

TECHNOLOGY AUDIT

# Qualify v1.5









Original Software




## OVUM BUTLER GROUP VIEW

### ABSTRACT

*Original Software provides Qualify, an application quality management solution that adapts to the way QA teams work and helps centralise the software quality and quality management processes within an organisation. Qualify is currently in version 1.5. The product takes a holistic view of the software quality lifecycle, covering requirements management, resource and task planning, scheduling, automated test execution, manual test monitoring, defect and issue management, and reporting. The product also offers support for testing in SOA/BPM environments by integrating with Green Hat Tester, a SOA test automation product. Qualify supports various development methodologies and offers methodology-specific templates. An important aspect of Qualify is that it is code free; this enables even non-technical users such as QA professionals with no coding experience, business analysts, and managers to derive value from the solution. Qualify offers comprehensive, real-time reporting functionality, and also integrates with Microsoft Exchange/Outlook.*

### KEY FINDINGS

- |   |   |   |   |
|---|---|---|---|
|  | Comprehensive functionality, offered through a code-free environment. |  | Superior workflow modelling; can adapt to any existing process.                       |
|  | Supports SOA/BPM testing through Green Hat Tester integration.        |  | Impressive reporting functionality; supports portfolio-wide, multi-project reporting. |
|  | Currently lacks a Web browser-based user interface.                   |  | Lacks native support for third-party test automation products.                        |
|  | Supported on Microsoft's Windows desktop operating systems only.      |  | Offers pre-built configurable templates for Agile methodologies such as Scrum, DSDM.  |

Key:  Product Strength  Product Weakness  Point of Information

### LOOK AHEAD

The product's future release roadmap includes additional out-of-the-box third-party tool integrations, enhancements to the solution's workflow, and a Web browser-based client, among other features.

