An IT Systems Analyst at an educational institution would be very likely to recommend Ranorex for this reason:

" Solid and easy to use for technical and non-technical people. Manual testing is very inefficient and costs a lot more in time and money than automated testing.

Source: IT Systems Analyst, Educational Institution

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Based on a response of 10 to the question "On a scale of 0-10, how likely would you be to recommend Ranorex?"