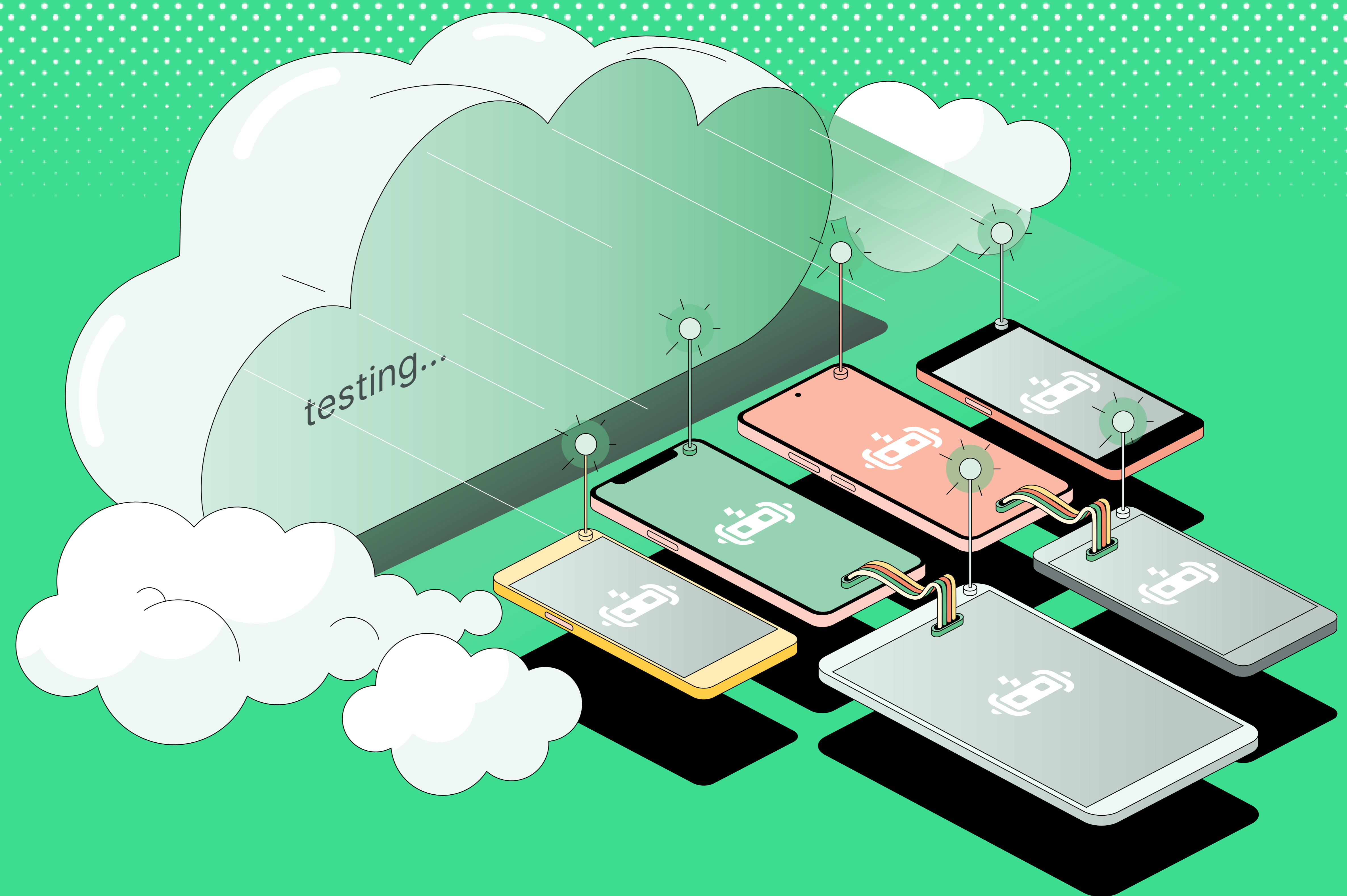


Platform for Test

Integrate continuous quality
across the SDLC to make every
experience count



The **Real Cost** Of Bad Experiences

Let's start with a question:

What is the real cost of bad digital experiences?

We've all been there, right? Imagine you're shopping online, excited about a purchase, and boom! Errors occur when you try to check out. Frustrating, isn't it?

Just a small glitch, but it could cost that business a sale.

Reflect on your recent frustrating app experiences. How do they affect your business? What does it mean to your customers when those bugs slip through into production?

Digital experiences are woven into every aspect of our lives—how we connect with loved ones, pay bills, drive cars, and even save lives.

The stakes for ensuring flawless digital experiences have never been higher for businesses.



Every Experience Counts

It's clear from both our experiences and data: **EVERY EXPERIENCE COUNTS.**

Our studies show that 70% of users say poor digital experiences directly influence their purchasing decisions. Alarmingly, it only takes three negative experiences for customers to switch to a competitor permanently.

Every touchpoint with your software could be make-or-break for customer loyalty.



70%

Report that poor digital experiences negatively impact their purchasing decisions.

