

Measuring Testing Service Providers

Moving Beyond Guesswork about Service Value



RBCS

**TIME TESTED.
TESTING IMPROVED.**

www.RBCS-US.com



Introduction

- ❖ Outsource testing service providers are often used
- ❖ Do they deliver the value needed?
- ❖ Most organizations answer this question more with an educated (or uneducated) guess than with known facts and careful study
- ❖ This webinar is about getting past guesses to facts and informed insights
- ❖ Let's examine how to measure the effectiveness, efficiency, innovation, responsiveness, and attitude of outsource testing service providers



The Problem

- ✦ Research firm Forrester estimates \$50B in annual spending on testing, with \$20B spent on outsource testing services
- ✦ That's a huge amount of money
- ✦ What's the return on investment?
- ✦ What's the value received?
- ✦ If your organization uses outsource testing services, is that succeeding?
- ✦ If your organization provides outsource testing services, do you help your clients succeed?
- ✦ These are important business questions
- ✦ The answers require hard facts and careful study



The Solution

- ❖ Process metrics and stakeholder surveys
- ❖ The path to objective management of testing services
 - ❖ Identify objectives for the service
 - ❖ Define metrics of effectiveness, efficiency, and satisfaction
 - ❖ Set achievable goals
 - ❖ Measure periodically
 - ❖ Improve incrementally
- ❖ This path is feasible for any organization using testing service providers, and for any organization that is a testing service provider
- ❖ Let's look at some examples of metrics and surveys



Find Defects

- ❖ Most testing service engagements have finding defects as an objective
- ❖ One metric: defect detection effectiveness
- ❖ This metric is the percentage of defects detected by the vendor, relative to the number found in production
- ❖ Goal: Recommend 95% target, 90% minimum



Find Important Defects

- ❖ Testing service providers should find important defects more than trivial ones
- ❖ One metric: defect detection effectiveness, filtered
- ❖ Calculate using the defect detection effectiveness formula, but only include important defects (however defined)
- ❖ Goal: Recommend 99% target, 95% minimum



Cover the Test Basis

- ❖ Engagements should include clearly defined test scope (e.g., requirements, risks, etc.), which is the test basis
- ❖ One metric: test basis coverage
- ❖ Percentage of test basis elements coverage
- ❖ Covered means tests, of appropriate extent, defined and executed
- ❖ Goal: Recommend 100% target and minimum



Report in a Timely Fashion

- ❖ Testing provides value through information
- ❖ Information is valuable when received in a timely fashion
- ❖ One metric: percentage reports delivered on-time
- ❖ Define regular reports and on-time targets for each report, track delivery times
- ❖ Goal: Recommend 98% target and 95% minimum



Understand the Skills Gap

- ❖ Competence is a major issue in the testing profession
- ❖ Outsourced and crowd-sourced testing tends to expand the base of the skills triangle, not its height
- ❖ Our profession has an unfavorable skills triangle, especially in many countries involved in outsource testing
- ❖ There are standouts, such as Malaysia's "10,000 certified testers" initiative
- ❖ Some testing service providers do a better job of managing tester skills and retaining skilled testers





Assign Skilled, Qualified Testers

- ✦ Clients should accept only properly qualified testers
- ✦ Testing service providers that strive for excellence should assign only properly qualified testers
- ✦ One metric: percentage qualified testers assigned
- ✦ Define qualifications, evaluate resumes, interview candidates, track accepted (successful) testers
- ✦ Goal: Recommend 98% target and 95% minimum
- ✦ Suggest client interview/approval of all testers, named resources, turnover clawbacks, required certification (ideally ISTQB)



Finish within Approved Budget

- ❖ To have a positive return on investment, engagements should complete within budget
- ❖ One metric: percentage test efforts completed within budget
- ❖ It's important to have a rational process for estimating and for managing changes as the project proceeds
- ❖ Goal: Recommend 100% target and 99% minimum



Stakeholder Surveys

- ⊕ Opinions matter, but gather opinions in a structured way
- ⊕ Use focused statements and a Likert scale
- ⊕ “I enjoy eating chocolate cake”
- ⊕ Five point Likert scale
 1. Strongly disagree
 2. Disagree
 3. Neutral
 4. Agree
 5. Strongly agree
- ⊕ Set goals for the average score across the survey population



Meaningful, Actionable Results Reporting

- ⊕ Testing services should provide information that the client understands and can act on
- ⊕ One survey
 - ⊕ Vendor's test results reports are meaningful and clear
 - ⊕ Vendor's test results reports provide information I need
 - ⊕ Vendor's test results reports accurately predict post-release system quality
- ⊕ Goal: Recommend 4.5 as target, 4 minimum



Defect Report Satisfaction

- ⊕ Testing service providers, when they detect defects, should provide actionable information so programmers can fix them
- ⊕ One survey
 - ⊠ Vendor provides meaningful and clear defect reports
 - ⊠ Vendor defect reports include all information needed to find and remove defect
- ⊕ This survey can be tricky when competing service providers are engaged (e.g., one for testing, another for programming)
- ⊕ Goal: Recommend 4.5 as target, 4 minimum
- ⊕ Measuring report reject and duplicate rates is a good practice, too



Conclusions

- ✦ While these metrics and surveys are not exhaustive, they are representative
- ✦ Multi-billion dollar industries should be managed with facts and careful study, not unstructured opinions (e.g., “we like them,” “they like us,” “we think they do good work,” etc.)
- ✦ Many organizations do not measure their outsource testing service providers
- ✦ Many testing service providers don’t measure themselves properly
- ✦ We can transform testing by managing outsource testing engagements in a businesslike fashion



To Contact RBCS

For almost 20 years, RBCS has delivered consulting, outsourcing and training services to clients, helping them with software and hardware testing. Employing the industry's most experienced and recognized consultants, RBCS advises its clients, trains their employees, conducts product testing, builds and improves testing groups, and hires testing staff for hundreds of clients worldwide. Ranging from Fortune 20 companies to start-ups, RBCS clients save time and money through improved product development, decreased tech support calls, improved corporate reputation and more. To learn more about RBCS, visit www.rbc-us.com.

Address: RBCS, Inc.
31520 Beck Road
Bulverde, TX 78163-3911
USA

Phone: +1 (830) 438-4830
Fax: +1 (830) 438-4831
E-mail: info@rbc-us.com
Web: www.rbc-us.com