

XBOSoft **SalesImpaq Case Study**

XBOSoft Success Story: Customer Relationship Management for Small Business

XBOSoft

XBOSoft, Beijing based with US management, is a full-service software testing company serving both the US and European markets. Founded in 2006, XBO has a proven record of success from Fortune 100 companies to small independent developers.

XBOSoft delivers a full range of testing services including automated testing, functional and regression testing, performance testing, web security testing, platform compatibility testing, localization testing, user experience testing, usability testing and web application testing. Our testing services can be carried out across all major operating systems, data bases, platforms, application servers and browsers.

XBOSoft offers several proprietary programs and tools such as our XBO ONE™ Automation Methodology to identify bugs early and reduce development lifecycles, XBO CommONE™ online client collaboration tool for secure 24/7 online access to project information, and XBO Quick Release™, the unique low-risk program for small businesses looking to outsource software testing.

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The Client

SalesImpaq, based in San Diego, offers a web-based CRM application aimed at small and medium enterprises. SalesImpaq, recently launched in early 2009, works with Outlook and has a unique integration with Hoover's, providing its users with access to one of the world's largest sales lead databases. SalesImpaq's CRM solution can be easily installed and implemented for a fraction of the cost of the leading CRM providers.



“To date, we are very pleased with XBO's performance. They have been very responsive and consistent in their quality. I was especially happy with the XBOSoft Quick Release™ Program which got us off and running with minimum hassle.”

- CEO, SalesImpaq

Business Challenges

As part of its launch strategy, SalesImpaq is offering small business owners and individual users a 12 month free trial of its SalesImpaq CRM product. This means a potential quick scale up of users, increasing the importance of quality assurance during this special period. Defects found by new users could severely impact their acceptance of the product.

Although the software itself is not complex, the scope of the testing matrix is broad due to the variety of end user platforms supported and the complexity of the integration with both MS Outlook, and Hoovers online database. SalesImpaq needed to find a flexible outsourcing service provider who could deliver the right mix of technical expertise on a flexible schedule and tight budget for a start up company.

Additionally, SalesImpaq outsourced the development, so the testing provider needed to work closely not only with SalesImpaq but with another vendor to meet demanding testing needs, changing requirements, and frequent builds.

Solution: What it Means to Partner with XBOSoft

Partnering with XBOSoft allowed SalesImpaq to leverage a wide range of XBOSoft's software testing solutions and expertise, such as:

- **3rd Party Independent Acceptance Testing**

XBOSoft discussed in detail the acceptance testing criteria and contents in the beginning of the project execution phase. This ensured that the software delivered by the outsourced developer met SalesImpaq's requirements and that all expectations were clear from the start.

- **Platform Compatibility**

XBOSoft provided testing on all operating system platforms - Windows (from 2000 version to 2008 version), and browser combinations (Firefox, Safari, Chrome, Explorer); as required by end user profiles.

- **Functionality and Integration Testing**

XBOSoft wrote a complete suite of functional test cases to verify all functionality, and more importantly, validate the integration of 3rd party components, MS Outlook and Hoovers online.

- **Regression Testing**

XBOSoft executed various regression suites utilizing a matrix coverage strategy to increase test coverage with limited resources and high build frequency.

- **Performance Testing**

XBOSoft worked closely with the SalesImpaq to determine the most likely high-load scenarios and conducted boundary tests to ensure performance at critical loads and find bottlenecks before release.



XBOSoft's Advantages

- **Flexibility**

Our flexible engagement models enabled SalesImpaq to use our services when they needed them. From dedicated testing teams to short term projects, XBO has the flexibility to meet diverse needs with a full array of technical capabilities.

- **Proven Testing Processes and Management**

Our testing process derived from TMAP maintains transparency and flexibility while adding structure to our engagement and setting expectations properly. Process driven methods enable us to quickly do regression and set up test harnesses to remain flexible to the customers changing needs. The end result is high quality defects that are written in a way that developers can easily reproduce and fix.

- **XBOSoft CommandONE™ 24/7 Online Project Management**

XBOSoft's CommandONE™ facilitates communication and coordination with our clients. This was especially critical in dealing with our customer and the customer's 3rd party outsourced developer. By providing secure live access to the project information 24/7, with an accurate project record of questions, answers, any requirements and changes throughout the life of the project, this helped track not only the testing results, but the developer's work process.

- **XBOSoft 24/7 DTS Management**

XBOSoft provides our clients online Defect Tracking System (DTS) upon their request. Clients can integrate it into their own product life cycle as a way of tracking bug delivery.