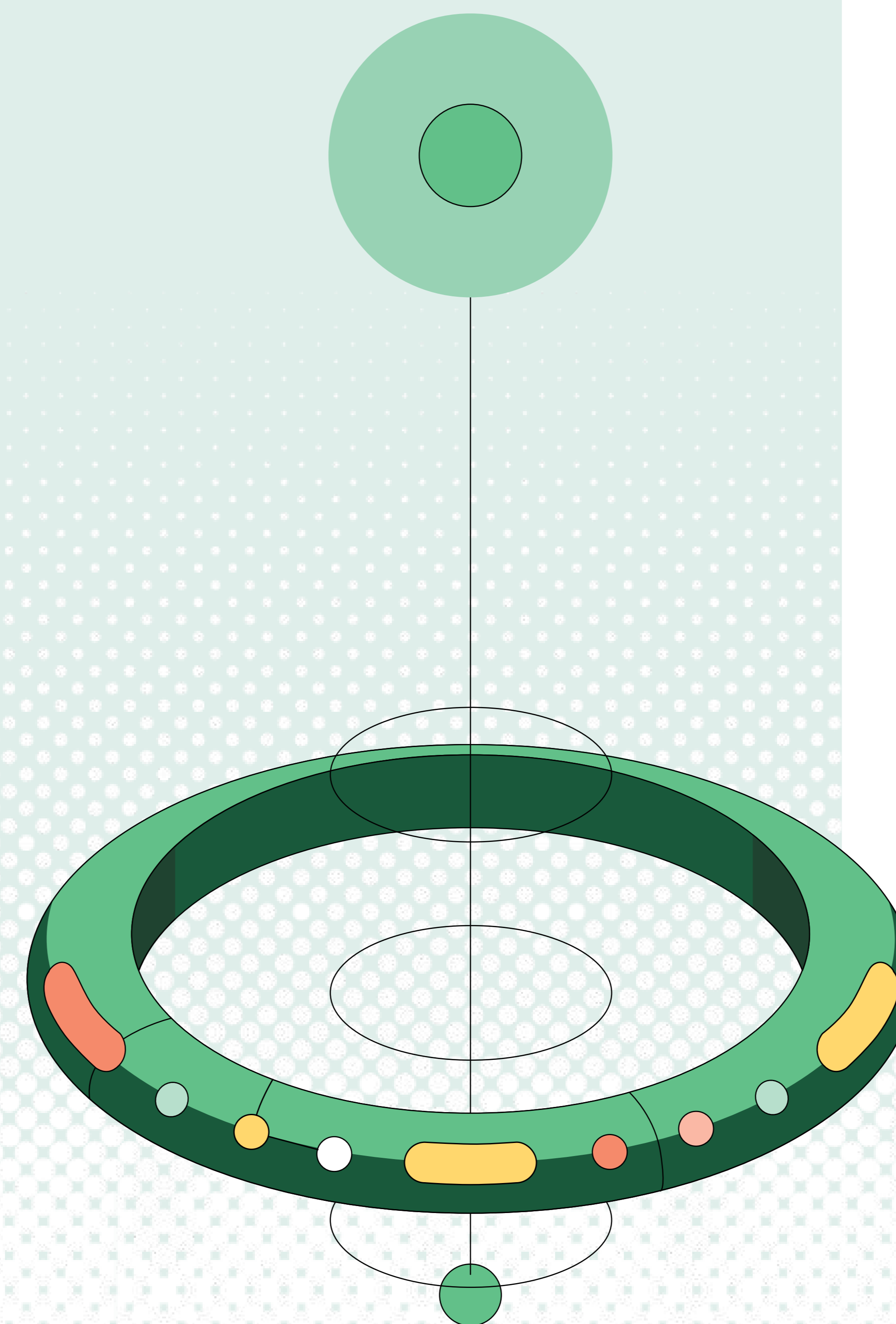
3

Negative digital experiences is all it takes for customers to switch to a competitor.

Software Quality Is **The Foundation** Of Your Business

This reality drives home the point that software isn't merely code; it's the foundation of your business and core to your customer experience. It's essential for staying competitive, retaining customer loyalty, and protecting your revenue base.

According to McKinsey, top economic performers invest heavily in digital technology and set ambitious customer engagement and innovation strategies, differentiating themselves from competitors. In "Accelerate," a book by researcher Nicole Forsgren, she talks about how high-performing software teams that invest in **automation, CI/CD, and continuous improvement** achieve better business outcomes.



”

In this recent article, Cedric Beust, Head of Tech for the Chase mobile app, discusses how integrating test into their CI/CD pipeline enhances their digital experiences. Catering to 50 million users with over 20 logins each month, they've increased release speeds by 116.67% and cut crash rates from 0.03% to 0.01%.

JPMorganChase

Cadence Mismatch Challenges



We know that development teams are moving fast, innovating quickly, and constantly pushing out new updates. But when QA can't keep up, you get bottlenecks and release delays.

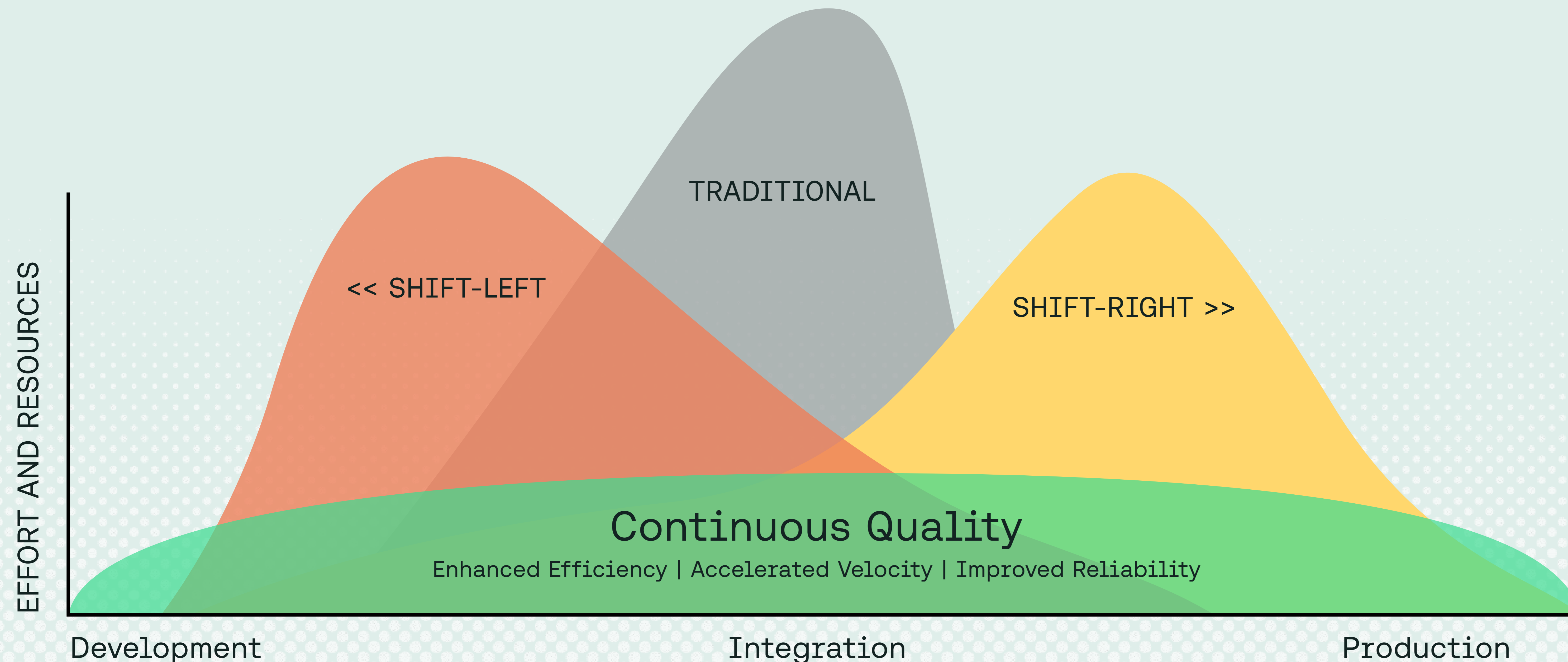
This results in a cadence mismatch - which doesn't just slow innovation; it introduces quality gaps that can hurt your users' experience and put your digital transformation at risk.

