

# Automation: The Answer to Today's Efficiency Demands

**eggplant**

Test Automation Software



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Doing more with less.

# Overview

By 2024, Gartner estimates organizations will lower operational costs by 30% by combining advanced automation technologies with redesigned operational processes. As the firm describes it, “Hyperautomation deals with the application of advanced technologies, including artificial intelligence (AI) and machine learning (ML), to increasingly automate processes and augment humans. Hyperautomation extends across a range of tools that can be automated, but also refers to the sophistication of the automation.” [1].

As organizations are tasked with mining greater efficiencies from their people, processes and technology, automation is poised to drive significant business improvements. Key to achieving these, however, is understanding the difference between applications of first-generation automation technology and the intelligent, modern automation that exists today. The former serves a purpose, but it is AI-assisted automation that truly stands to deliver tangible business benefits. Of course, as man and machine work more closely together there will be a cultural shift and human workers will inevitably have to retrain in certain areas. [2]

However, the myriad new opportunities inherent in intelligent automation can help companies realize improvements in countless ways.

# Optimizing infrastructure

Many organizations have a fragmented technology environment consisting of multiple point solutions, siloed legacy systems and disparate or incomplete data sets. Merger and acquisition activity compounds these challenges, as companies must integrate new systems and technologies and identify ways of consolidating these technologies.

This is an area in which robotic process automation, or RPA, can assist. The technology empowers organizations to identify ways to use technology to alleviate resource burdens and create custom scripts to automate these functions. Eggplant has helped companies in every major vertical migrate, integrate and optimize their infrastructure, making the entire process more efficient and also freeing up employees to focus on other tasks. What's more, RPA engenders greater privacy and security and also reduces the risks of errors arising from manual data entry.

## Faster delivery without sacrificing quality

Technology margins and investments are under ever-increasing scrutiny, and companies cannot afford for project timelines to snowball or miss their delivery deadlines. At the same time, however, organizations are facing growing pressure to release high-quality digital experiences at a faster rate than ever before.

From a testing perspective, AI-driven automation enables companies to address these three equally important priorities. Eggplant provides end-to-end intelligent test automation that is 4-7 times faster than other automation tools. Our platform ensures that companies can maximize test coverage and drive efficiency improvements, all with an eye on quality and delivering an engaging user experience. In addition, by creating just a single test script for multiple device scenarios, we help significantly increase testing efficiency.

## Scaling to accommodate emerging technology

The last few years have seen staggering advancements in the form of autonomous technology, IoT and other emerging innovations, and this will only accelerate as we head into the era of widespread 5G adoption and digital first brands. Introducing new technology into the enterprise can be a time and resource-intensive task, but one that is made significantly easier with intelligent automation.

Eggplant helps companies devise a framework that ensures disruptive technology is introduced in a way that minimizes friction and drives the business forward.

## Testing from the customer's perspective

It's widely recognized that the customer is king, however, the only way to ensure that your digital experience treats him as such is by testing through the eyes of your users. By using image analysis, Eggplant can see the screen as it appears to your customers and automate workflows that provide strong coverage of the user experience while also testing system performance and functionality. Of course, most companies have customers of varying demographics and profiles. Eggplant can create synthetic users for each of your customer personas, and enable you to drill into this data to see where key business outcomes are being missed as a result of technology factors. For example, are older generations having difficulty navigating a complicated checkout page? Or are slow load times irking digitally savvy millennials? By obtaining this insight and automating the testing for it on an ongoing basis, Eggplant empowers you to deliver the right kind of digital experience to every customer, every time.

## Addressing technology glitches before they become business problems

With Eggplant's unique combination of automated exploratory testing and fixed regression packs, companies can spot bugs prior to release and address them efficiently before they have a chance to impact the customer experience or negatively affect business outcomes. In addition, our continuous test automation monitors performance after technology has gone live and alerts companies to take action to avoid downtime. On top of the obvious customer experience benefits, this also eliminates the cost and resource burden of scrambling to restore technology after an outage.

These are just a few reasons why intelligent automation is the answer to today's efficiency demands. In addition, Eggplant's approach to automation ensures companies can address tomorrow's challenges, as they arise, without having to invest additional time or resources in testing technology. Whether it's legacy back office technology, a dynamic POS app, a mission-critical defense system or anything in between, we can automate the testing environment at any layer, from the UI to APIs to the database. As the industry's only completely non-invasive testing tool, we also help highly regulated industries like healthcare, government and defense ensure the security of sensitive data while obtaining the efficiencies inherent in automation.

When it comes to availing of advances in AI and automation to drive greater efficiencies and deliver better quality technology, the time is now. Eggplant is here to help you on your intelligent automation journey, and ensure you're positioned for success as new disruptive technologies are introduced.

Learn more at: [www.keysight.com/find/eggplant](http://www.keysight.com/find/eggplant)

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