

Press Release

Testbirds receives 'Innovator of the Year' award

Munich, 28 February 2018 – Testbirds is excited to announce that it has been named one of the most innovative companies in Germany, according to brand eins Wissen Magazine and Stata. The 'Innovator of the Year' Awards, now in their fourth year, recognise organisations that are driving innovation, leadership and transformation in categories that are critical within their industries.

A panel of more than 23,000 people, including decision makers from large enterprises, representatives of innovative companies and experts in innovation and strategy, evaluated more than 2,000 companies operating in 20 industries. Testbirds' ranking in the round of 542 winners of the award is already a great achievement, but breaking this further down to the size and industry categories, the testing experts appear as one of the 50 most innovative small enterprises in the category of Internet, Media & Communication. This is the second year in a row now that Testbirds are amongst the winners. However, this ceremony of innovation was not only a win for Testbirds, but also for Bavaria, which was rated the most innovative federal state in Germany and Testbirds' home base, Munich, ranked second within the most innovative German cities.

Tobias Brunner, Testbirds' Head of Marketing Communications, explains what the Award means to the company and points out the team effort that made this success possible: 'This Award, where winners were voted for by a wide range of industry experts, gives us a clear indicator of Testbirds' trusted reputation. We're grateful to work with innovative organisations that believe in our vision and share our commitment to transforming the software testing industry. Also, congratulations to all those members of the Testbirds team who develop, promote and support the range of products and services we provide.'



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About Testbirds

Testbirds was founded in 2011 by Philipp Benkler, Georg Hansbauer and Markus Steinhauser. Today, the company has 100 employees. Other than its headquarters in Munich, there are now offices in Amsterdam, London and Stockholm, franchises in Hungary and Russia and sales partners in Italy and North America. Under the slogan, “Testing Reality. Real users. Real devices. Real time.” Testbirds investigates software for user-friendliness and functionality issues by using crowd and cloud-based technologies. With over 250,000 registered testers located in 193 countries, Testbirds is one of the world’s leading crowdtesting providers. The company also utilises cloud based technologies to support customers in optimising their digital products. The combination of the two testing methods delivers a unique portfolio that takes the quality of software to the next level. For its innovative approach to software testing, Testbirds has received many awards. Testbirds is a winner of the start-up competition, “IKT-Innovativ”, the Best-of-mobile Awards 2013 and the IT-INNOVATION Award 2014. According to McKinsey, Google and Rocket Internet, Testbirds is one of the Top 10 B2B Scale-ups within the framework of the Digital Top 50 Award 2016. The company has received the German Innovation Prize 2017 by Accenture, EnBW and Wirtschaftswoche and has been acknowledged as Revenue Growth Champion 2018 by the news magazine FOCUS. As BITKOM partner Testbirds actively participates in diverse committees. When founded and during further development of its portfolio, Testbirds was funded by the Federal Ministry of Economics and Energy. The company 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.