Challenges:

- **Innovation Slows:** It takes 16 hours for a CI build to make its way through a typical QA cycle - effectively two full working days
- **Lack of Engineering Efficiency:** 70% of companies out there anticipate challenges with costs and scalability as test workloads increase this year
- **Increased Risk:** 61% of developers admit to pushing untested code to production

Continuous Quality Across The SDLC

At Sauce Labs, we promote an operating model that embeds Continuous Quality throughout the SDLC. Leading organizations integrate test from the earliest stages of development through to post-production, offering real-time insights and fast feedback throughout the SDLC. This model transforms the process, providing fast, actionable feedback at every stage, accelerating innovation velocity, enhancing efficiency, and significantly improving software quality.



This shift means that your competitors are rapidly moving towards a Continuous Quality model to better satisfy their customers. **The question is: Are you ready?**

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“By 2026, 70% of software engineering teams will aim to improve software quality by adopting a continuous quality strategy, up from 20% in 2023.”

Gartner[®]

Innovation Insight.

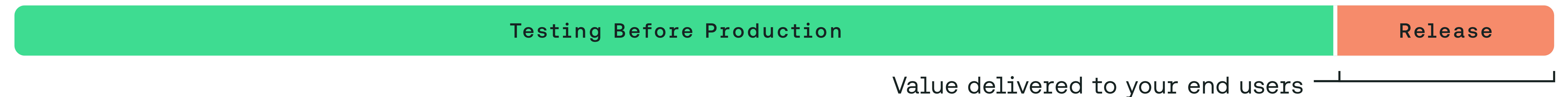
Test Strategies: Find The Balance

Is it possible to find every single bug in your application? How much time—and money—would that take?

The trick is to find **your testing sweet spot**.

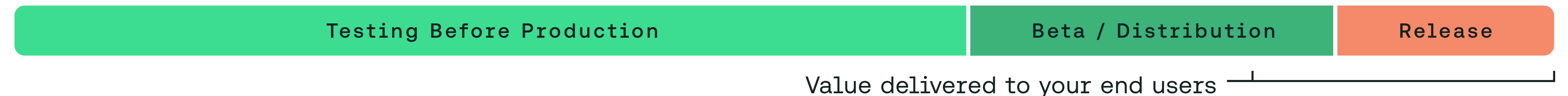
Traditional Process

Involves manual and automated testing pre-production, including exploratory testing aimed at catching the “one in a million” bug. Minimizes risk but can result in longer test cycles and slower release times.



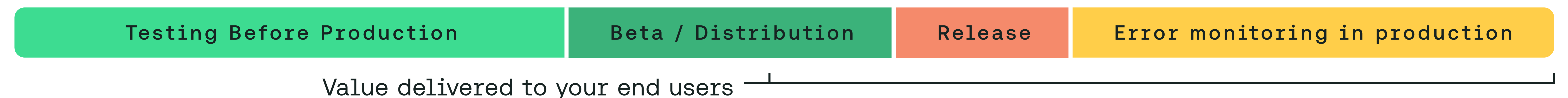
Traditional + Mobile/Beta

Mobile apps require frequent updates to stay competitive. Instead of delaying releases with extensive exploratory testing, early beta releases allow organizations to "outsource" this manual effort to real end-users, speeding up value delivery.



Modern Continuous Delivery

Involves a shift in mindset on releases and quality. Instead of rolling back when issues are found, they quickly roll forward with a fix. This fast fail-and-fix approach lets them release updates earlier, confident that "one in a million" bugs can be quickly resolved before impacting users.



What To Look For In A Platform For Test

When choosing a solution to tackle the outlined challenges, it's essential to choose a testing platform that integrates seamlessly across your entire development lifecycle. From early development stages to production, the platform should support each phase with advanced testing capabilities. It should also easily integrate into your CI/CD pipeline, working seamlessly with any technology stack, platform, or framework.

Test Analytics / Data / Insights

Automate data collection and gain insights with actionable test analytics.