## FUNCTIONALITY

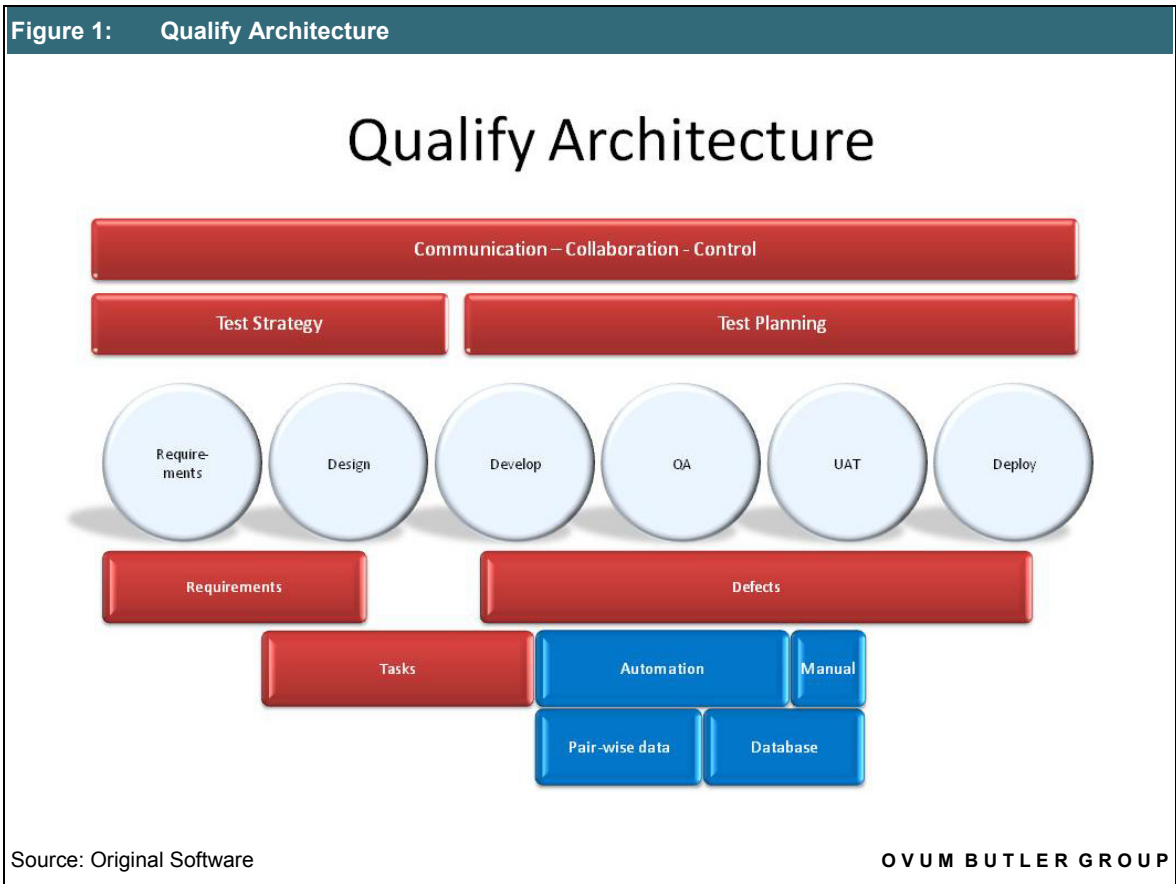
### *Product Analysis*

Software quality management is, perhaps, the most important aspect of application development and lifecycle management. It is imperative that organisations put in place robust quality processes supported by tools that drive automation, reduce complexity, and help enhance productivity. A focus on high quality needs to be incorporated right from the outset. Well-understood, well-defined, and well-communicated requirements go a long way in ensuring that a project meets its objectives, and also help in lowering the overall cost of quality. This is where the role of the business analyst becomes crucial. Quality must also be evaluated at all subsequent stages of development through rigorous testing and defect and issue management. Ensuring high quality, however, remains a challenge due to various factors such as globally distributed development, a mix of development methodologies including Agile and waterfall, unavailability of test machines and test data on time, the changing technology landscape, and, most importantly, the lack of skilled testers.

Process automation, in this respect, can help overcome the gaps; however, it must not be construed that automation alone can solve problems in the absence of a well-defined quality process integrated with all stages of the development lifecycle. From an Agile perspective, techniques such as continuous integration and continuous testing are good cases in point. Moreover, organisations should be careful that the tools they deploy do not themselves become resource heavy and hard to maintain. A GUI-based, code-free quality management solution would be easy to maintain and enable non-technical users such as business analysts, project managers, and other quality stakeholders to centrally manage and gain visibility into the quality processes with relative ease.

Original Software's background is in software testing automation; to date, the company has dedicated itself to creating products that address software quality-related issues. Original Software's Qualify (see Figure 1 for a schematic architecture diagram) is an application quality management product that takes a holistic view of the software lifecycle, from a quality perspective. Qualify replaces Original's previous test-planning solution, TestPlan. Qualify looks at all stages of software quality, from requirements elicitation through to project delivery or production release. The product offers requirements management, resource and task planning, scheduling, automated test execution, manual test monitoring, defect and issue management, and reporting. Also included are methodology-specific templates for Agile as well as waterfall processes. Qualify is a new product, built from the ground up by Original Software to address the challenges of software testing and quality management in present-day technology environments; consequently, the solution offers support for testing in SOA/BPM environments as well by integrating with Green Hat Tester, a SOA test automation product. However, more importantly, Qualify's code-free GUI enables even non-technical QA team members to quickly derive value from the product.

Qualify helps to centrally manage the software quality lifecycle. Organisations gain a centralised view of all their quality processes and tasks from project inception through to release. The product is also configurable to a great extent, enabling organisations to fit the solution to their processes and workflows. Qualify supports a range of development methodologies, including Agile, waterfall, and hybrid processes. The solution offers pre-built templates for Agile methodologies such as Scrum, DSDM, and XP. Users can also create their own templates, or modify an existing template to suit their needs. Qualify contains an embedded workflow engine and provides a graphic workflow modelling interface that allows users to visually create workflows that automate their quality processes.



The support for Agile is good; the product could also double as an Agile project management tool. However, Agile features, such as electronic task and story cards, are currently missing; in Ovum’s opinion, the gap is small, can easily be plugged, and will be addressed in the next release of Qualify. The feature depth offered is impressive from an overall functionality perspective, and so is the traceability and visibility across the lifecycle. However, the product is still in its first major version, and there is room for improvement; in addition to the Agile practitioner-friendly features, the tool also lacks a Web-based UI. According to Original Software, a future release of Qualify will ship with a Web browser UI.

A key aspect of the solution is its superior reporting capabilities. Qualify supports portfolio-wide reporting across multiple projects and development methodologies. Configurable graphical dashboards allow users to set up their own personal views based on the metrics they want to track; organisations can also leverage the full drill-down capability for further analysis. The solution’s centralised repository architecture enables global cross-project data definitions and real-time change cascading across all links and dependencies; this gives stakeholders real-time visibility into project status, which is further supplemented by user-defined rule-based alerts. Notifications can also be sent through e-mail; the solution integrates with Microsoft Outlook. Qualify also aids in process compliance efforts by supporting full audit trails for all tasks and test assets under management.

Qualify integrates with all other products from Original’s portfolio, such as TestDrive for functional testing automation, TestDrive-Assist for manual testing, and TestBench for test data management and verification. The solution, however, does not offer out-of-the-box support for third-party test automation or manual testing tools.

