

Eggplant for Media & Telco – Elevator Pitch.

Target Audience:

 Program Heads, Product & Technology leaders

 Test & Dev leaders

 Influencing roles: Heads of Sales & CX

Quick Pitch

Optimize user experience across all channels, from 5G performance to set-top boxes and in-store tech

Customer Benefits

- **Multi-channel user experience** Model and test any application E2E regardless of operating system
- **An interconnected system** Automate journeys and processes across different system components using a single model
- **Prepare for 5G** Test device experience on different 5G and wifi networks

Reference customers



Why eggplant

- One platform to fulfill both Testing and Robotic Process Automation 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
- Realize business value faster and improve ROI
- Customer Success to simplify and smooth implementation

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Test & Dev leaders



Influencing roles:
Heads of Sales & CX

PAIN POINTS

- Existing testing tools not compatible with in-store technology and set-top boxes
- Device certification testing
- Improving social media and streaming UX across multiple devices
- Testing interconnected systems End to End

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 ensure software delivers on their ultimate goal of delighting partners.
- **Automate Anything:** Eggplant can test any technology on any device, operating system or browser. Automating processes across applications and platforms, from Mobile to Mainframe, from Citrix to Cloud.
- **Optimize UX:** Digital transformation is fuelled by better quality software, testing is therefore more important than ever. As such, companies must reject simply testing code and instead test from the user perspective.



CHALLENGER QUESTIONS

Our customer (AT&T/BT) were facing challenges around....

- Device certification testing
- Measuring the performance of devices on 5G networks

.....Has that been a challenge for you? How have you dealt with that? Have you come across similar problems?

Objection handling

| Objection | Response |
|-----------------------------------|---|
| We already have automated testing | It's good to hear you're already on board with automation, most of our clients already had automation scripts covering their happy paths but wanted to massively increase their level of test coverage, does your team have similar aims? |
| We build it ourselves | It's great that you have the skills in the team to do that, lots of our clients have built their own frameworks; eggplant is able to incorporate open source code into the model to provide a big increase in test coverage. |
| We don't have budget | That is a very common theme as very few people have budget lying around – the majority of our new customers over the last 12 months worked with us to develop a business case, I'd be happy to talk through some of the ROI data. |