Functional

Mobile, Web,
Live,
Exploratory

Visual

A picture is
worth 1000
assertions

App Distro

Mobile Beta
and App
Distribution

Crash / Error

Collect, analyze, find,
fix, errors / crashes,
QA / prod

Other Use Cases

Automate any workload
or framework. A11y, i18n,
UAT and more



Integrate & Automate

Extensible

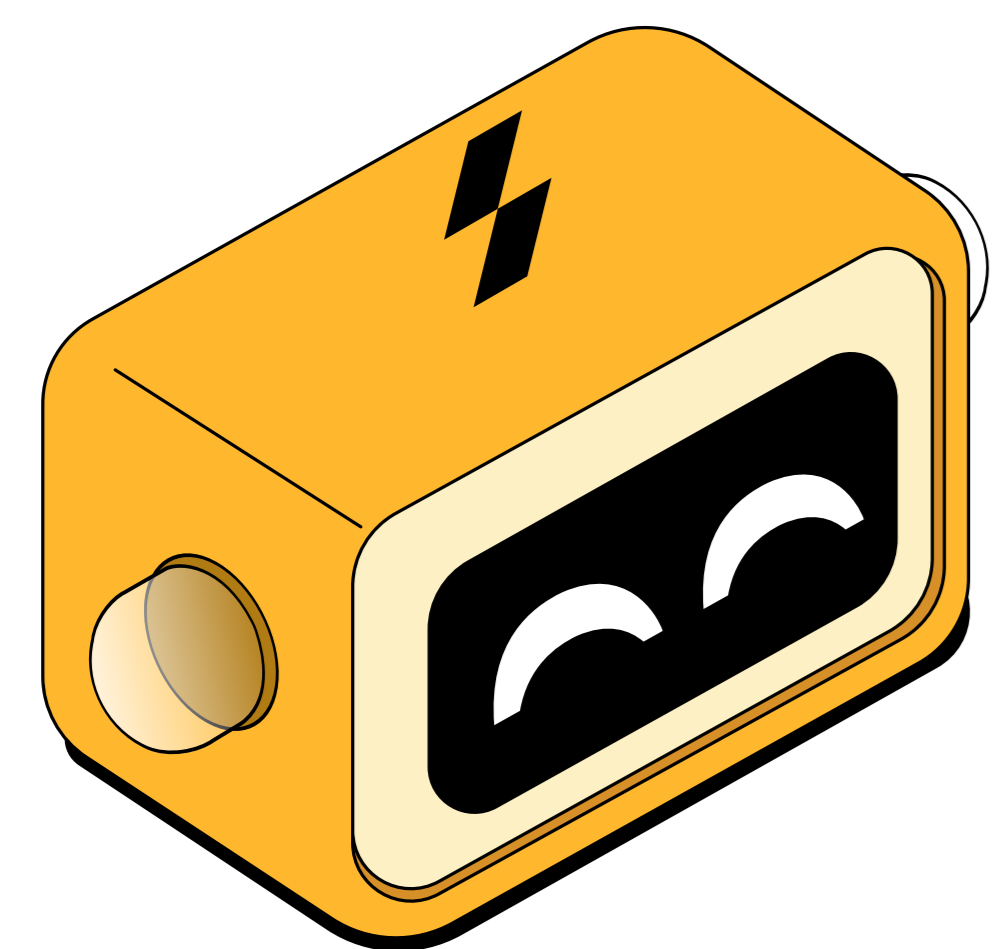
Scalable

Secure

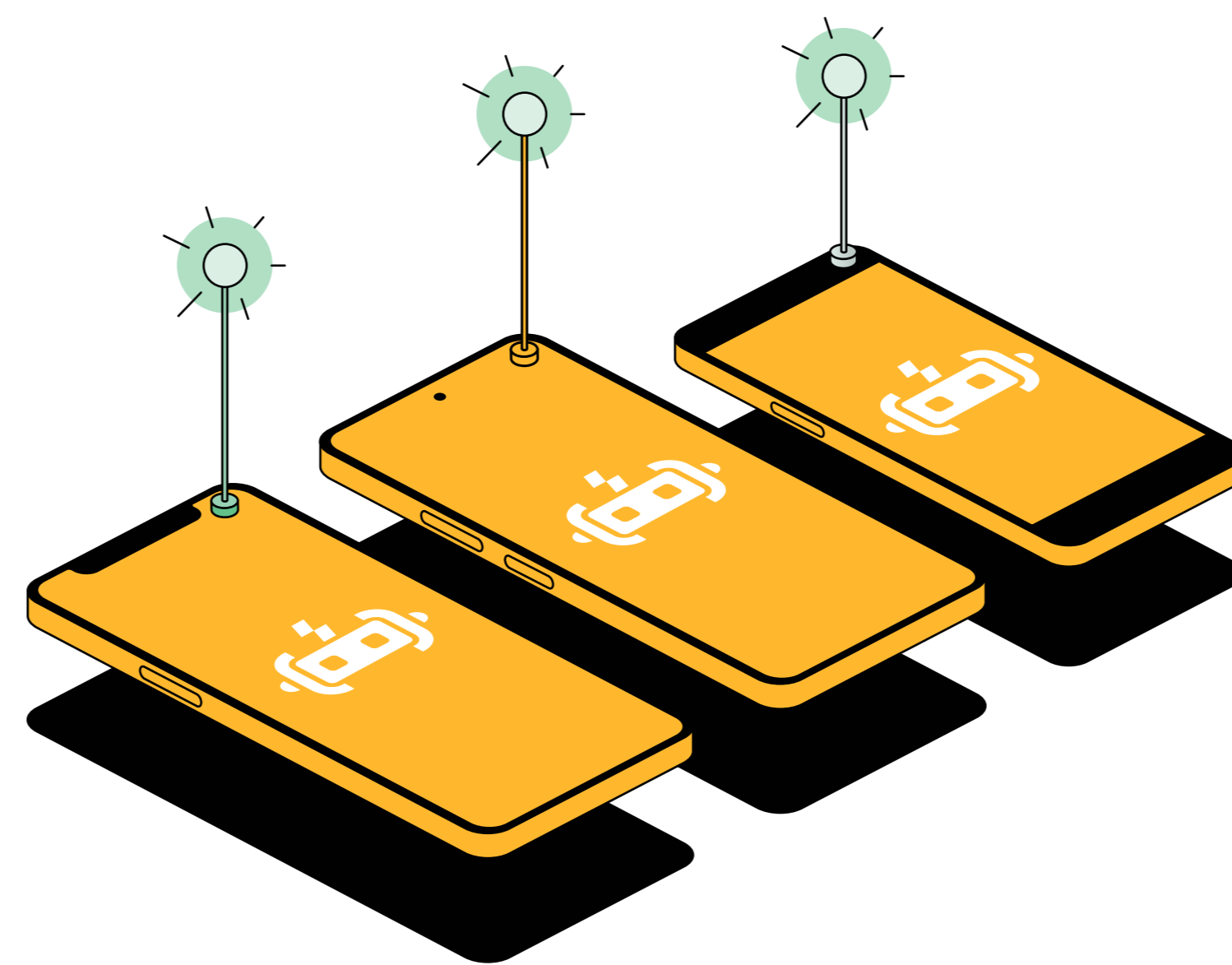
Scalable And Secure Unified Testing Platform



