

The Ultimate Digital Transformation Playbook

eggplant

Test Automation Software



Introduction

Digital transformation is more than just having the right tools, team, and techniques in place. It's about becoming a digital first brand, and ensuring your customers have the best possible experience. Digital transformation is a boardroom priority for organizations of every size, industry and sector. As Gartner puts it, "New digital businesses emerge every day, from asset-intensive industries, to healthcare, to government and beyond. There has never been a better time for organizations to quicken their digital transformation." [1]

While the term is a hot buzzword, it's important to recognize that true digital transformation is a complex process and that the change doesn't happen overnight. Because digital transformation represents an entirely new way of operating, it follows that successfully transforming hinges on completely changing business models. But in the era of cloud innovations, IoT, machine learning, widespread 5G adoption and other disruptive technologies, the future belongs to those who can effectively harness technology to drive business outcomes.

So, how can organizations achieve this? Through intelligent, AI-driven test automation that tests, measures and optimizes the quality of the digital user experience.



Digital transformation demands a modern testing approach

The legacy compliance-focused approach to testing is no match for today's digital transformation goals.

While companies once had a relatively simple technology environment, most organizations today have a complex ecosystem comprising various applications, data systems and services from a variety of vendors. Added to this is the pressure to release faster; depending upon industry, the expectation has shifted from quarterly to monthly or, in some cases, daily.

With customers at the forefront of most digital transformation initiatives, it follows that organizations should test from the user's perspective. Eggplant provides companies with these capabilities, enabling them to evolve from simply testing code to testing the quality of the digital experience — and continually optimize this experience to ensure that digital investments are delighting customers and driving positive business outcomes. We do this by leveraging AI to automate testing of the end-to-end customer experience, investigating every possible user journey and providing unparalleled test coverage even as new digital content is introduced.

Digital Transformation Starts with
Intelligent, AI-Driven Automation

Obtaining a holistic view of the customer experience

It can be easy to fall into the trap of investing heavily in digital but failing to track and measure how users are actually interacting with these technologies. According to a recent survey we conducted, improving the customer experience is the top priority for organizations but almost half of businesses struggle to test the real user experience.^[2]

This challenge is understandable; most businesses today serve a diverse range of internal and external users alike and, people are unpredictable by nature. Even with the most well-researched plan, it's impossible to predict how they will utilize technology.

The only way to really understand this critical variable is by viewing technology from the users' perspective. With Eggplant's image analysis, organizations can see the screen as it appears to their customers and truly explore and evaluate its performance. By creating synthetic users for every customer profile, companies can also measure how this performance varies amongst the entire user base. In addition, Eggplant enables organizations to drill into this data to evaluate its impact on key business outcomes, and automate testing for these factors on an ongoing basis.

The digital transformation cultural shift

Becoming a digital-first organization requires a seismic cultural shift; and one in which testing should play an integral role.

Digital technology may be checking all the right boxes from a pure functionality perspective, however, if companies aren't testing for the customer experience then these investments are doomed from the start.

In addition to adopting a user-centric approach to testing, it's also critical that organizations establish greater collaboration between testing and development. After all, what good is obtaining real data about how customers are navigating digital assets if this information is never operationalized? With Eggplant, companies can feed testing data back to DevOps, ensuring that relevant customer experience insights can be incorporated into the development process as seamlessly and efficiently as possible.

