



Eggy's Conversation Starters

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PART OF
KEYSIGHT
TECHNOLOGIES

Did you know that **84%** of CIOs polled by Gartner responded that AI/ML features are more important than other features in software testing tools?

- Eggplant can help with alleviating the constraints of testing and frees testers' time so that they can do more valuable work.
- We make testing more consistent, resulting in lower risk for the business.

The opportunity is vast, in a recent Gartner report, they estimate the current adoption rate of continuous quality at **less than 5%** of the addressable market. Feel free to leverage the [Innovation Insight for Autonomous Testing](#) report in your discussions with prospects.



Did you know that **1 in 3 consumers (32%)** say they will walk away from a brand they love after just one bad experience? This figure is even higher in Latin America, at 49%.

- Eggplant enables companies to view their technology through the eyes of their users, giving them valuable insights into their customers' real experiences. Our continuous, intelligent approach to test automation and monitoring investigates every possible user journey, identifies bottlenecks and recommends optimizations to future-proof businesses.
- Our customer-centric approach to testing ensures that UI errors, bugs and performance issues are identified and addressed long before they go into production.

Help your prospects understand how customers' digital experiences are reflected in their bottom line. PWC's recent research reveals that **73%** of people point to customer experience as an important factor in their purchasing decisions. Feel free to leverage the [Experience Is Everything: Here's How To Get It Right](#) report in your discussions with prospects.

Did you know that **41%** of customer analytics professionals report being stymied by data quality issues, and **38%** complain that data access issues hamper their efforts?

- Eggplant draws on customers' data to estimate the effects of performance improvements. It uses all the data about visits to your website to build a model of the relationship between performance and visitor behavior.
- Eggplant will help improve load time and predict changes in conversions, bounce rate and revenue for your entire population or even individual segments.
- Test functionality and availability using real browser technology to make sure your business is running optimally, allowing you to focus on other priorities.

The volume and complexity of today's customer data require analytics methods going beyond traditional reporting. Feel free to leverage Forrester's [Turn Data Into Insights With Customer Analytics](#) playbook in your discussions with prospects.



Did you know that due to the pandemic, significantly more organisations started their intelligent automation journey in 2020, compared to last year? That's **73%** versus **58%**.

- By automating repetitive, rule-based tasks, you enable your teams to be more productive. Eggplant will help improve load time and predict changes in conversions, bounce rate and revenue.
- Modern automation shortens your testing cycles, allowing you to free up resources and focus on different types of testing (eg performance testing). Reducing your testing cycles will also positively impact your bottom line.
- Increase test coverage to find more bugs, and release a better performing application than you'd be able to with manual or traditional testing methodologies.

The number of Deloitte's recent survey respondents who said their organisations are deploying at scale has nearly doubled since 2019. Feel free to leverage Deloitte's [Automation with Intelligence](#) report in your discussions with prospects.

Did you know that Gartner's recent survey of HR leaders revealed that **90%** of respondents plan to allow employees to work remotely at least part of the time, even with the COVID-19 vaccine's availability?


- Eggplant's automation approach can enable workforce agility and reliable technology even while teams are working remotely.
- Eggplant's cloud testing capabilities provide organizations with faster time-to-market. By simplifying and unifying testing of enterprise-scale deployments to automate the entire testing lifecycle, Eggplant ensures that the performance of software and applications keeps up with user expectations.
- It has never been more critical for businesses to scale and optimize DevOps. Eggplant's DAI platform tests from the users' perspective rather than just code compliance.

Digital organizations are dependent on their ability to rapidly deliver products that delight users. Businesses must support a hybrid workforce and provide customers a delightful experience—wherever they are. Feel free to leverage Gartner's [recent press release](#) in your discussions with prospects.

Did you know that **76%** of CIOs report increased demand for new digital products or services during the pandemic, and **83%** expect this demand to increase further in 2021?

- Eggplant offers companies unparalleled testing precision through our intelligent, AI-driven approach to continuous testing. We enable them to **deliver digital products that delight users, release at DevOps speed, test the full customer experience on any device, OS, browser or technology, and predict the quantified impact of new product versions ahead of release.**
- Eggplant provides CTOs and CIOs with the modern testing approach and helps alleviate the stress of continuous delivery and high-quality user experiences. We ensure that relevant customer experience insights can be incorporated into the development process.

To keep up with customer expectations, the pressure to release updates faster is greater today than it's ever been. Bold moves allow organizations to leave typical and trailing counterparts behind when it comes to digital business acceleration. Feel free to leverage Gartner's [Seize This Opportunity for Digital Business Acceleration](#) report in your discussions with prospects.