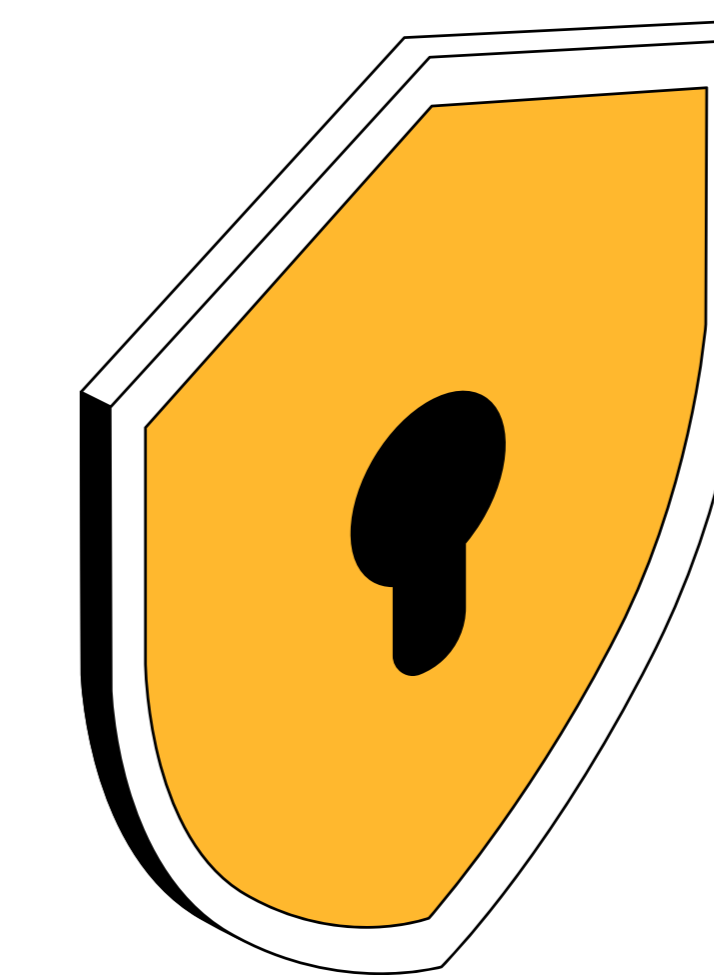
Walmart, with over \$100B in online sales, outgrew the scalability limits of their previous solution. They turned to Sauce Labs for continuous testing, now running 50k+ tests daily across 700 browser/OS combos, 172 emulators, and 300 real devices ensuring a quality experience with their huge diverse customer base.



A unified testing platform that integrates quality processes from initial development through post-production.



Access enterprise-level scale and coverage to meet the demand of any size organization.

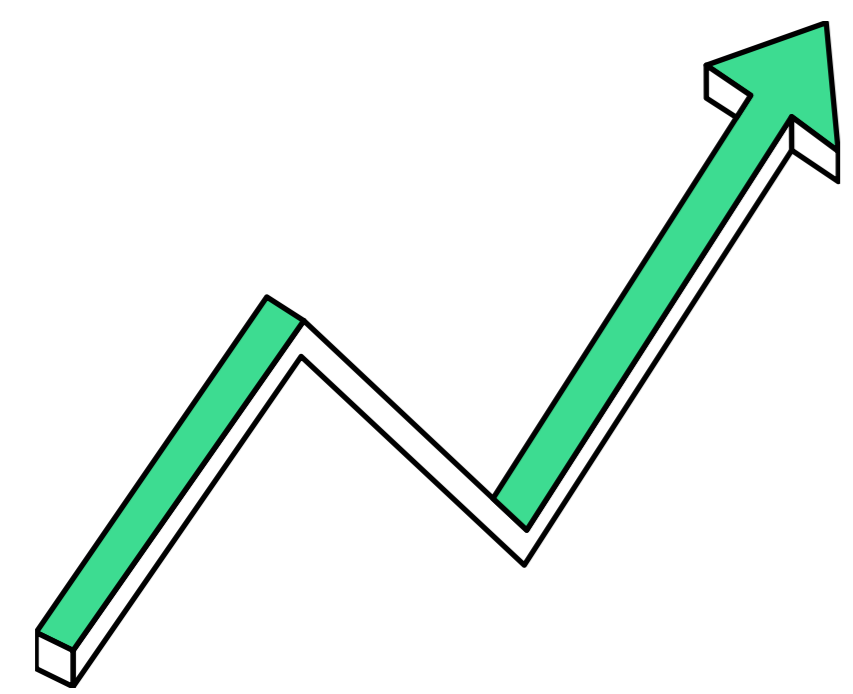


Adherence to **top-tier security standards** and compliance requirements, including SOC Type 2, ISO 27001 and ISO 27701.

