Reliability was a key factor in choosing Qualitia according to Ashish. “In our initial stages of adoption, we ran 500 iterations of several test cases and found that Qualitia was the most reliable and efficient when it came to reliability,” he said. “We believe Qualitia will help us to realize a return on this investment and significantly add to the efficiency of our development efforts.”

“Frequent testing is a key aspect of all software development, and companies are increasingly turning to automation for that task,” said Chauhan. “Using the Qualitia scriptless solution makes performing automated testing easy and reliable and allows managers to better leverage the various skills of their staffs.”

For more information, contact:

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About Qualitia Software

Qualitia Software, the leading scriptless test automation software vendor, helps enterprises achieve their development and quality goals by making functional test automation fast, reliable and easy. A Gartner 2013 Application Development Cool Vendor and included on IDC Research Private Watch List, Qualitia enhances Selenium and other common [scriptless testing approaches](http://scriptless-testing.wikipedia.org) by eliminating the need for scripting or programming. Qualitia is the first and only testing solution utilizing an integrated team approach to efficient, reliable software development.

About ZS Associates

ZS Associates is a global leader in sales and marketing consulting, outsourcing, technology and software. For more than 30 years, ZS has helped companies across a range of industries get the most out of their sales and marketing organizations. From 20 offices around the world, ZS provides its clients with the tools and expertise to help companies make smart decisions quickly and cost effectively. ZS comprises multiple affiliated legal entities. Learn more at www.zsassociates.com