

About Eggplant.

Target Audience:



Program Heads, Product & Technology leaders



CIOs, CTOs, Directors of QA & IT/IS



Influencing roles: Heads of Sales & CX

ELEVATOR PITCH

Eggplant delivers AI powered intelligent automation, streamlines customer experience and optimizes business outcomes. Eggplant enables organizations to test, monitor, analyze, and report on the quality and responsiveness of software applications across different interfaces, platforms, browsers and devices.

WHAT THIS MEANS TO YOUR CUSTOMERS

- **Increased efficiency** achieved by automating journeys and processes across multiple operating systems using a single model
- Faster **ROI improvement** by reducing time, cost and resources
- A clear **view of maturity and performance** of their current test organisation or programme
- **Improved customer satisfaction** by prediction of success of software prior to its release
- **Accelerated Business Change** with **quicker time-to-market** without sacrificing quality

PARTNER PROGRAM BENEFITS include

- Access to **Partner Portal** with **deal registration**
- **FOC training and certification** programs
- **Joint** business development **opportunities**
- **Incentive** program

WHY EGGPLANT

- **One platform** to fulfil both Testing and Robotic Process Automation (RPA) requirements
- **Recognized leaders** in Test Automation by both [Gartner](#) and [Forrester](#)
- **Complete Cloud vision** – allow people to work on crucial systems with no disruption due to bad software
- **Customer Success** to simplify and smooth implementation

Eggplant expertise.

Industries:

Defense
&
Aerospace

Financial
Services

Healthcare

Media
&
Entertainment

Retail

PAIN POINTS

- Large-scale software implementations mean significant test maintenance effort and few releases per year
- Legacy applications with multiple layers that nobody understands
- Existing tools only test parts of the system making E2E testing impossible
- Custom operating systems
- Data-heavy UIs make automation a challenge

SOLUTION CAPABILITIES

- **DevOps at Scale:** Modernizing your digital offering with a strategy in which development and test automation engineers collaborate with the operations team to create software that delights customers.
- **Optimize UX:** User-centric testing approach ensuring that UI errors, bugs and performance issues are identified and addressed long before they go into production.
- **AI³:** Artificial, Automation, Augmented. Leveraging AI and machine learning to uncover the riskiest areas of your technology, and components and functionalities most important to your users.
- **Automate Anything:** Testing any technology on any device, operating system or browser. The industry's only comprehensive testing tool, not requiring access to code or any installation on the system-under-test (SUT).

CHALLENGER QUESTIONS

Eggplant's customers were facing challenges around....

- Understanding real user behaviour and how these scenarios map into test coverage strategies....
- Enabling enough time for testing and prioritizing efforts to the highest value areas....
- Regular automated regression testing to help with change management and defect resolution....
- Vast amount of test maintenance that comes with a large-scale software implementation....
- Quickly scaling test environments to enable DevOps delivery and regular releases...
- Need for highly skilled resources to create test frameworks and understand the customer domain areas...

...Have these been challenges for you? How have you dealt with them? Have you come across similar problems?

OBJECTION HANDLING

Objection	Response
We already have automation scripts	Ok great, most of our clients already had automation scripting tools covering their happy paths but wanted to massively increase their level of test coverage, does your team have similar aims?
We build it ourselves	Ok great, lots of clients have built their own frameworks; Eggplant is able to incorporate opensource code into the model to provide a big increase in test coverage.
We don't have budget	No worries, very few people have budget lying around – most of new customers over the last 12 months worked with Eggplant to develop a business case, I'd be happy to talk through some of the ROI data.