

How to convince your organization to invest in testing

eBook



You deserve better testing tools

Isn't it **frustrating** when something seems obvious to you, but nobody else seems to get it? Whether it's the answer on the pub quiz, who's going to get voted out of the next episode of The Traitors, or the need for a better way of testing, sometimes it can feel like you can't get anyone to listen to you.

If you've ever been told "we haven't got budget for that" when talking to your manager – or even your fellow C-suite execs – about testing, this document is for you.

Read on to learn how to:

- Get other people to see the value of investing in testing
- Create a formal business case that has the best chance of getting approved



About Us

Original Software exists to democratize software testing – we want to help everyone test software faster, better, and more professionally. Our testing platform allows you to capture, manage, and automate your testing in a single place.



How to make people care about testing

Here's a cold, hard truth: **nobody is interested in making testing better for your organization.**

The people who don't do it, don't want to know about it, most of the time.

But if they're not interested in that, what *are* they interested in?

Businesses are interested in two things:

- 1. Increasing revenue**
- 2. Decreasing costs**

If you can link better testing tools back to those, you stand a better chance of securing investment.

Head in the cloud?

Migrating your ERP from on-premise to the cloud, and testing cloud ERP updates, are major opportunities to demonstrate the value of testing.

Here's why...

Cloud migrations and updates are fraught with risk.

Cloud ERP updates often come in monthly, massively increasing the risk of bugs entering your production environment – if you don't have the right tools.

Better testing leads to faster migrations and updates.

Faster migrations can save a lot of money (in expensive consultancy fees if nothing else) and puts new software in the hands of business users faster.



So. How do you connect testing to business interests?

There are three main ways to connect testing to business goals of increasing revenue and cutting costs...

1: Risk mitigation



2: ROI



3: Time to market



Risk Mitigation

Poor testing leads to buggy software. Buggy software can lead to employees being unable to work or customers being unable to buy from you. Service outages like those can lead to lost revenue, fines, even lawsuits.

Better testing protects your company from these risks **and their associated costs.**



Return on Investment

You likely know that better testing tools will help you test faster.

If you can quantify how much faster, you can calculate how much of your time (and salary) your organization can spend on other projects, **increasing operational efficiency.**



Time to Market

The sooner you can put updated software into the hands of your business users, the better they can work. Business users working better can increase revenue and efficiency.

If you're migrating your ERP to the cloud, then getting the new software tested and released faster can create major cost savings for that upgrade project, too.





Here's an example

(You can insert your own company's figures if you know them!)

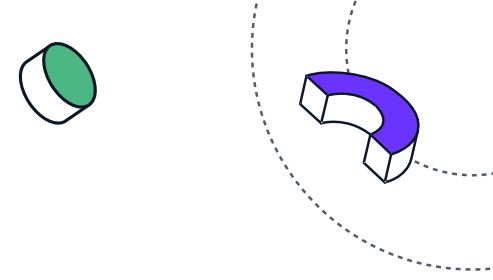
Your company makes €365 million per year. In other words, €1 million per day.

One day, a bug in an update to your ERP software means you can't take or process So, receive goods from your vendors. Even if that bug takes you offline for just one day, that's **€1 million lost – at a minimum.**

Some customers will switch to another supplier and may never return. So, you'll also lose their business, possibly forever. Losing just 1% of your customers would cost **€3.5 million each year.**

You might have customers who decide to take legal action against you due to your inability to provide services. Whether you win or lose, that will be expensive.

Even trying to claim back the lost revenue from your ERP vendor could affect your reputation. Delta Airlines **stock dropped 20%** after they publicly complained about the CrowdStrike outage as people assumed Delta's revenues were at risk.