Did you know that in 2020 poor software quality cost the United States economy over **\$2 trillion** due to operational software failures, poor quality legacy systems, and unsuccessful projects?

- Eggplant's intelligent future-proof test automation continuously tests site performance, providing companies with actionable insights to optimize performance and drive positive business outcomes.
- Our monitoring solutions go beyond simply mitigating the likelihood of an outage to helping organizations proactively stay a step ahead of problems and identify strategies for improving the customer experience.
- Eggplant helps improve load time and predict changes in conversions, bounce rate and revenue for your organization or its individual segments.

Success in the digital age requires companies to employ intelligent, continuous test automation that understands how users interact with the technology and tests the quality of that experience. Feel free to leverage CISQ's [The Cost of Poor Software Quality in the US: A 2020 Report](#) in your discussions with prospects.

Did you know that Forrester predict that intelligent automation suites will provide **25%** of all RPA solutions in 2021? The ability to quickly and easily automate the entire testing lifecycle with AI-powered automation platform provides customers with a significant advantage.

- Eggplant's DAI Platform is the only AI-driven test automation solution to automate every aspect of the testing lifecycle through AI, machine learning, and analytics delivering continuous intelligent test automation focused on the user experience and business outcomes.
- Eggplant helps deliver amazing digital experiences by testing through the eyes of the user, testing the experience continuously, expanding automation beyond test execution, using data to guide the test process, and reporting quality with predictive analytics.

The only way to achieve testing certainty is through AI-driven continuous intelligent test automation. This ensures that companies can spot and address bugs prior to release, avoiding the lengthy and expensive process of applying patches and updates. Feel free to leverage Forrester's [Predictions 2021: Automation](#) report in your discussions with prospects.



Did you know that **76%** of CIOs report increased demand for new digital products or services during the pandemic, and **83%** expect this demand to increase further in 2021? Companies have been transitioning from semi-annual or quarterly releases to weekly, daily, and even releases by the minute.


- By automating repetitive, rule-based tasks, you enable your teams to be more productive. Eggplant Digital Automation Intelligence is the first AI-driven test automation solution with unique capabilities that make the testing process faster and easier.
- With DAI you can automate up to 80% of activities including test-case design, test execution, and results analysis, allowing teams to rapidly accelerate testing and integrate with DevOps at speed.
- Thanks to modern automation, you could reduce your testing cycle from weeks to days, positively impacting your bottom line, too.

Testing smarter with AI-powered automation that views technology from the users' perspective will improve how you test, develop and deliver in the digital age. Feel free to leverage Gartner's [Seize This Opportunity for Digital Business Acceleration](#) report in your discussions with prospects.

Did you know that **73%** of people point to customer experience as an important factor in their purchasing decisions? To see positive results, you need to test the user journeys your customers go through. With Eggplant, it's easier than you think.

- With Eggplant's Digital Automation Intelligence (DAI) suite you can test real user journeys by continuously tracking actual user movements through your website or application. Apply this intelligence to your most important journeys and relate real user behavior to desired business outcomes.
- DAI centers around ensuring an intuitive experience via the usability of your application, delighting customers to provide a unique, flexible and memorable experience.
- By using the Fusion Engine within the Eggplant DAI suite, you can run UI, functional, API, and database tests from one place. On premise and in the cloud.

You need to know how your customers engage with your application or service - using mobile or desktop, IoT devices or tablets. Testing across platforms is crucial to ensure consistent quality. Feel free to leverage the [Experience Is Everything: Here's How To Get It Right](#) report in your discussions with prospects.

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Did you know that **70%** mobile shoppers do not make a purchase because the site made the process either too difficult or frustrating? Of those customers who start browsing, **40%** will buy elsewhere (offline, app and desktop), while **30%** end up not purchasing anything.


- Eggplant provides true, user-centric performance testing that's simple to use. Its unique ability to simulate virtual users makes it the only solution that gives you a true understanding of the UX impact at scale.
- With Eggplant, you can simplify complexities of performance testing and resolve issues with real-time data analytics. Visual representations show performance issues in an intuitive format, making this information accessible to other lines of business.
- Drawing on AI and advanced machine learning, Eggplant empowers you to uncover bugs that would be undetectable with traditional test automation solutions, and help maximize test coverage.

Ensuring responsive and scalable digital experiences are key to increasing user engagement and conversion rates. Feel free to leverage Google's [Mobile Pains & Incremental Gains](#) report in your discussions with prospects.

Did you know that Mercedes-Benz will recall nearly **1.3 million** cars in the U.S. due to a software fault? Missed defects can affect both your bottom line and your reputation. You need the confidence that your technology meets the ever-growing expectations.