Overall, in Ovum's opinion, Qualify is a next-generation offering; however, the lack of native support for commonly used third-party test automation tools is a concern. For example, Original's product portfolio does not include a performance testing product, but it does have a partnership with Facilita and Green Hat to address performance testing, and organisations could develop custom integrations to enable management of performance testing through Qualify. The vendor says its value proposition lies in its emphasis on functional testing automation. Qualify is able to call external third-party components in the Windows environment, so other assets such as those from performance testing products can be managed in one common interface for a corporate testing asset repository. It also has the ability to act as a data portal and define data views based on third-party tables or entities, so that key aspects of other databases can be assimilated into a single portal in Qualify, giving users and managers access to all their required information in one enterprise solution.

## **Product Operation**

Qualify has a three-tiered client server architecture comprising the Windows-based desktop client interface, the business logic layer, and the repository layer. Qualify's repository can be implemented in Microsoft SQL Server, Oracle, or IBM System i. The solution also supports import, export, and linking data from third-party solutions' repositories. Qualify has a centralised repository architecture.

Qualify's business logic layer provides a data model that enables managing of requirements, tests, tasks, and defects in a connected, coherent manner. This layer also provides planning and scheduling capabilities, in addition to a visual workflow designer and a workflow engine for modelling and automating custom processes. Similarly, users can also model relationships between work items and other process artefacts. Qualify supports any-to-any relationships and multiple relationship types out of the box. All these features are provided out of the administration interface, which also allows defining of entities, permissions, reports, and dashboards, among others. The solution also provides robust user and project administration features such as granular role-based access control, cross-project resource management, resource allocation, and detailed reporting based on user roles. Portfolio-wide user management capabilities provide visibility into resource requirements across the entire application development function. Qualify also enables detailed logging and maintains historical records for audit and compliance purposes.

The resource-planning interface closely resembles the MS Outlook calendar view, with Gantt charts depicting the availability or unavailability of individual users. The same information can be viewed by function, project, tasks, etc., as well as portfolio wide. The integration with MS Outlook is complete, insofar as users not only receive e-mail notifications and alerts, but the mail message also provides access to the Qualify interface. Qualify artefacts can be attached to mail messages as attachments that can be opened within the Outlook client.

The client interface is powerful and, at present, completely desktop based. In Ovum's opinion, some degree of training will be required for users to get up to speed with the UI; however, the ongoing productivity benefits will more than make up for the initial time invested. This is primarily because Qualify is code-free and, hence, the UI is packed with features. The support for manual testing is also comprehensive; users can author and execute manual tests from within Qualify, as well as monitor them for defects. A manual test executed through Original Software's TestDrive-Assist also serves as a foundation for test automation.

## Product Emphasis

A key aspect of the solution is its focus on simplifying testing for non-technical users. Qualify has been designed for ease of use and automation, and integration with enterprise applications makes it ideally suited for the various packaged application upgrade projects that organisations undertake. In addition, the deep integration with Microsoft Exchange/Outlook helps augment the solution's reporting capabilities. Along with Qualify's superior workflow modelling features, the Outlook integration enables it to fit seamlessly into existing IT environments.

Additionally, Qualify supports business process testing as well as testing in SOA environments through Green Hat Tester integration. One useful aspect of the business process testing functionality is that Qualify enables users to perform end-to-end tests across one or multiple business processes; this is enabled through multiple-application-model support. Entities can be defined globally, which allows data to be shared across multiple applications. The solution can also import or export application models from or to other products. Qualify also supports database test management and automated database testing through the TestBench integration.

## DEPLOYMENT

Qualify implementation does not require any technical skills from the client side. A proof-of-concept implementation can be completed in roughly two days; resources required include a Qualify consultant from Original Software, and a team leader or project manager from the client side. For a larger, department-level deployment, the client-side engagement is also greater. In addition to the Qualify consultant from Original, client-side project managers, business sponsors, team leaders, and solution administrators need to collaborate to ensure that the deployment project stays on schedule; this group would also be responsible for analysing existing and desired quality processes in the organisation and mapping Qualify to meet these requirements. Solution administrators also need to be trained in time for the departmental roll-out. The deployment typically takes one working week to complete, and includes training courses for administrators and initial training for the users. Original also offers a 'train the trainer' programme, wherein client-side resources can take over the training process once an initial batch of six users has been trained. A larger, enterprise-wide deployment can also be completed in one working week; it follows a similar schedule and involves the same user roles as for the department-level deployment. The deployment time mentioned here does not include time for custom development that would be required to integrate Qualify with other application lifecycle tools present in the client environment.

Original Software provides only one level of technical support to all of its customers with valid maintenance contracts. The support option includes e-mail and phone-based support, provided out of Original's offices in the UK and Westmont (near Chicago), US. Clients receive telephone-based support from 09:00 to 23:00 GMT; additional support may be provided by Qualify resellers and distributors. The solution can be deployed on premise, and can also be provided as an on-premise managed service by Original Software. Qualify can be deployed on Microsoft Windows desktop operating systems such as XP, Vista, and Windows 7.