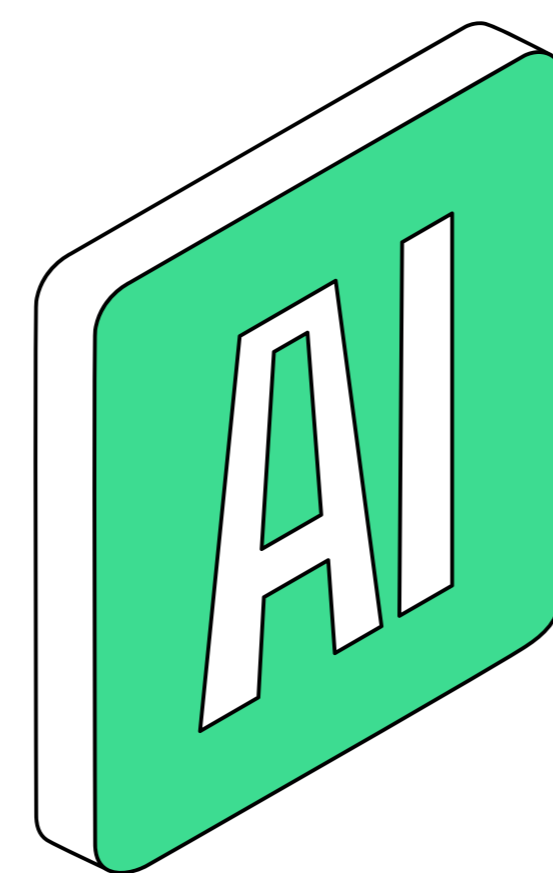
Unprecedented **Visibility** Into Your Quality Programs



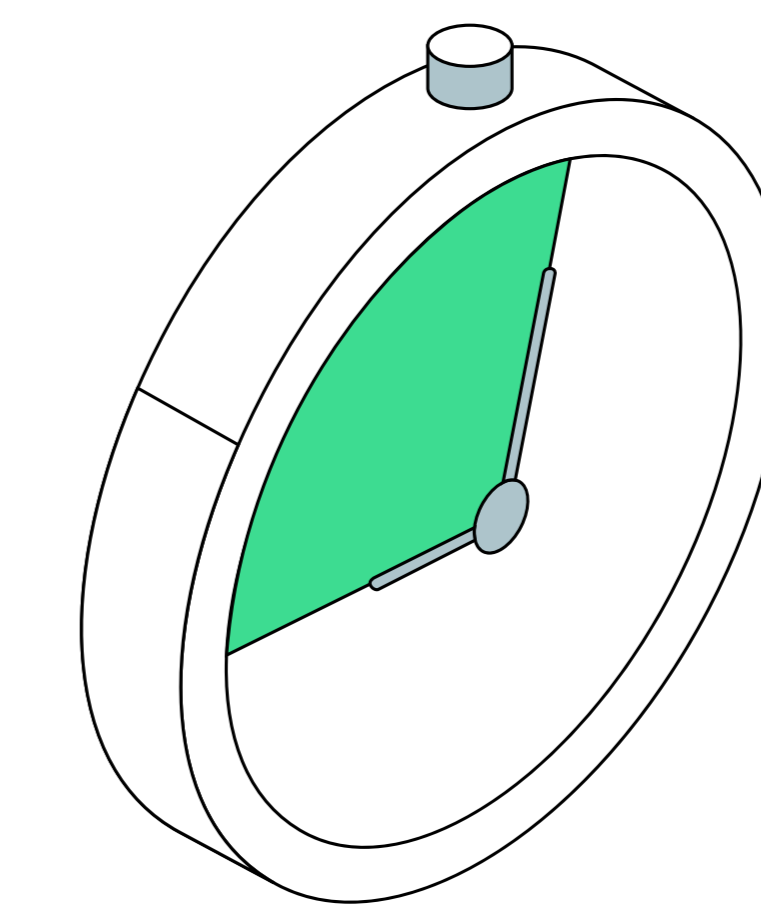
Menlo Security, a global leader in security, needed a centralized quality management solution to prevent phishing for millions. With Sauce Insights and Failure Analysis, Menlo Security now releases software faster and with fewer bugs, which means more time for innovation.



Actionable insights with real-time analytics that enable teams to track performance, identify issues early, and enhance decision-making.



AI-driven analysis tools that streamline the feedback process, efficiently identifying and addressing common failure patterns.



