

# CIO Outlook

DECEMBER 2015

APACCIOOUTLOOK.COM

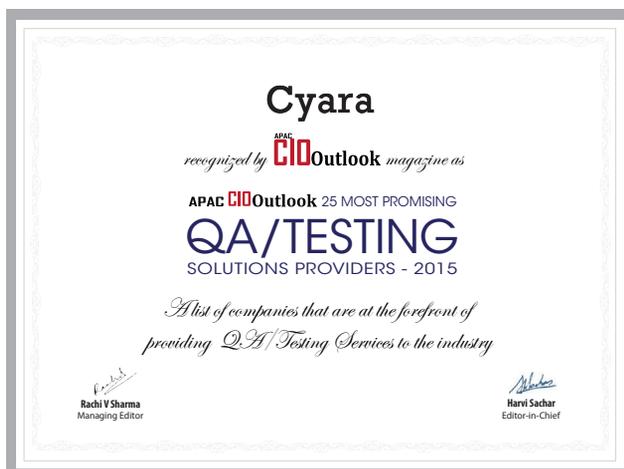
## 25 Most Promising QA/TESTING Solutions Providers - 2015

The proliferation of web and mobile applications and its expanding use in our daily lives has created a breakthrough for new technologies. In this digital era, the urge to reach customers through apps have transformed businesses and solved bottlenecks in customer service. However, these web-based, mobile and cloud-based applications can turn increasingly vulnerable to security breaches and impact how businesses perform. Relying solely on the creative and functional aspect during application development is not a criterion anymore for running any successful product company. It would be highly expected from organizations of the future to take a step forward and place security as the single most important business concern.

An effective testing technique ensures the delivery of the right kind of software to clients that fulfills their requirements. Any defects in the testing cycle will introduce companies to expensive, time consuming and poor quality products. It has therefore become critical to rigorously perform security monitoring in almost all components of the general testing processes and infrastructure that could help mitigate risks. The APAC region has emerged as a new market as a result

of global technology and commercial boom. On the plunge of becoming one of the key industrial and commercial zones globally, the significance in delivering the right technology for the right business has become mandatory. Quality Assurance Testing industry is thus seeing an imperative impact and leveraging growth in the technology sphere. More and more QA Testing corporations are coming up to meet the escalating demands of the corporate sector. Finding and appointing specialized service providers to conduct QA Testing for the corporations has thus become important.

The current edition of APAC CIO Outlook brings to you "25 Most Promising QA/Testing Solutions Providers." The list highlights some of the most prominent QA Testing solutions providers in the industry who are capable of steering their clients towards excellence by supporting them beyond advisory level. The proposed list envisages aiding individuals and corporations to choose a felicitous QA partner, who meets their specific requirements and helps organizations overcome additional testing costs and unexpected software failures, and builds a platform for reliable testing infrastructure.



### Company:

Cyara

### Key Person:

Alok Kulkarni  
CEO & Founding Partner

### Description:

A global market-leading provider of an omni-channel customer experience testing discovery and monitoring platform

### Website:

cyara.com

# Cyara:

## Enhancing Customer Interactions with the Cyara Platform

**C**ustomer insight is important because it provides businesses with metrics that can be used to manage and improve the customer experience (CX). Today, technology plays a pivotal role in providing organizations with valuable actionable insight on their customers' perceptions versus actual experience. Leveraging their experience in the contact center industry, Cyara's founders recognized that there is a gap in how organizations design their customer experience and how consumers perceive this experience. Cyara was founded in 2006 to accelerate the delivery of flawless customer experiences for voice and digital channels at scale, replacing the burden of manual processes. Cyara bridges the gap between what consumers experience and what companies intend to deliver.



Alok Kulkarni,  
CEO & Founding partner

Company enables its customers to lower the risk and cost of innovation, enabling its clients to stay ahead of the competition. Identifying bottlenecks early on in a development project and resolving them in a timely manner remains a Cyara core competency and gives the Company a competitive edge over industry peers.

Cyara Crawler™, the newest addition to the Cyara Platform, is the world's first automated IVR discovery and mapping solution. Crawler cuts time-consuming manual labor by as much as 90% with automation, creates an interactive visual map which can be used to edit and add new IVR options and prompts, and then creates design documentation that can be used for development. Crawler works by dialing the number for an IVR application, listens to the prompts being played, and then attempts to extract the user options being presented as it progresses deeper through the IVR application iteratively by interacting with the IVR—all automated. Crawler also has the ability to pause and alert an operator when human intervention is needed to enter data.

Cyara's Customer Experience Innovation Lifecycle (CXIL), a

methodology used in all customer engagements, ensures innovation that corresponds to agile development. Working closely with its customers, Cyara designs and develops customer experience strategies. It starts with planning, designing, building and deploying in parallel with functional testing to identify defects early when they are easier and less expensive to fix. UAT functional and regression testing helps unearth critical deployment issues. Finally, test cases are developed during the build cycles, and run continuously to monitor and detect any issues before getting into the production phase. The Cyara Platform is a single, comprehensive, technology-agnostic solution that provides a common user interface for omnichannel customer experience testing. What's more, the platform doesn't require any programming skills to write test scripts. Alok says, "We look not just from the outside in but also from the inside out while testing the whole experience."

Based in Melbourne, Australia, Cyara serves clients across the globe. Clients come primarily from financial services, telecommunications, insurance, and government sectors. Among many prestigious awards, so far Cyara has been named a 'Gartner Cool Vendor in CRM, Customer Service and Customer Support, 2015', 'BRW Fast100 2015 and 2014', 'Speech Technology Excellence Award 2015' and '2015 CUSTOMER Magazine Product of the Year Award', and 'TMC Labs Innovation Award' are the most coveted ones in the industry. On future plans, Alok states, "Cyara will continue to listen to our customers and to the market dynamics to determine our future product releases." **ACO**

Cyara's Customer Experience Innovation Lifecycle (CXIL), a methodology used in all customer engagements, ensures innovation that corresponds to agile development

Alok Kulkarni, CEO and founding partner explains, "Enterprises have to deal with both the millennial generation using smart phones, and the older generation dealing with traditional communications systems." Cyara's primary focus lies in making its customers successful by providing comprehensive customer experience and monitoring solutions. Besides, the