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Providing Documentation, Defect Management and Tracking Metrics, Test Collab is making is Easier and Less Expensive for Companies to Test their Products and Software

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CEOCFO: Ms. Grover, what is the idea behind Test Collab?
Ms. Grover: The idea behind Test Collab is to be able to provide the companies who are creating any kind of product or software to be able to test their software easily without spending a lot of resources, be it man hours or outsourced hours. We make it happen throughout the testing process: documenting, running tests and tracking metrics, to say the least.

CEOCFO: What are some of the challenges, in general, in testing software?
Ms. Grover: There are quite some challenges: you've developed an application, it works great now, but your team fixes a bug or say adds a new feature, how would you make sure that your application still works the same? So development teams need to document their test cases for each and every user interaction or page of their application. Another challenge many managers face is, say you have a team with 2 testers, and now you need to assign each of them on testing of your application. Conventionally, you'd just ask them to test. But that doesn't work - how to know they don't overlap their work and end up testing several cases twice? That's an epic waste of time. Then there's biggest challenge, answering a question every manager gets scared of:
"Are we ready for release?"

So Test Collab helps in all these 3 aspects: test documenting, so all your team can record all your test cases in one place. Test execution, so managers can delegate testing tasks to testers and they'll get precise list of test cases to run. The finally, reporting, we have one of the most sophisticated reporting dashboard for managers which helps them answering such difficult questions like 'are we release ready?', 'what are the most riskiest part of my application?', 'where do I need to put my testing efforts?', 'how much man hours it costed us in QA in the last release?', 'is our application increasing or declining?'

CEOCFO: According to your site Test Collab offers test management with intelligence so you stay ahead. What does that mean? What are you providing that is different?
Ms. Grover: So as I described before about our reporting capabilities, that is what we mean by test management by intelligence. Our reports are easy to interpret yet very sophisticated and intuitive. We record information on all test cases that are ran by testers, how much time each case took, what was the outcome, when it happened, what part of system it

1

belongs to, etc. We use this data to build these intelligent reports for managers and senior executives so they can make smarter decisions.

One such example of intelligent design would inbuilt time estimate feature we have. Over time Test Collab learns how much time each case is needed, so when it's time for you pre-release testing or just any general purpose testing, we can show the manager if you test features x, y and z, it will take 20 hours to test with high degree of confidence. Before Test Collab it hasn't been possible in manual testing.

Therefore, the managers have an idea of how much work they should allocate and when they can expect the product to be fully tested.

CEOCFO: Are people surprised that you can do that when they talk with you? Do they recognize the importance of having that function?
Ms. Grover: Yes, they do. One of our clients is in the medicine industry with a fairly large app, now this application has like 15000 test cases. It used to take them 20 days with a team of 10 testers to completely test the app. After they implemented Test Collab, the same time went down by 50% without hiring any single new tester. So one of their team members shared his enthusiasm and positive experience with us. It was a great validation, as a product, for us. And this was back in 2013 - we've simplified our application even more so there's low friction for new users now.

CEOCFO: Who is turning to you for services? What types of companies? Are there particular industries or geographies?
Ms. Grover: We have clients all over the world. There is no particular country or industry. We have clients from IT. Many of our clients are also from Medicine. These are our leading industries. Apart from that, we have few clients in finance as well.

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There are some alternative use cases too and traction from wide industry segments as well. For example, a church uses Test Collab to QA their Bible translations transcripts. We could not even imagine, when we developed this software that people would be using it like that; then there's a record company that use it to QA something music related - I am not sure what.

But yeah, I'd say IT and Medicine definitely are our majority and early adopters.

CEOCFO: How are people finding you? How do you reach out for prospective clients?
Ms. Grover: As of now people used to find us on Google and on various blogs. We are not funded so we have to be very careful where we put our money. We have not done any outbound marketing yet, like we have not done any seminars or attended any exhibitions. We have limited advertising budgets. We just incorporated business in Canada, after moving it from India.

We found it was hard to do outbound marketing or network with the prospects, or attend IT conferences to reach more audience.

However, we are planning to do the outbound sales and attend conferences and spread more
Awareness now that we are here in Canada.

CEOCFO: Why now? Why was this the time?
Ms. Grover: Because we got this great opportunity from Planet Hatch. It is an incubator/accelerator that selected us here in Fredericton, New Brunswick as a part of the startup visa program. The community here has been very helpful. It has only been a month and we feel like a part of it. It feels good that people believe so much in us, so we want to do more. Back in India, we didn't had such a community or support from business aspect.