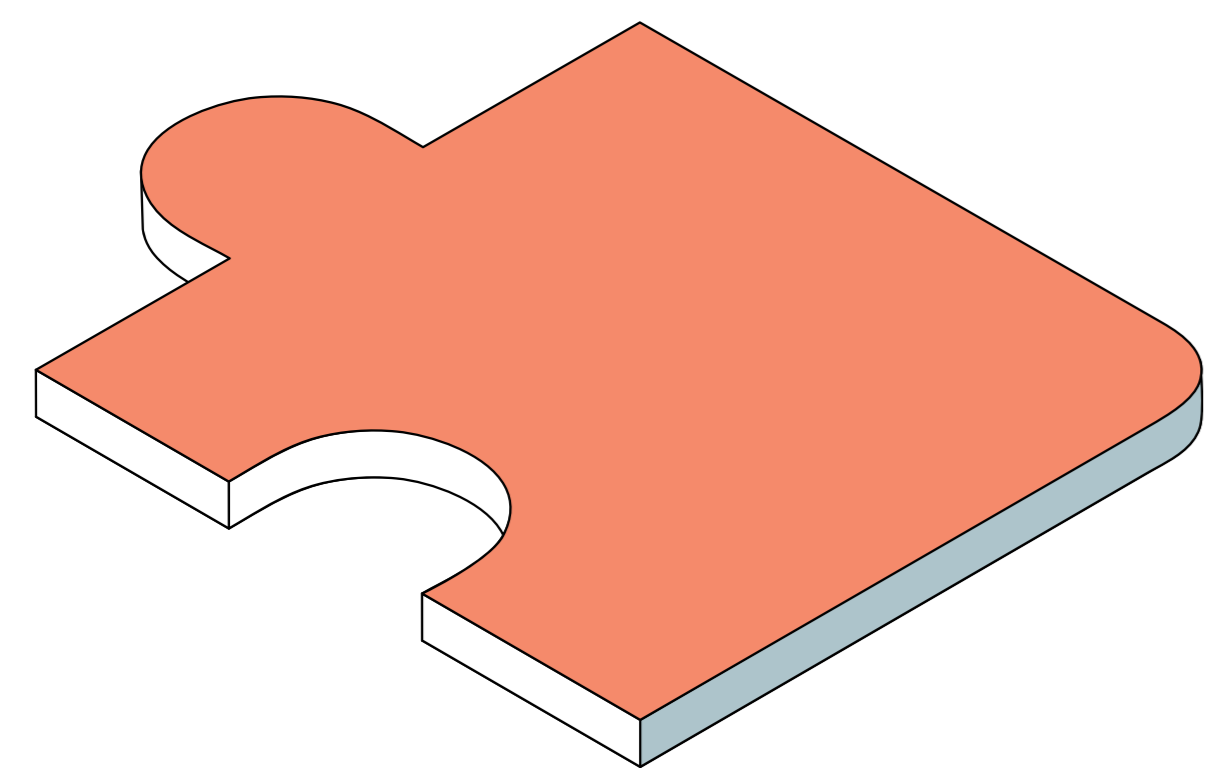
Production error monitoring that allows you to ship sooner, then find and squash your "one in a million" bug faster.



Enterprise Flexibility And Expertise To Drive Your Success



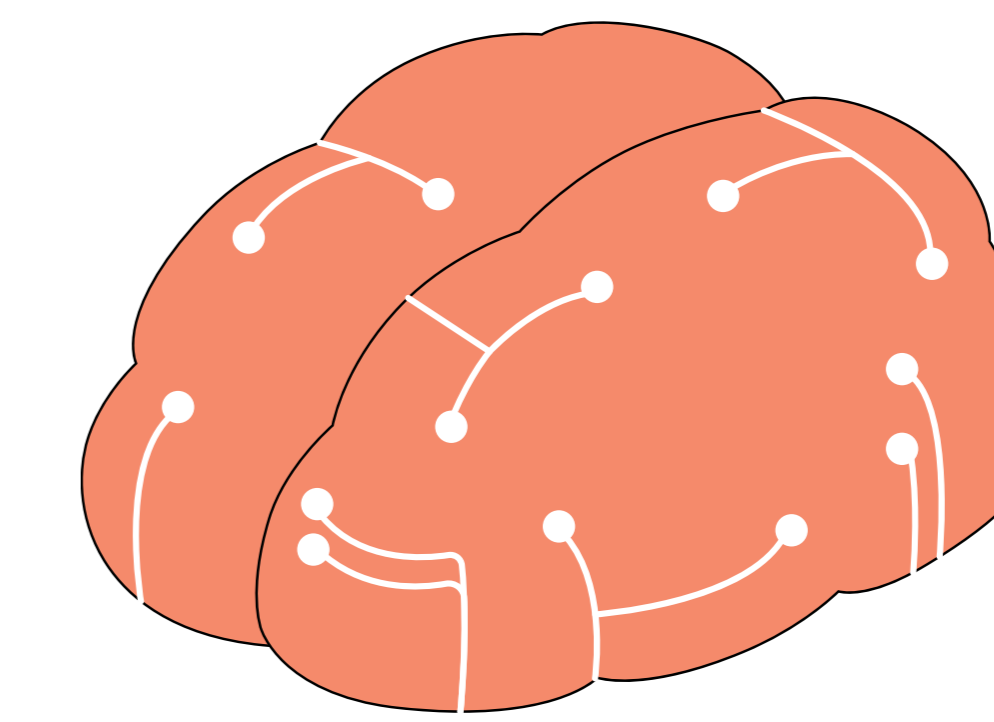
Verizon's development teams used manual testing for their internal CI/CD platform, managing code for tens of thousands of projects. With Sauce Labs' expertise, they automated testing in their CI/CD pipeline, achieving high product quality and saving 4,500 hours in staffing and maintenance.



Integrates into your existing CI/CD, workflows, and toolchains seamlessly.



Designed to accommodate any testing challenge, allowing for seamless adaptation to business needs or technological changes.



Leverage expertise from leading contributors to **open-source testing frameworks** like Selenium, providing strategic guidance and unmatched industry knowledge.



Ready To Partner With Sauce Labs?

FORRESTER®

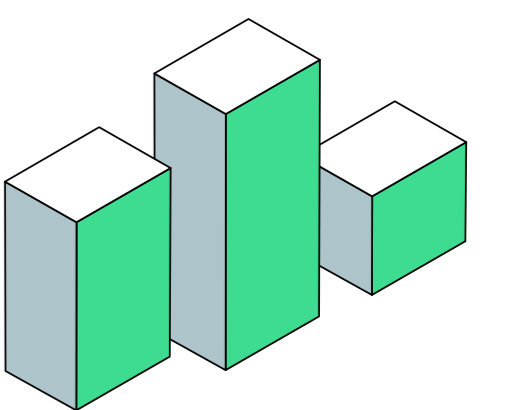
When you integrate Sauce Labs into your development process, you can expect real, measurable benefits.

Forrester Research conducted a [Total Economic Impact](#) report to see exactly what our customers experience with Sauce:

90%

Accelerated Velocity of Innovation

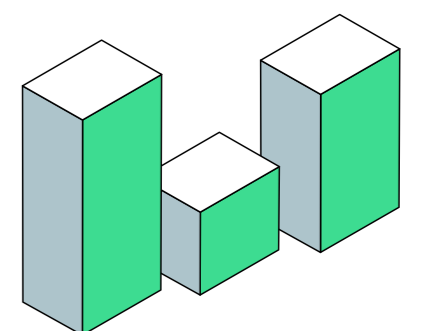
Our customers saw a **90% increase in testing speed**, which means they could get feedback and make improvements much quicker.