Easing the impact of technology change

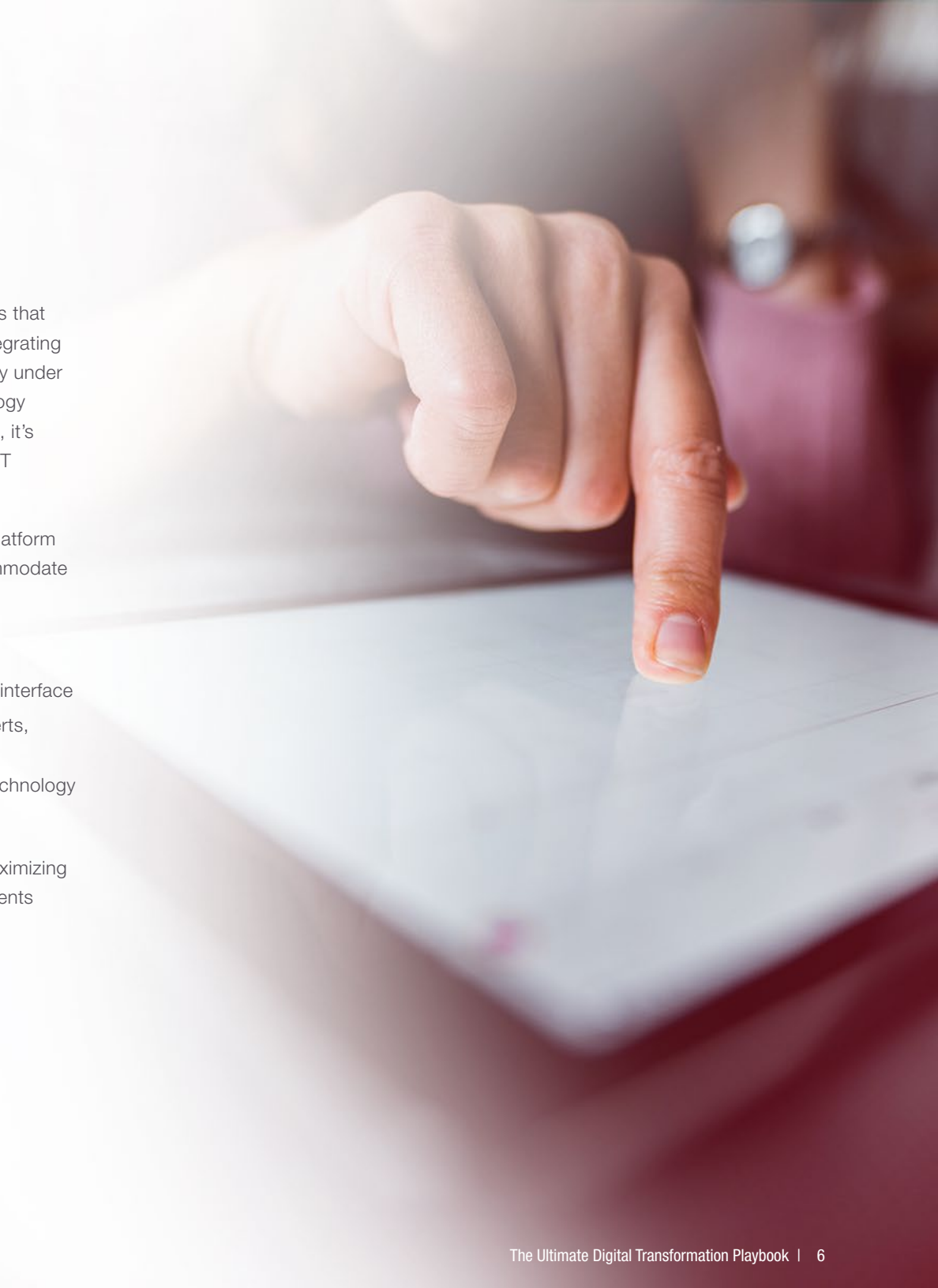
To succeed in the age of digital transformation, Gartner recommends that “...technical professionals must focus on quickly understanding, integrating and operationalizing new technologies.” [3] Testing teams are already under pressure to release faster than ever and manage a complex technology environment. As companies invest in digital transformation initiatives, it's important that they look for opportunities to mitigate the burden on IT wherever possible.

With Eggplant, organizations can avail of a comprehensive testing platform that not only addresses today's needs but can easily scale to accommodate tomorrow's requirements, as well.

Benefits include:

- Enterprise scale testing capabilities accessible via a single user interface
- A low-code/no-code platform that can be used by domain experts, business analysts and full stack developers
- The ability to test any device, operating system, browser and technology at any layer, from the UI, to APIs, to the database

With these capabilities, testing becomes a strategic resource for maximizing the return on existing digital assets and ensuring that future investments deliver on their potential without resulting in an undue burden on IT.



Maximizing digital transformation ROI

We operate in a digital world in which the quality of the customer experience will only grow more closely linked with revenue. In addition, disruptive technologies like 5G, IoT and machine learning will bring new opportunities for digital investments — and greater customer expectations for performance and reliability.

Companies that invest in a modern, usercentric approach to testing now are best positioned for success as these technologies mature. Eggplant is the ideal partner to help organizations navigate the testing complexities inherent in digital transformation initiatives, and lay the foundation for ongoing innovation.

Learn more at: www.keysight.com/find/eggplant

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