

Testing 4.0 – The Next Generation of Quality

Testbirds specialises in the testing of software such as apps, websites and Internet of Things applications by using innovative technologies and methods. Crowdtesting is one such approach that uses the help of a global online community that test software under real conditions for user-friendliness (Usability and UX) and functionality (Quality Assurance) issues. In addition, the company offers numerous cloud based services for the optimisation of digital products, such as virtual test environments for test automation or an online tool for the distribution of beta apps. The combination of these diverse software testing solutions creates a unique portfolio that aims to take the quality of software to the next level.

Corporate History

Testbirds was founded in 2011 by Philipp Benkler, Georg Hansbauer and Markus Steinhauser. Today, the company has over 100 employees with offices in Munich (headquarters), Amsterdam, London and Stockholm, franchises in Hungary and Slovakia and sales partners in Italy and North America. The crowd itself has also rapidly grown over the past five years with more than 250,000 registered testers located in 193 countries today. In addition, the IT service provider's portfolio has been continuously extended. While at the beginning the focus was crowdsourced software testing, at regular intervals over the last few years, new services and innovative technologies have been integrated into the company's service portfolio. Since the beginning of 2016, all these different testing methods have been united on one platform under the slogan, "Testing 4.0 – The Next Generation of Quality. Powered by Crowd and Cloud Technologies". This grants clients easy access to all services and the ability to benefit from the synergy between crowd and cloud based software testing methods.

Service Portfolio

Testbirds offers a number of different testing methods from the areas of Usability and UX and Quality Assurance, which are brought to life through crowdsourcing and cloud technologies. These range from exploratory bug testing, load and performance testing to the creation and execution of test cases, competitor analysis, remote usability videos and detailed UX studies. Test designs are created individually based on the requirements of each client. All these testing methods can also be flexibly combined. Other than QA and Usability and UX testing, there are special services, known as Testbirds Exclusives, which support clients with the optimisation of processes and products. Amongst those are BugAbility™, a combination of functionality and usability testing from a crowd consisting of the product's target group or end-to-end testing that investigates issues in Internet of Things applications. Testbirds also offers Bring-Your-Own-Crowd™ that allows clients to create a testing group that includes their own employees, consumers and end users or a Training Academy that features software testing workshops and training.

Crowdtesting – how it works and the benefits

Crowdtesting is a relatively new method of software testing, which has found success in a short period of time. How it differs is by testing software under real world conditions for user-friendliness and functionality. It is available on an ad-hoc basis and applicable to all development stages, whether that's during the conceptual phase or post launch. Testers that fit the criteria of the software or product's target group can be chosen from an enormous crowd that represents society as a whole, from students, housewives and executive managers to experts and certified testers. As all testers use their own devices throughout the process, another advantage of this method is the huge variety of devices, operating systems and software that internal testing teams would not be able to otherwise access.

To execute tests, Testbirds' clients can choose between three different Service Levels. Managed Service features experienced project managers that oversee and manage the entire testing process, including test design creation, communicating with the testers and results analysis. Self Service, on the other hand, gives clients access to a crowd of over 250,000 testers while Self Service plus is a combination of the two.

Cloud Technologies – Specialities and areas of application

Another important feature of Testing 4.0 is the various in-house developed cloud technologies that aim to enhance the functional aspects of software. The SaaS solution, TestChameleon™, for example, in just a few clicks creates virtual test environments with endless combinations of mobile and desktop operating systems and software. Manual tests and complex automation processes can also be performed on virtual machines in a quick and efficient manner. Testbirds also offers BirdFlight™, an online beta app sharing tool and MyNEST, a white label solution for internal testing that gives clients their own customised version of Testbirds' successful testing platform.

Testbirds' USPs at a glance

- Unique service portfolio consisting of crowd and cloud technologies
- 250,000 registered testers in 193 countries
- Access to more than 450,000 devices
- Automated and manual testing on virtual machines
- Extensive consultation by experienced project managers
- Ad hoc availability, flexible and fast
- Very high client satisfaction rating of 9.2 out of 10
- Server hosting in Germany for maximum data security

Clients

Testbirds works with over 500 clients worldwide, which include large scale multi-national groups as well as small to medium sized enterprises and start-ups. Companies like Audi, Allianz, B. Braun, Deutsche Post, dm, GelbeSeiten, Henkel, Kodak, n-tv, Payback, Süddeutsche.de, Die Welt Group, Western Union, Würth and 1&1 trust in Testbirds' services to optimise their digital products.

Technology Partners, Awards and Engagement

For its innovative approach to software testing, Testbirds has received many awards. From the 1st of June, 2012 to the 31st of May, 2013, the company was funded by the Federal Ministry of Technology and Economics. The development of TestChameleon™ has also been supported by research funds from the state. Testbirds is a winner of the start-up competition, "IKT-Innovativ", the Best-of-mobile Awards 2013 and the IT-INNOVATION Award 2014. As BITKOM partner Testbirds actively participates in diverse committees. 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. Furthermore, Testbirds was one of the Deloitte Technology Fast 50 in 2017. When founded and during further development of its portfolio, Testbirds was funded by the Federal Ministry of Economy 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

Vision 2020

Testbirds' focus is to find answers and deliver solutions to the challenges of modern software development. Under the slogan, "Testing Reality – Real Users, Real Devices, Real Time", Testbirds aims to become the world's leading company for innovative software testing solutions.