- Eggplant's [Digital Automation Intelligence](#) platform enables end-to-end test automation to help you rapidly deliver new features, perform comprehensive UX testing and future-proof any technology, application or process for releases far down the line.
- View your technology through the eyes of your users. Apply this intelligence to your most important journeys and relate real user behavior to desired business outcomes.
- Quickly deploy and scale AI-driven automation. DAI's single UI simplifies complex processes, allowing you to dramatically improve how you test, and easily drill into testing details within the same environment.

Test automation plays a vital role when increasing your test coverage to help identify bugs and hidden faults quicker. Testing your software the right way is crucial if you want to deliver a flawless customer experience. Feel free to reference the [MashableUK's article](#) on Mercedes recalls in your discussions with prospects.

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Did you know that eToro - a leading social trading and investing platform has recently **crashed for 18 hours**? This occurred as crypto markets plummeted with over \$200b in a day, leaving traders unable to benefit from the plunge, and expressing frustration on social media.


- A critical failure can leave a lasting, negative impact on customer experience, the brand perception and the bottom line. Increase user satisfaction and conversions with optimized digital experiences to avoid bad publicity.
- Eggplant Monitoring Insights has long been considered 'best of breed'. Our uniquely stable platform and double testing methodology mean you get timely, accurate alerting, without wasting time on false positives.
- Our consistent, repeatable testing and user-centric approach gives you assurance that you will know in real-time when a problem occurs.
- Understand how the technical behaviors drive your business outcomes, identify bottlenecks, and receive optimization recommendations to improve your conversions.

Reputation drives revenue - protecting both is essential. Feel free to leverage [CityWire's article](#) in your discussions with prospects.

Did you know that Google paid more than **\$6.7 million** in bug bounty rewards to researchers for submitting vulnerability reports in Google products in 2020? Thorough testing **will** save you money down the line.

- Our user-centric method of testing ensures that UI errors, bugs and performance issues are identified and addressed long before they go into production and have the chance to negatively impact the customer experience.
- Our continuous, intelligent approach to test automation and monitoring investigates every possible user journey, identifies bottlenecks and recommends optimizations to improve your conversions.
- Eggplant Digital Automation Intelligence speeds up software testing, whether on-premises or in the cloud. Test automation reduces testing cycles and your test teams can shorten feedback loop, meaning bugs get fixed, and features are released quicker.

Identifying bugs and hidden faults can be a time consuming and expensive exercise. A flawed customer experience results in damage to reputation and, in turn, the bottom line. Feel free to reference the [ZDNet's article](#) on Google's bug hunting rewards in your discussions with prospects.

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Did you know that owners of a popular appliance iRobot Roomba have reported it **malfunctioning after a recent software update**? When your customer invests their time and money, they expect high quality, glitch-free user experiences in return.


- To provide the best possible user experience, websites and applications need to be working properly after every change. This means end-to-end testing of software releases, updates, functionality, and performance.
- The modern AI-assisted approach to test automation behind Eggplant **Digital Automation Intelligence** helps you create products that delight users, deliver at DevOps speed, test the full customer experience, test ANY technology, and predict the quantified impact of new product versions on the user before release.
- Future-proof your technology by combining automated exploratory testing and fixed regression packs to dramatically simplify testing scenarios and present testing data in business terms.

The only way to achieve testing certainty is through AI-driven continuous intelligent test automation. Ensure that you can spot and address bugs prior to release, avoiding having to fix issues. Feel free to leverage [BBC's article](#) in your discussions with prospects.

Did you know that up to **30%** of organizations are predicted to ramp up their focus on quality by better planning and testing automation before deploying it to production in 2021? You don't want to fall behind.

- Eggplant **Digital Automation Intelligence** is the first AI-driven test automation solution with unique capabilities that make the testing process faster and easier.
- We help deliver amazing digital experiences by continuous testing through the eyes of your user, expanding automation beyond test execution, using data to guide the test process, and reporting quality with predictive analytics.
- Our modern approach helps you create products that delight users, deliver at DevOps speed, test the full customer experience, test ANY technology, and predict the quantified impact of new product versions on the user before release.

Test smarter with AI-powered automation that views technology from the users' perspective, improving how you test, develop and deliver in the digital age. Feel free to reference [Forrester's Predictions 2021: Automation](#) in your discussions with prospects.

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To maintain loyalty, customer experience is critical. Did you know that **87%** of companies say they expect to compete on the basis of CX in 2021? This includes your customer journeys and puts things into perspective.

