

Press Release

Testbirds launches new Channel Partner Program

Munich, 7th of February 2020 – Testbirds, a world leader in crowdsourced testing, has launched its new global channel sales initiative, the Testbirds Partner Program. Aimed at IT service providers who will help expand Testbirds' market access and penetration, the program empowers partners with the resources to support clients in taking their digital products to the next level.

Testbirds' Crowdfunding services offer a comprehensive, high-quality testing experience, improving coverage not only for specific target groups, but especially regarding device fragmentation. Crowdfunding means to test and help optimize the user-friendliness, usability, and functionality of any digital product in real-world conditions, using the collective power of a global online community. Real users, consisting of both regular end-users and testing experts, deliver unbiased, valuable feedback – overcoming the organizational blindness that comes with in-house testing. The new initiative gives partners access to more than 400,000 testers, as well as 900,000 devices, all over the world.

As a partner, companies get competitive discounts and high-quality sales & technical training. Based on membership status, Testbirds provides different delivery models and financial benefits. With the introduction of the new partner program, Testbirds has three types of go-to-market partners – Silver, Gold, and Platinum. With these three different tiers and their corresponding levels of participation and support, the Testbirds Partner Program offers significant opportunities to drive new sales, differentiate from the competition, and profit from recurring revenue. Platinum partners are rewarded with the highest level of benefits, including access to Testbirds' Crowdfunding platform, enabling partners to manage the entire testing process.

“Today, channel partners choose to work with vendors that can offer a strong product that fits in their portfolio of services, with the right level of sales enablement and support to help them succeed. The market opportunity for Crowdfunding is enormous. Therefore, we're very happy to launch our new Testbirds Partner Program that will empower our partners to capitalize on this massive market opportunity”, says Richard Waldner, Head of Partner Management at Testbirds. “We designed the Testbirds Partner Program to make it easier for partners around the globe to offer our solutions to customers who want an easy-to-use Crowdfunding solution. The program lets us expand our reach while creating new opportunities for our partners to help customers optimize their digital products.”

About Testbirds

With the motto 'Testing Reality – Real users. Real devices. Real impact.', Testbirds, a world-leading Crowdttesting provider, helps clients create digital products that people really love. Testbirds' Crowdttesting 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 400,000 real users from all around the globe test on 900,000 real devices in their real environment. Crowdttesting 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 700 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. For more information about Testbirds in general, please visit www.testbirds.com.