



# test IO

## test IO for: CEOs

As **CEO**, you must manage operations, make important decisions, and work as a liaison between the stakeholders and your team. You may also feel external pressure from customers to produce a high quality product that meets their lofty expectations. At times, you have probably even felt like everyone wants you to produce more revenue with less... less time, less overhead, and fewer problems. The emphasis on agility — faster times to market and frequent updates — might have you sacrificing quality in the name of rapid iterations and decreased costs. But releasing a lower quality product could prove costly down the road. Quality matters to your customers, and it must matter to you.

In “[5 Reasons Why Software Quality Matters to your Business](#),” Ian McLeod highlights the significance of quality software. According to McLeod, high quality software positively impacts:

- Your ability to be predictable
- Your brand reputation
- Employee morale
- Customer satisfaction
- Your bottom line

How can you, as a CEO, guide your team to produce a product at lightning speed, without sacrificing quality. Well, effective software testing is a good place to start. Iterative improvements to your testing — both automated and manual — should give you some peace of mind by assuring you that your product is performing as expected. Let’s explore these two testing options a little further.

Automated tests are great for identifying bugs and issues in functionality. There are even free automated software testing services. But just because something is free doesn’t mean it isn’t going to cost you. Automated tests can require your software developers to create the testing framework. That takes time. And an automated test can’t tell you if your menus are difficult to navigate. In other words, automated testing can help keep your project on track, but it isn’t without some limitations.

You may have explored the idea of creating an in-house manual testing team. This process can be complicated and costly; you have to hire testers and acquire all the devices real users might use to interact with your software. These two factors alone can quickly drive up costs. In-house testers might also fail to provide unbiased feedback given their immersion in your product.

## Crowdtesting involves real people on real devices, who can explore your software to identify bugs and usability issues.

Professional crowdtesting is a great alternative to running automated tests alone or trying to create your own testing team in-house. By using test IO for your testing needs, you can improve your chances of releasing a quality software — and future iterations — without creating massive overhead and without sacrificing features. Regardless of your testing needs, test IO can fit seamlessly into your current operations, testing on-demand.

What does that mean? Whether your team wants our crowdtesters to look at all or part of your software, the testers will do it at a moment's notice and provide insightful feedback. You can initiate a crowdtest in minutes, specifying which devices you want testers to use. It's like having a massive QA testing team at

your fingertips without having to hire a bunch of extra people or purchase additional devices to test on. Simply put, crowdtesting:

- Controls your costs
- Makes your release cycles more predictable
- Prevents revenue-busting bugs and issues from reaching your customers

These factors are all in line with helping create a DevOps culture in your business, which can be very **beneficial to you as the CEO** and to all of the stakeholders involved.

At test IO, we believe CEOs shouldn't have to choose between cost, features, and quality. We can assist you in increasing your agility while keeping your customers satisfied. To learn more about crowdtesting with test IO and to see our testing tools in action, request a **demo** today.