Qualify has been deployed by nearly 50 organisations in the US, UK, and Europe. Typically Qualify's footprint in an organisation expands outwards from the test team. The solution is currently being used to manage testing in enterprise application upgrade projects, for project management, requirements, test, and defect management in a single location as well as geographically distributed environments.

## PRODUCT STRATEGY

Original Software targets medium to large enterprises for its quality management solution, Qualify. The vendor sells across all major industry verticals and geographies. Organisations that are yet to implement tools and processes for test process automation can realise a quick return on investment by leveraging Qualify to execute current manual testing tasks efficiently. Qualify can help organisations get more out of their manual testing activities to start with; clients can build further on this foundation to automate repetitive testing tasks, and create a framework for automated testing of applications. Clients will thus be able to understand and improve their existing quality processes at their own pace. According to the vendor, a client organisation can progress from completely manual testing to automated regression testing of applications in a few months, and benefit from a reduced time to deployment, reduced efforts through automation, low maintenance overheads, and greater control over the quality lifecycle. At the same time, organisations can also implement test data generation, test data management, and test environment management processes to remove other bottlenecks from the quality lifecycle.

Original Software sells directly only in the UK and US at present; the vendor covers all other geographies through its reseller and distributor partners. Original's route to market is highly skewed in favour of direct sales; nearly 80% of Original's revenues are realised through direct sales, with sales through the channel accounting for the rest. Original Software has formed partnerships with resellers, distributors, testing service providers, and software vendors. Original's implementation and distributor partners include AppLabs, NMQA, Test Direct, Facilita, Choucair, Sosy, SQS, Sopra, Accenture, Cognizant, and FDM. Original Software also partners with ISVs such as Aldon, Oracle, Microsoft, IBM, Green Hat, Euronet, and SoftLanding Systems.

Original Software offers perpetual and term licences for Qualify. The solution is licensed per concurrent user; client organisations can further optimise on the number of licences by opting for concurrent user licences that are valid for multiple servers. Term licences can also be purchased from Original for a minimum term period of three months. According to Original, an entry-level deployment costs around GBP 25,000, of which services account for 30%. For larger deployments, the services component is nearly 40%. Typical project values for an average-sized and a large-scale Qualify deployment are GBP 80,000 and GBP 500,000, respectively.

Original follows a twice-yearly release strategy for Qualify. The product is currently in its first major version. According to the vendor, three significant Qualify upgrades will be released in 2010. The product's future release roadmap includes additional out-of-the-box third-party tool integrations, enhancements to the solution's workflow, and a Web browser-based client. The vendor will also focus on enhancing the resource and time management functionality and further improving the task estimation features. Other enhancement areas include proactive risk assessment functionality and an expanded set of KPIs for monitoring.

## COMPANY PROFILE

Original Software is headquartered in Basingstoke, Hampshire, UK, and has an office in Westmont, Illinois, US. The company was founded in 1997 and, soon after, released its first product, SimuSys, a prototyping offering for the IBM AS 400 platform. The company today focuses completely on the goal of effective quality management, embracing the full spectrum of application quality management across a wide range of applications and environments. Original Software partners with its customers to help make quality a business imperative. Its solutions portfolio includes a quality management platform, manual testing, full test automation and test data management, all delivered with the control of business risk, cost, time, and resources in mind.

Original Software is privately held and self financed, with no external investors. The company has an installed base of approximately 400 organisations in over 30 countries. Current users range from major multinationals to small software development shops, encompassing a wide range of industries, sectors, and sizes. The company has customer partnerships with the likes of Coca-Cola, Unilever, Cargill, HSBC, FedEx, Pfizer, and DHL.

## SUMMARY

Original Software has a background in software testing. Over the past 13 years, the vendor has focused on developing solutions that reduce the actual testing efforts as well as help overcome critical challenges such as lack of proper test data and the need to recode the test script if the base application is changed. With the release of Qualify in September 2009, Original Software has created a product that removes the complexities from testing and test process management by providing a code-free environment. Another important aspect of the solution is that it overlaps with adjacent areas such as project management. However, Qualify is currently in its first major version and some minor gaps remain, to be addressed in future releases. Original has three major releases lined up for 2010. Overall, in Ovum’s view, Qualify is a versatile product that will adapt to the way QA teams work and enable organisations to centralise their quality lifecycle processes.

In spite of the economic downturn, the software quality management market continued to grow and, thus, the sector has become a major focus area for the large IT vendors as well as many ALM/quality solution providers that are looking towards this market for growth. In Ovum’s opinion, the software quality management market will continue to grow due to key trends such as Agile, test-driven development, and emphasis on testing early in the lifecycle, among others. On the basis of its innovative approach, Original Software has a strong future in the quality management space in the years to come, of which its latest product, Qualify, is a prime example.

Table 1: Contact Details	
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