

## CASE STUDY

# Driving Excellence in Life Sciences Learning: ACTO's Collaboration with QASource



## About The Company

ACTO is a purpose-built platform to help drive commercial excellence in the Life Sciences industry. Optimized for product launches, new hire onboarding, and sales meetings, ACTO helps Sales, Marketing, and Commercial Learning & Development leaders reduce ramp time for field reps and impact performance. Because ACTO only works with pharma, biotech, and medical device companies, they are deeply intimate with the unique needs of the industry and partner with top Life Sciences content, technology, and data providers to deliver value.

AstraZeneca, Gilead, Philips, and other top pharma and medical device companies in North America are among their satisfied customers.

The company specializes in supporting a “micro-learning” approach to learning, whereby complicated information is broken up into manageable bits of learning for field representatives.

The user-friendly interface is highly appreciated by sales reps making ACTO the preferred learning platform in the industry, adopted by more Life Sciences field reps than any other learning platform.

On average, a representative spends 15 minutes on the ACTO platform. Through their adoption, the system gains valuable insights into the rep's learning and training progress, identifying any competency gaps. The system provides in-depth visibility to their management, tying the impact of training to sales performance and business outcomes.

Learn how ACTO, the #1 learning and insights platform for the Life Sciences industry, overcame code testing challenges in their platform release process. This case study delves into their partnership with QASource, highlighting the meticulous testing processes that led to a substantial reduction in escaped bugs and improved stability.

Industry  
**Life Sciences**



## ACTO's Challenges

As a fast-paced, innovative software company, ACTO has an aggressive release schedule to keep the platform fresh and delight customers. However, to ensure high quality, ACTO needed to establish a continuous integration, testing, and deployment pipeline. ACTO's biggest challenge was making sure that every code change made to their platform was thoroughly tested for regression. This required finding a technology partner to help establish high-quality thresholds for their platform.

While ACTO had an internal quality team, they were mainly focused on manual testing because of their regular release timetable. Whenever a new feature was introduced, the team produced manual test cases and performed manual testing. However, ACTO eventually realized the need to establish an automated regression test suite to uphold their high-quality standards at scale.

## Implementation

ACTO found QASource through a recommendation from their former VP of Engineering, who had prior successful collaborations with the QASource. After researching potential technology partners and receiving positive feedback from QASource's current customers, ACTO decided to partner with QASource for their testing needs.

### The implementation process:

- Broke the project down over 30, 60, 90 days to assess the entire onboarding process over that 90-day period.
- Identified the testing challenges and the gaps in resources that needed filling.
- Determined how much help was needed for manual and automated testing by considering the scope of work.
- ACTO spoke with potential QASource QA and QE engineers to assess their approach to quality engineering.
- After the initial screening process, ACTO brought on QA engineers and the QASource team to conduct a full platform audit, creating test cases and identifying issues based on expected versus actual behavior.
- A team was established and distributed across different platform capabilities, embedding them into ACTO's quality processes.
- The 90-day plan was implemented and the integration was seamless from there on.

## Impact on Business

QASource's services had a positive impact on ACTO's product release process. The meticulousness and attention to detail displayed by the QASource team led to significant improvements in test coverage and bug detection. Transparency and open communication between the two teams ensured that any platform issues were quickly addressed. Through the partnership with QASource, ACTO witnessed a substantial reduction in escaped bugs per month, improving the stability and reliability of their platform.

When the companies first started working together, ACTO had a lot of escaped bugs per month. Thanks to improved quality processes and the dedicated work of our internal and external teams, the company has now reduced that by 90% to an average of only 26 escaped bugs per month. This improvement can be attributed to the thoroughness of QASource's team, who catch more issues before they reach production. QASource had also helped improve test coverage by being meticulous and detail-oriented in its approach.

### ACTO's Thoughts

“As a leader, I always consider the cost-benefit analysis of using external vendors, and QASource has exceeded my expectations in terms of both cost and throughput. Their team provides excellent test coverage on both the manual and automation sides, and their attention to detail is unmatched.

*Thoroughness is essential in testing, and QASource is meticulous in their work, ensuring that every aspect of the platform is thoroughly tested before it is released to the public.*

*One of the things I appreciate most about QASource is their transparency. They are always open and honest about any issues the platform may have, and they work closely with us to resolve those issues as quickly as possible. This level of communication and collaboration has been invaluable in ensuring that our platform is always running at its best.*

*They operate like a Navy SEAL team with years of experience in the field. They can easily pick things up and get the ball rolling toward a solution. Overall, QASource is a reliable and trustworthy choice for quality-related issues.* ”

Kumar Erramilli

CTO, ACTO

## Conclusion

ACTO's decision to collaborate with QASource for testing and quality engineering needs has yielded impressive results. The reduction in escaped bugs per month by 90% showcases the effectiveness of QASource's approach and attention to detail. QASource's transparency and open communication has fostered a strong partnership, ensuring that ACTO's platform consistently delivers exceptional performance.