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Is Your Software Ready to Launch?

Stop risking failures. **Start launching with confidence.**

What are the **hidden costs** of skipping **QA**?

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Customer churn 88% of users won't return after a bad app experience. (1)

Downtime losses

AWS outage in 2021 disrupted major brands like Netflix and Disney+.
(2)

Reputation damage

Buggy releases frustrate users and attract negative reviews.

The Cost of Failure

Poor-quality software costs businesses $2.08 trillion annually.
(3)

(1) Source: Qualtrics XM Institute, 2021.
(2) Source: The Verge, 2021.
(3) Source: Consortium for IT Software Quality (CISQ), 2020

The stakes are high:

What happens when **QA fails**?

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Real-World Impact

The Amazon Web Services outage in December 2021 disrupted services for major businesses, including Netflix, Disney+, and Ring.[1]

The Cost of Failure

Poor-quality software costs businesses $2.08 trillion annually.[2]

Lessons Learned

- **Lost customers:** Negative experiences drive users away.
- **Damaged reputation:** Public trust erodes after buggy releases.
- **Financial losses**: Toyota's 2020 recall due to a software glitch cost millions. [3]

(1)Source: The Verge, December 2021
(2)Source: Consortium for IT Software Quality (CISQ), 2020.
(3)Source: Reuters, 2020.

The role of QA in modern **development**

As AI becomes a core part of development to cut cost and time, independent QA will be essential to validate its output before release. AI speeds up processes, but human oversight ensures quality, compliance , and trust.

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Beyond Bug Fixing: QA as a Strategic Advantage

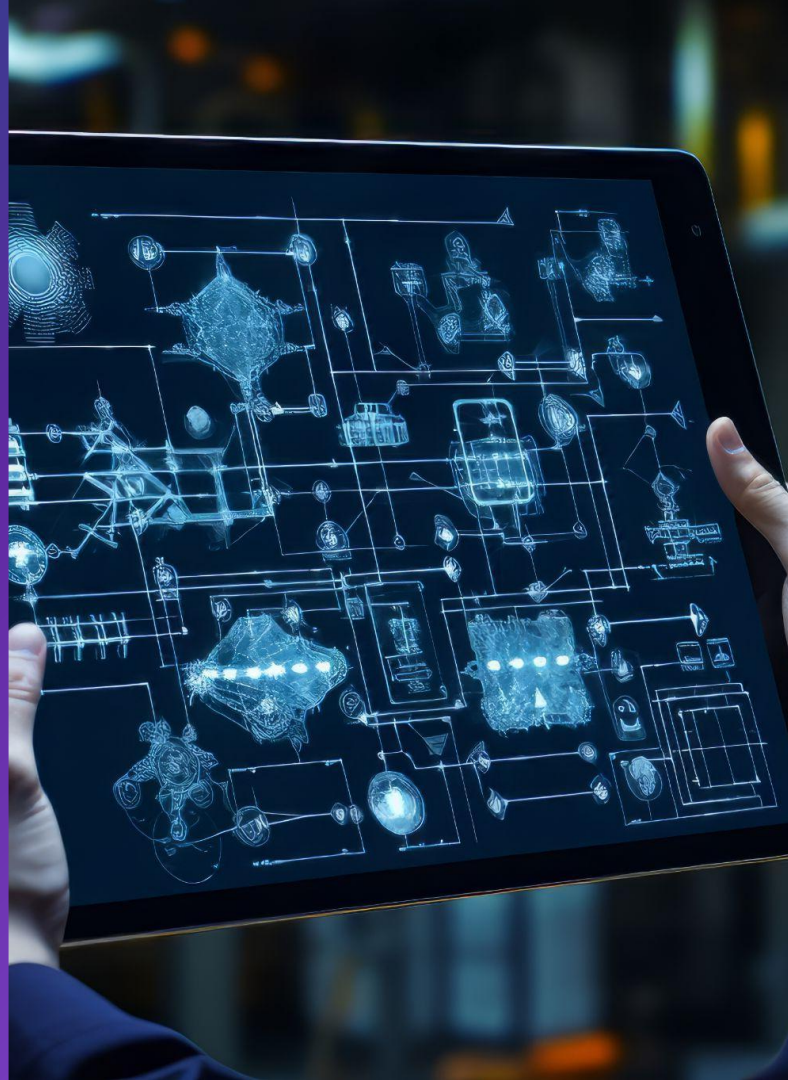
QA ensures user **satisfaction, security**, and **performance**, becoming a proactive, **integral part of SDLC.**

Companies that integrate QA early **reduce software costs by up to 30%.**[1]

(1)Source: IBM Systems Sciences Institute, 2021.

Common

QA Challenges



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Why many QA processes fail to deliver?

Challenges

- Manual testing delays
- Insufficient tools and technology
- Lack of skilled QA engineers

56% of **development teams** report that **inadequate QA delays project timelines.** (1)

(1)Source: Capgemini World Quality Report, 2022.

Trends

Transforming **QA**

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Future-Proof your QA with emerging trends

Automation

63% of companies are investing in automated testing tools.(1)

AI-Powered QA

Predict and prevent failures before they occur.(2)

Continuous Testing

Ensures quality at every stage of development.(3)

Cloud-Based Testing

Scalable and cost-effective.(4)

(1)Source: Mordor Intelligence, 2023.
(2)Source: Gartner Research, 2022.
(3)Source: Forrester, Continuous Testing Report, 2022.
(4)Source: IDC's Cloud Trends, 2023.

How to **measure QA** effectiveness

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Defect Detection Efficiency (DDE)

Identify 95% of defects pre-launch.[1]

Test Coverage

Ensures 100% coverage of critical functionalities. [2]

Time to Fix

Average time to resolve defects reduced by 50%. [3]

(1)Source: QA Lead Benchmark Report, 2022.
(2)Source: PractiTest QA Metrics Study, 2021.
(3)Source: DevOps Research & Assessment (DORA), 2023.

How can

BetterQA help?

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Our QA process

Comprehensive
Covering all stages of SDLC.

Proactive
Preventing defects, not just detecting them.

Scalable
Tailored for startups and enterprises.

Over **20+ successful** QA implementations globally.

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Why Choose BetterQA?

60+
Transformation initiatives

50+
QA Engineers

30%
reduction in potential costs

Our QA **process covers every SDLC stage**, from planning to execution, ensuring quality at every step.

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What sets us apart

BetterQA built 8 proprietary AI tools because what we needed didn't exist:

- **BugBoard** (screenshots to bugs with AI test generation)
- **Flows** (self-healing test automation)
- **BetterFlow** (GitHub/Jira work correlation)
- **Auditi** (multi-compliance auditor)
- **Journey** (AI-powered CRM)
- **Hireo** (AI recruitment platform)
- **AI Security Toolkit** (8-pillar security assessment)
- **Scanner** (SEO/GEO ecosystem monitoring).

All integrate via Model Context Protocol so developers can use them directly from their IDE.

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Let’s discuss how we can make your software a success

Ensure flawless performance with BetterQA’s expert QA solutions.

Talk to Our Experts