

## Ta3s: Providing Niche Value Added Automation Testing with Consultative Outcome-based Approach

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**S**olution led services approach with clear understanding of customer vision and measurable outcome. The recent portal crash of a major e-tailer showcase today's organizations' inability to scale-up to customer's needs. Organizations remain unequipped to the torrents of customers surging towards technology, as they are uncertain about the boundaries of their infrastructure and applications; irrespective of their partnership with large software developing & testing corporations. Instead of delivering a consultative outcome-based solution, these corporations just build their entire test automation strategy on available industry standard framework that needs to be changed after two years or worse, fails.

Amidst other companies that just throw more task-based people at customer's issues, Ta3s (Test automation as a service), a test automation company, lays strong foundation with their Unique Fitment Proposition approach by building a framework that fits properly to

customers pain points; thus assuring RoIs for their test automation from first year onwards. Automated expansion of Ta3s' cloud infrastructure accommodates spiked loads to guarantee 100 percent uptime of applications. "We provide niche value added automation testing that clarifies defect deduction, defect trend ratio and product quality, which most customers seek," says Sumukha Rao, CEO, Ta3s.

During market's paradigm shift from manual testing to automation testing, Sumukha got an opportunity to commence the testing division for SAP and Siemens. Impressed with his expertise, SAP offered him a chance to instigate a testing services company, which he forewent to learn the processes thoroughly to bring his dream of starting an automation testing company into reality. While his achievements and presidential club membership bestowed him with several contacts, his other endeavours taught him about mergers and acquisitions. With the confidence gained from tremendous knowledge over two decades of

### Management

#### Sumukha Rao, CEO

Sumukha has two decades of experience in India and International market having a successful track record in starting business, operations, creating innovative solutions and customer management. Renowned for his competence to proffer innovative solutions on time, Sumukha is recognized as a strong business leader and strategist capable of establishing and achieving business goals and motivate teams.

#### Vidya Rao, Director

Vidya has a Master's Degree from University of Mysore, started her professional career as a Researcher in Southwest Texas State University later to serve for the State of Texas (Texas Commission on Environmental Quality) for 5 years. Vidya quickly gained insight into various aspects of starting a new business and took up the responsibility of heading Ta3s Admin, Infrastructure and HR functions. With her experience in quality certifications, she will be responsible to setup quality process and methods to ensure ISO / SEI CMM certifications at Ta3s.



Sumukha Rao,  
CEO

work experience, Sumukha embarked on the entrepreneurial opportunity and founded Ta3s in 2013. Establishing partnership with like-minded organizations including Arowana, SourceN, Helius Consulting, SnapDeal and others, which enabled Ta3s to set its footprint across the globe with limited budget whilst serving global customers.

Ta3s' vividness enabled the company with no sales team to attain several apex customers in a short span of 18 months through word-of-mouth publicity and social media marketing. Ta3s not only leverages its partnership to provide infrastructure for mobile, desktop and web applications, but also latch onto other cloud vendor's infrastructure to provide Ta3s' platform for need-based execution for companies who don't have their own infrastructure or the fund to build one.

### Superior Solutions within Budget

Amidst other product selling testing companies; Ta3s stands apart by utilizing open source tools and technologies to provide relief to customers from product cost. The management team spends one complete day every week with customers not just to understand views and feedback, but also to aid with testing service without additional fees. On the other hand, the existing customers get benefited with no additional cost and post service delivery from Ta3s. These strategies and innovative products enabled Ta3s to compete and conquer the market against the biggies in today's business environment that's struggling with shrinking budgets and increasing expectations.

### Ta3s' Unique Fitment Proposition Approach

The Company understands each customer's issues are unique and require customized solutions and approach. Ta3s takes its strong core USP and builds measurable solution to meet the end customer objective.

### Ta3sALM & Crowd

#### Application Lifecycle Management from Ta3s

Since most companies don't need humungous test cases and full-time resources, Ta3s provides a platform – Ta3sALM and Ta3sCrowd – that

## Focal Point

### Services:

Automated Testing, Application Functional Testing, Mobile Testing, Performance Engineering, Framework Development, Embedded System, Build Operate Transfer.

### Clients:

DBS Bank-Singapore, WittyParrot-U.S., Oman Insurance Corporation, Emaar Group, Aris Global, U2opia and Hexagon Global among others.

**Products/Solutions:** Ta3sALM and Ta3sCrowd

enables them to automate their test cases and execute them in Ta3s' cloud. Ta3sALM is an end-to-end application life-cycle management solution that provides required results to enable defect reduction, defect analysis, quality gates and quality matrix. While on the other hand, instead of long-term engagement, Ta3sCrowd marries the skills of available workforce crowd that works from home to customer's requirement based on test case and outcome; thereby reducing the operational cost. Ta3s quotes the quality adhering to their standard and executes the entire transaction seamlessly.

### Overcoming Skilled Resource Crunch

Sumukha along with Ta3s' HR Director Vidya Rao, their resource augmentation partner and a security organization heedfully filters the talents with their attitude, communication & writing skills, authenticity, ability to think outside-the-box and analytical & logical

ability. Having the experience of implementing over 100 projects, the management team's experience-led training teaches employees to find root causes and address customer's typical challenges. Ta3s employees take complete responsibility, troubleshoot and overcome the challenge and are individually measured on fair and transparent matrix. While the industry is struggling with skilled resource crunch, this strategy enabled Ta3s to hold on to their proficient people since inception, who have the attitude to learn more. Ta3s anticipates medium and steady growth building the right technical/domain and management expertise, while remaining lean, fast & rapidly responsive and focused for our customers need.

The company will launch its products – Loadtestcloud and Mobilitytest – that are under development phase in another 9 months (estimated) while increasing the employee base to 50 within this time frame is also in its roadmap. 