217%

Enhanced Engineering Efficiency

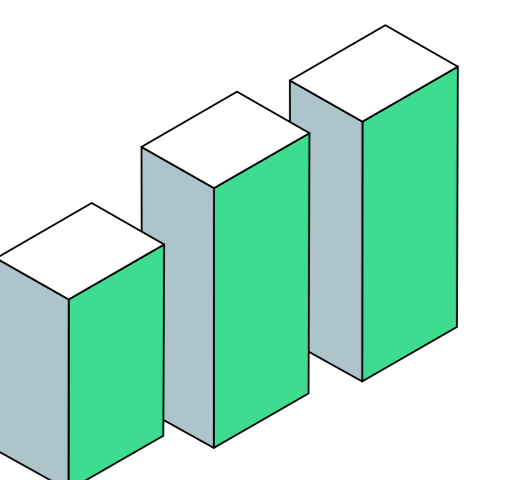
They achieved a **217% return on investment**, thanks to our platform's efficiency and ability to scale on demand.



95%

Risk and Compliance Management

Companies found **95% more issues before they reached production**, reducing the risk of defects and improving overall software quality.

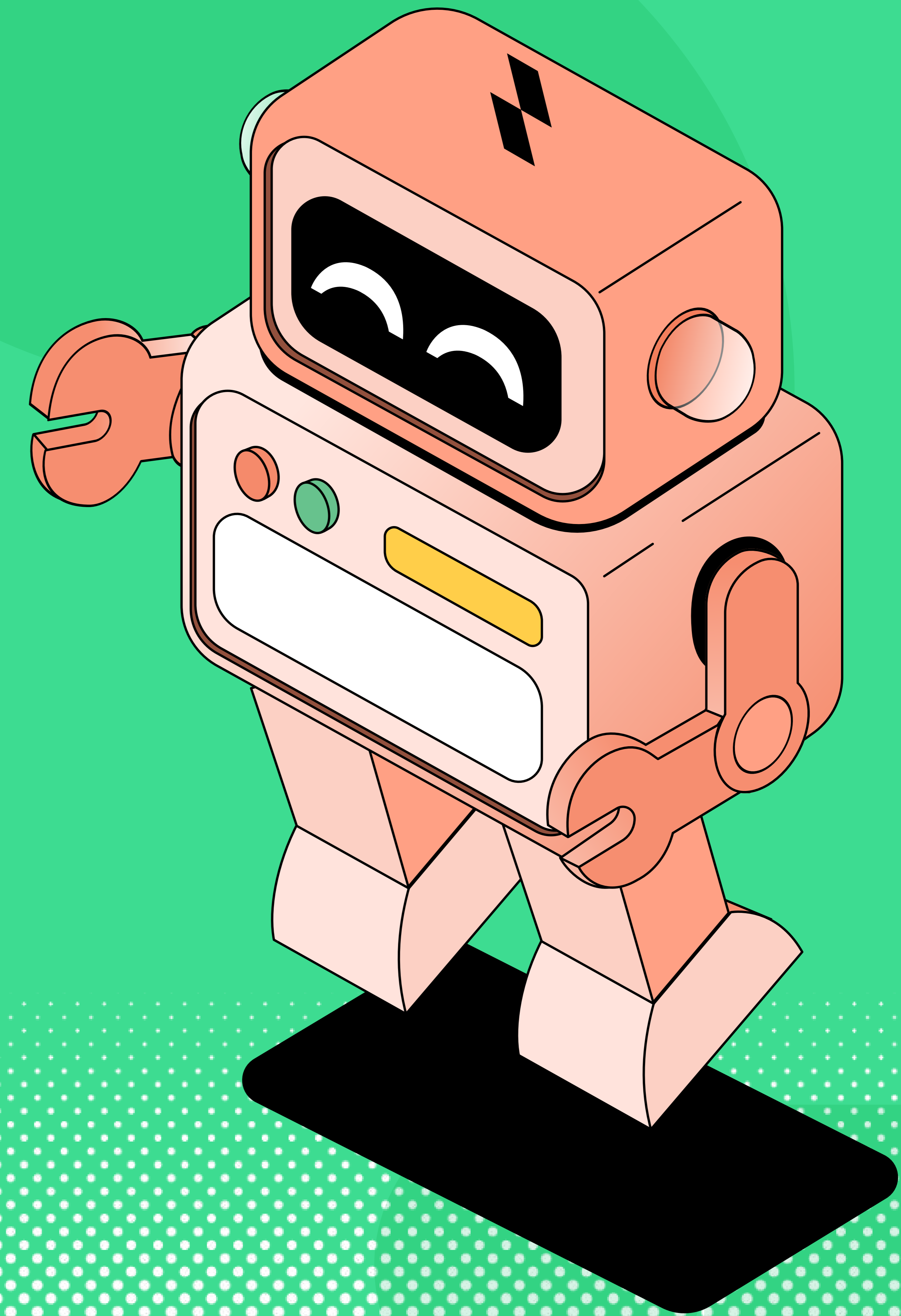


Interested in exploring Sauce Labs Platform for Test?

[Get a custom demo.](#)

About Sauce Labs

Sauce Labs is the leading cloud-hosted platform for automated testing of web and mobile applications, enabling fast delivery of high-quality software across the development lifecycle. Founded by the creators of Selenium, Sauce Labs has been the testing leader for over 15 years and now runs over 1 billion tests annually. Trusted by Fortune 500 companies like Toyota, Walmart, Verizon, Gannett, and Fidelity Investments, its scalable, secure platform supports testing across thousands of operating systems, browsers, and devices while meeting the highest compliance standards.



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