

Medium Enterprise Consumer Products Company

Introduction

This case study of a medium enterprise consumer products company is based on a May 2022 survey of Ranorex customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.

Challenges

The business challenges that led the profiled company to evaluate and ultimately select Ranorex:

- The challenges they had in testing their application before using Ranorex Studio:
 - Test coverage: a significant challenge
 - Test reporting: not a challenge
 - Staffing: not a challenge
 - UI object identification and automation: a significant challenge
 - Flaky/unstable tests: not a challenge
 - Missing delivery deadlines: not a challenge
 - Testing quality: a significant challenge
- Using Ranorex Studio has allowed their team to:
 - Perform more exploratory tests: agree
 - Automatically perform end to end regression testing: agree
 - Schedule testing during off hours: agree
 - Involve non-technical team members: agree

Use Case

The key features and functionalities of Ranorex that the surveyed company uses:

- The key features, functionalities, and factors that led them to choose Ranorex Studio:
 - Ranorex Spy tool and RanoreXPath
 - Ranorex code editor and automation helpers
 - Central object repository
 - Cross environment testing
 - Cross browser testing
 - Data-driven testing
 - Full development environment for C# or VB.NET
- How often they use Ranorex Studio: a few times a week
- Their general approach when using Ranorex Studio for test automation:
 - Ranorex Studio Code driven
- The tools that are important for them to integrate with Ranorex Studio:
 - Azure DevOps Pipeline
 - Would like an ADO Boards integration similar to the Jira one
- The platforms or technologies they test with Ranorex Studio:
 - Web app
 - Mobile – Native Android app
 - Mobile – Native iOS app
 - Mobile – web app in mobile browser

Results

The surveyed company achieved the following results with Ranorex:

- Where they have gained the most productivity ROI in their testing by using Ranorex Studio: non-technical team member involvement
- How using Ranorex Studio for test automation has impacted their company:
 - Increased tester productivity: 10-20%
 - Increased product quality: 10-20%
 - Increased product revenue: 10-20%
 - Reduced testing costs: 10-20%
 - Reduced development time to market: 10-20%
 - Reduced manual testing: 10-20%
 - Reduced tester fatigue: 10-20%
 - Reduced developer time used for testing: 10-20%
- Level of agreement to the following statements about Ranorex Studio:
 - Meets their original purpose for the product: strongly agree
 - Is more powerful than expected: agree
 - Is easy to implement and configure: agree
 - Has helpful documentation, training, and support: agree

Company Profile

The company featured in this case study asked to have its name publicly blinded because publicly endorsing vendors is against their policies.

TechValidate stands behind the authenticity of this data.

Company Size:
Medium Enterprise

Industry:
Consumer Products

About Ranorex

Ranorex is a GUI test automation framework for testing of desktop, web-based and mobile applications.

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