

## **Press Release**

# **Improvements to the Testbirds Partner Program**

*Munich, 15<sup>th</sup> of April 2021 – Testbirds, a global leader in crowdtesting, has further developed the Testbirds Partner Program collaboration models to optimize future partnerships. The program was launched in January 2020 and is aimed at IT service providers that can benefit from the long-standing crowdtesting experience of Testbirds while further increasing its market penetration by adding crowdtesting to their portfolio.*

Testbirds is making changes to the Partner Program based on insights from existing partnerships and market requirements. The basic structure of the established collaboration models Silver, Gold and Platinum remains unchanged. Optimizations have been made within the respective partner levels and will enable more flexibility in the future partner business.

The new Testbirds Partner Program includes remote onboarding and training options for all partner levels which will also remain valid in the future. At the Silver level, companies start a partnership with Testbirds without revenue commitments. A formal contract and a webcast training are requirements for Silver partners. At Gold level, partners continue to receive a variety of financial benefits and discounts. Gold level requirements include the participation in an Advanced Training and the utilization of the Testbirds Delivery Model, as well as an annual revenue of up to 200,000 Euro. Platinum partners continue to be rewarded with the greatest benefits, receiving a 60% Platinum discount after onboarding, as well as access to Testbirds' crowdtesting platform for the independent management of testing processes. Platinum status requires the completion of a Platinum Training, the implementation of the Partner Delivery Model, and an annual revenue of more than 200,000 Euro. As a Testbirds partner, companies of all levels integrate crowdtesting capabilities into their existing portfolio and gain access to Testbirds' long-standing crowdtesting expertise and the Crowd with over 500,000 testers and more than 1,000,000 test devices worldwide. Further details on the individual partner levels and requirements can be found [here](#).

"We are proud of our existing partnerships and the trust they have placed in Testbirds. Crowdtesting has proven to be a strong service that fits excellently into the existing service portfolios of our partners. The adaptation of the Testbirds Partner Program is a logical step for us to optimize the existing model, one year after program launch, and to further develop it based on the lessons

learned. It is part of Testbirds' culture to continuously evaluate the status quo in order to encourage innovation and further development – this also applies to our partner program", says Richard Waldner, Head of Partner Management at Testbirds.

### **About Testbirds**

With the motto 'Testing Reality – Real users. Real devices. Real impact.', Testbirds, a world-leading crowdtesting provider, helps clients create digital products that people really love. Testbirds' crowdtesting services offer a comprehensive, high-quality testing experience adaptable to the individual needs of clients, with a focus on the quality assurance and usability of digital products. It doesn't matter if it's apps, websites, Internet-of-Things (IoT) devices or the newest tech innovations – more than 500,000 real users from all around the globe test on 1,000,000 real devices in their real environment. Crowdtesting relies on unbiased real users, chosen to match any specific target group.

Testbirds was founded in 2011 by Philipp Benkler, Georg Hansbauer, and Markus Steinhauser. Today, the company has over 100 employees with its headquarters in Munich as well as offices in Amsterdam and London. Testbirds works with over 750 clients worldwide, which include large-scale multi-national groups as well as small- to medium-sized enterprises and start-ups. Companies like BMW, Audi, Deutsche Telekom, Allianz, The Independent, and Western Union trust in Testbirds' services to optimize their digital products. The company also shows social responsibility through its initiative towards fair working conditions in the crowdsourcing industry. More information about that can be found at [www.crowdsourcing-code.com](http://www.crowdsourcing-code.com). For more information about Testbirds in general, please visit [www.testbirds.com](http://www.testbirds.com).