- The modern AI-assisted approach to test automation behind Eggplant **Digital Automation Intelligence** helps you deliver at DevOps speed, test the full customer experience, and predict the quantified impact of new product versions on the user before release.
- View your technology through the eyes of your users, obtaining valuable insights into your customers' real experiences. Our continuous, intelligent approach to test automation and monitoring investigates every possible user journey, identifies bottlenecks and recommends optimizations.
- Test functionality and availability using real browser technology to make sure your business is running optimally, allowing you to focus on other priorities.

A remarkable customer experience is critical to the sustained growth of any business. A positive customer experience promotes loyalty, helps organizations retain customers, and encourages brand advocacy. Feel free to leverage [Gartner's article](#) in your discussions with prospects.

Gartner predicts that by 2022, **70%** of customer interactions will involve emerging technologies such as [machine learning](#) (ML) applications, chatbots and mobile messaging, up from 15% in 2018.

A recent survey of CX leaders highlighted five emerging technologies that will have the biggest impact on CX projects in the next three years:

- Artificial intelligence
 - **Organizations are struggling to keep up with the growth of customer insight data.** AI technologies and analytics, in addition to human insight, will provide the intelligence needed for the CX of the future.
- Virtual customer assistants and chatbots
- Omnichannel customer engagement
- Real-time event-driven application architecture
- Internet of Things



Gartner predicts that by 2024, **80%** of hyperautomation offerings will have limited industry-specific depth mandating additional investment for IP, curated data, architecture, integration and development.

Drawing on advanced AI, Keysight's modern approach to testing enables organizations to:


- Evolve beyond the pass/fail mentality and instead experience technology from the users' perspective
- Use image analysis to see the screen as it appears to customers
- Automate workflows that provide strong coverage of the user experience while also testing system performance and functionality
- Help teams focus on more strategic tasks
- Improve ROI and operational efficiencies

Hyperautomation is rapidly shifting from an option to a condition of survival. Robotic process automation (RPA), low-code, artificial intelligence (AI) and many other hyperautomation technologies have proven to be must-have ingredients for architecting and addressing critical business demands.

Did you know that flawed software, showing large sums of money as missing led to wrongful prosecution of **736** former UK postmasters? The Post Office ultimately lost the legal battle and settled a civil claim for **£57.75 million**.

- UI errors, bugs and performance issues must be identified and addressed long before they go into production.
- Keysight's Eggplant automation suite enables companies to view their technology through the eyes of their users.
- Our continuous, intelligent approach to test automation and monitoring investigates every possible user journey, identifies bottlenecks and recommends optimizations to improve your conversions.
- Our advanced machine learning can correlate common factors and attributes of historic defects to identify new attributes that indicate the highest likelihood of discovering new defects.

Software bugs can cause your bottom line and your reputation to take equally hard hits. Can you afford it?



Did you know that **74%** of consumers are more likely to be loyal to a brand if their app is seamless and easy to use?

- Keysight's Eggplant platform enables companies to view their applications through the eyes of their users, giving them valuable insights into their customers' real experiences.
- Our continuous, intelligent approach to test automation and monitoring investigates every possible user journey, identifies bottlenecks and recommends optimizations to future-proof businesses.
- Eggplant empowers you to uncover bugs undetectable with traditional test automation solutions, and helps maximize test coverage.
- Reduce your testing cycle from weeks to days, positively impacting your bottom line, too.

AI-driven continuous intelligent test automation is the only way to achieve testing certainty. This ensures that you can spot and address bugs ahead of a release, avoiding the lengthy and expensive process of applying patches and updates. Feel free to leverage Google's [4 Ways to Make Your App More Successful](#) in your discussions with prospects.

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Did you know that a recent global outage of a content delivery network Fastly was caused by a software bug? Failure to anticipate it took **down thousands of websites for nearly an hour**. Spotify, one of the affected, recorded UK revenue of \$836m in 2020, indicating that an hour of lost music plays would cost it on average nearly **£100,000**.

- Keysight's intelligent future-proof test automation continuously tests site performance, providing companies with actionable insights to optimize performance and drive positive business outcomes.
- Our monitoring solutions go beyond simply mitigating the likelihood of an outage to helping organizations proactively stay a step ahead of problems and identify strategies for improving the customer experience.
- Keysight's Eggplant helps improve load time and predict changes in conversions, bounce rate and revenue for your organization.
- Increase user satisfaction and conversions with optimized digital experiences

A critical failure can leave a lasting, negative impact on customer experience and the brand perception, affecting the revenue. Feel free to leverage [The Guardian's article](#) on Fastly's critical failure in your discussions with prospects.

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