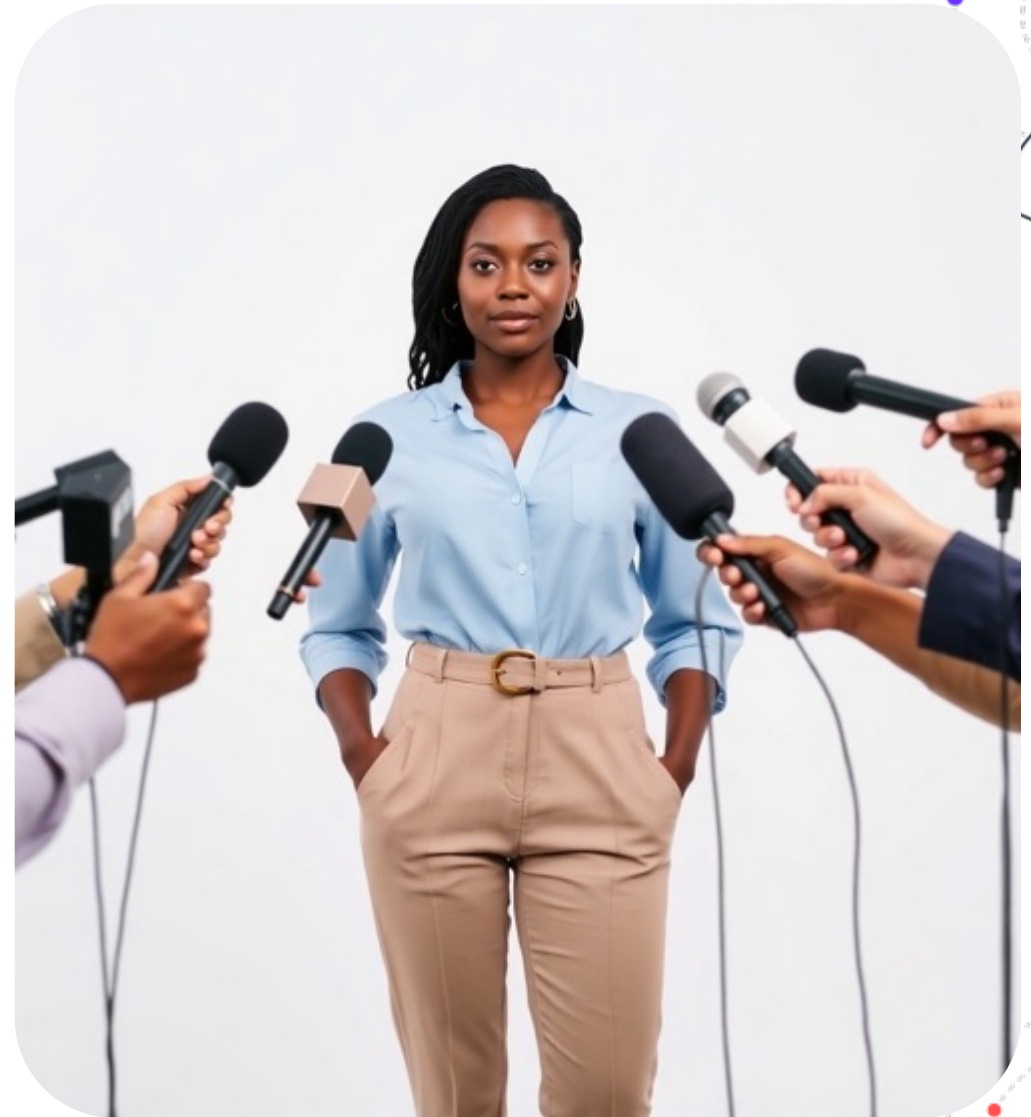
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It's all about the story you tell

If you can frame your argument about testing investment in terms of **risk mitigation, ROI, and time to market**, you can demonstrate how testing has a direct impact on revenue and cost.

It elevates your argument from "we need this" to "if we get this, we'll unlock a range of benefits."

In fact, if you do things right, you can even demonstrate how your investment will **pay for itself**, making it a no-brainer to invest in.



So, how do you
write all of that
down?





How to write the business case your boss wants to read

1. **Start with the headline benefits: "Here's what I can deliver you"**
 - i. Once you've worked these things out based on what we've just covered, get them up front. That hooks in your audience.
2. **Move on to *how* you can deliver that**
 - i. Start with the issue you think your audience cares about most – risk mitigation, ROI, or time to market.
 - ii. Paint the picture of how your current situation increases risk, makes testing wasteful, and delays users getting new software.
 - iii. Then go back over each issue and demonstrated how your proposed solution will address each of those points.
 - iv. Ideally, your argument should be supported by data – and examples of other organizations that have done it

Case studies you can use

If you're writing a business case about Original Software, you could reference the case studies below to show the business impact of better testing:



Valmet halves testing time during Infor upgrade

With over 2k test cases and a major Infor M3 upgrade across 6 countries, Valmet were able to save an estimated 3-4,000 hours.

[Read more →](#)



CertainTeed stop all bugs from production

Dealing with a high rate of change in SAP, Salesforce and Hybris, they automated 250 test scenarios and saved hundreds of hours and eliminated bugs in production.

[Read more →](#)



Cargill saves over \$270k annually on testing

On top of the financial savings, test time was reduced by 95%, a testing centre of excellence was established, and they created a central test automation function.

[Read more →](#)



Go get 'em!

We hope this guide has been useful. If you follow these steps, you should find that you're able to have more conversations about testing and, at the very least, you won't get shut down based on budget before you've even had a chance to get your message across.

We'd love to help you make your case for investment in testing. If you'd like to discuss your situation with us or get our advice in building a business case for testing in your organization, get in touch with us.

[Talk to us](#)

Original Software has been helping businesses deliver better quality software for over 25 years via our code-free, application-agnostic testing platform.



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