

# Small Business Consumer Services Company

## Introduction

This case study of a small business consumer services company is based on a November 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.



“What do we appreciate about Ranorex Studio? The stability.”

## Challenges

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

- Before using Ranorex, the challenges they had in testing their application:
  - Test coverage: major challenges
  - Test reporting: average challenges
  - Staffing: average challenges
  - UI object recognition and automation: average challenges
  - Flaky or unstable tests: minor challenges
  - Meeting the release schedule or deadline: major challenges
  - Unacceptable amount of bugs in production: major challenges
  - Getting feedback from testing: average challenges

### 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:  
**Small Business**

Industry:  
**Consumer Services**

## Use Case

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

- The most valuable aspects of Ranorex Studio in their decision to choose Ranorex over other vendors they evaluated:
  - Feature options that meet the needs of their team
  - Price point of the product
- The platforms/technologies they test with Ranorex Studio:
  - Desktop – C#
- The percentage balance between automated and manual testing: 75%+ automated, remaining manual
- The types of tests that are their priority for automation:
  - Functional UI
  - Regression tests

### About Ranorex

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

#### Learn More:

[Idera DevOps Tools](#)

[Ranorex](#)

## Results

The surveyed company achieved the following results with Ranorex:

- The level of agreement of how using Ranorex Studio for test automation impacted their company:
  - Increased testing productivity and efficiency: agree
  - Shortened test cycles: agree
  - Decreased number of manual test runs: agree
  - Improved application quality and fewer defects: agree
  - Increased revenue: slightly agree
  - Allowed for involvement by non-technical team members: slightly agree
  - Led to more robust and reliable automation: agree
  - Shortened release cycles: agree
- The rating of Ranorex Studio on the following capabilities compared to other solutions they have used or researched:
  - Object recognition: superior
  - Ease for maintaining object repository: significantly better
  - No or low code testing with action editor and recorder: better
  - Code editor: better
  - Cross platform testing: better
  - Cross browser testing: superior
  - Remote testing: better
  - Integrations with test management solutions: average