CEOCFO: Are people surprised that you are able to provide such a comprehensive service and it is affordable as well? Do many people start with the free version, for example and then recognize the need to move further?
Ms. Grover: We offer free trials from our website and it's very affordable if you do decide to upgrade at the end of your trial, which is 14 days.

We also launched a free version because we want testing to be a core part of the company and we do not want small businesses who cannot afford to pay high payments to be stuck with bad software or buggy software because they cannot pay.

We also released more suitable/simplified pricing for larger enterprises. Enterprises with 50+ users need to pay just $10 a month per user flat. No complications or hidden fee.

CEOCFO: Would you tell us about the various reports you are able to create? How are you able to provide something that is comprehensive, but simple and intuitive for the people who are reading them?
Ms. Grover: Good question! There are quite a lot of reports, I'll share a few important ones: Firstly, there's a time estimate report - which I already told you about. Secondly, there is time spent project-wise, feature-wise (test suite), case-wise. Such level of detail is excellent for managers in debugging big problems before they get pushed down to production. Thirdly, there's a heatmap of features mapping them to their quality level. With one look, no matter how big or complicated your application is, you'll know whether for current state/configuration, feature is good, bad, acceptable or terrible.
Then there's one more report about error prone cases, which will tell you what are the areas of your software that fails again and again. We can measure this in terms of percentage, such as if you have a case, that was tested 10 times, but failed 8 times. This will be shown under big red area, with rest of such error prone cases. More often that not, these are tricky development flaws which if not identified initially would cost a lot more as they age.

CEOCFO: What is an implementation like? How do you start an engagement with a company?
Ms. Grover: Usually, companies find us online and they start with a free trial. If they have any questions they ask us on email or online real-time chat. I'll admit there's a bit of disconnect between us and our prospects. But we've started putting efforts in making onboarding easier and easier from last one year. So we expect to improve our conversion rates drastically. In fact, we are seeing early evidence for this strategy.

CEOCFO: What has changed in your approach as people have been using Test Collab?
Ms. Grover: In our early years we tried making a good enough solution. Many people in tech call it minimum viable product or MVP. We learned the hard way, that doesn't work. If you want people to like you, you gotta go all in. So after some serious internal discussions and evaluating potential, we decided we'll go all in. Now we are committed in making faster system. Faster to understand, faster to do things in it, faster updates.

Our heroes and inspiration comes from 37signals; they taught us the concept of keeping things simple. Keep it simple stupid (KISS of app).

So in the age when every other company is just trying to push that new and fancy feature, we're committed in making existing ones better and better. And we don't hesitate even putting down a feature which isn't serving our clients or is just confusion, say 90% of clients, but used by only rest of 10%.

CEOCFO: It is hard to find that right medium in between!
Ms. Grover: Yes, indeed.

CEOCFO: Are you seeking funding, partnerships or investment as you move forward?
Ms. Grover: Yes, we are definitely seeking funding. In fact, we have got some good interest from various VC and angel funds here in Canada and US. However, it has only been a month since we are here and we're still setting up. It's entirely new country and culture for us. We have to learn and understand how everything works. We will be opening funding thread in next few months as we do have many great ideas for Test Collab. And while being self-funded definitely helps in some aspects, it also means limited exposure, advertising and resources.

CEOCFO: What is it like adjusting to a new country? What has been the biggest challenge for you so far?
Ms. Grover: The biggest challenge for me is understanding how the banking works here. Otherwise everything has been looking very positive. Canadian culture is awesome - and people accept and respect you. Our whole business migration

process from India to Canada is filled with positive experiences because of Canadians' generosity and kindness, from a cafe to bank to government offices; everyone is super-nice and extremely helpful.

CEOCFO: You mentioned that you will be going to conferences. Often, at conferences there are many competing products: how will you standout?
Ms. Grover: Currently our prices are fairly low and Test Collab is very easy to understand. So we plan to play both of these as our strengths and work from there.

We can keep prices low because we use the latest cloud technology. That's a positive side effect of being self-funded and having enough engineering experience; you become expert in saving money on infrastructure.

Apart from that, we know we still have a lot to learn about conferences and exhibitions and how things work in such places.

CEOCFO: Why choose Test Collab?
Ms. Grover: Choose Test Collab because your time is expensive. Testing is critical part of your business, more than ever, we understand that. We understand all pain points of development teams. We ourselves are one from more than 13 years. We offer a simple solution that fits in nicely with all standard issue managers. Don't believe in all of the industry hype - try for yourself and decide.