

LEAPFROG DEVICE MANUFACTURER TRANSFORMS SOFTWARE TESTING EFFORTS

LEAPFROG REDUCES COSTS BY 30%, ELIMINATES INEFFICIENCIES

BUSINESS NEEDS

LeapFrog Enterprises produces award-winning educational toys, interactive books, and hand-held electronic games. For nearly a decade LeapFrog employed a team of approximately 35 quality assurance (QA) engineers and 75 seasonal contractors to test their devices and software. Most testing was performed onshore and proved to be a costly operational challenge.

It quickly became apparent to LeapFrog that in-house software testing had become an inefficient practice so the company began outsourcing QA to multiple vendors from around the world. After several years with mixed results, LeapFrog hired LogiGear for software testing services in 2006.

FAST FACTS

INDUSTRY

Education Software & Devices

WEBSITE

www.leapfrog.com

COMPANY SIZE

About 750 Employees

LOCATION

Emeryville, CA

LOGIGEAR DELIVERED

TestArchitect™
Software Testing Services
QA Consulting & Training

BUSINESS IMPACT

Reduced hourly costs by 30%
Reduced QA staff by 60%
Eliminated seasonal hiring
Record product releases

THE VISION

LeapFrog embarked upon an ambitious new market leadership strategy. Key components of the overall corporate strategy called for aggressive new product introductions and the web enablement of all existing products. Critical to the success of this strategic initiative was the ability to improve operational efficiency. The new strategy required increased research and development productivity and throughput while preserving the existing QA budget. LogiGear immediately began working together with LeapFrog to develop the fundamental changes necessary to transform their approach to software testing.

SOLUTION

LeapFrog's pilot project with LogiGear proved to be a success, raising the effectiveness of LeapFrog's overall QA efforts by a significant margin. Due to the successful pilot project, LeapFrog launched an ambitious initiative to outsource 80% of all software testing. To ensure the success of their strategy, LogiGear developed a custom growth, training, and execution plan that enabled the company to outsource 100% of their functional software testing. Upon review of LogiGear's plan, LeapFrog's Vice President of QA made the decision to partner solely with LogiGear for software testing citing the quality of service, open communication, low cost, and staffing scalability.

Software testing efforts included manual and automated tests as well as team and process improvement. A wide variety of

www.logigear.com



“LOGIGEAR HAS BEEN INSTRUMENTAL TO THE SUCCESS OF OUR AGGRESSIVE GROWTH STRATEGY AND WILL BE A CRITICAL PARTNER AS WE MEET OUR AMBITIOUS PRODUCT INTRODUCTION GOALS...”

- LYNDALE FRY
VP OF QUALITY ASSURANCE - LEAPFROG

LogiGear has tested over 150 different LeapFrog devices and games to ensure proper functionality.



software was tested including PC applications, web integrations, embedded devices, downloadable and cartridge-based games, and the databases used to run LeapFrog's international sites.

Test Design and Execution

The LogiGear team formulated test plans, wrote test cases and executed those test cases. Test case execution was both manual and automated. In addition, a fully accessible defect database was continually maintained.

Action Based Testing

LogiGear made use of the Action Based Testing™ (ABT) methodology for device testing as well as database testing. ABT



CASE STUDY | LEAPFROG ENTERPRISES

is a keyword driven methodology pioneered by LogiGear that facilitates the creation and maintenance of automated test cases by reducing the effort needed to automate and maintain test cases. TestArchitect was the specific tool used during the testing process.

"WITH LOGIGEAR AS OUR PARTNER, WE GO HOME ON TIME AND SLEEP WELL AT NIGHT."

- LYNDAL FRY
VP OF QUALITY ASSURANCE - LEAPFROG

Team and Process Improvement

In addition to software testing products and services, LogiGear provided QA training on testing methods such as Action Based Testing. Also, LogiGear continues to assist LeapFrog with resource planning and the tracking of efforts expended on each product line. Lastly, LogiGear remains committed to defining the build acceptance tests for all manual testing.

THE FUTURE

Since 2006, the relationship between LogiGear and LeapFrog has only grown stronger. Using LogiGear's software testing expertise LeapFrog has been able to create, automate, and execute tests for over 150 different products. Over time, LogiGear and LeapFrog expect efficiencies to improve even more due to increased familiarity with the product line and the ability to reuse significant portions of existing software tests for new software revisions.

ABOUT LOGIGEAR

LogiGear Corporation provides global solutions for software testing and offers software testing training programs worldwide. LogiGear is a leader in the integration of test automation, offshore resources and US based project management for fast, cost effective results.

Founded in 1994 by top thought-leaders in software quality, LogiGear offers the best possible combination of low cost, fast turnaround, and advanced testing expertise. LogiGear serves clients around the world ranging from the Fortune 500 to early-stage startups in a wide range of industries. Be it consulting, training, high-volume and cross-platform test automation, outsourced testing, or automation technology, we partner with organizations to create approaches that precisely meet their needs.

For more information on how we can help your business, contact us today.

TYPES OF TESTING

- Manual
- Automated
- Database
- Exploratory
- Black box
- Gray box
- White box



One of many testing projects -
SpongeBob SquarePants Fists of Foam,
an educational math game for children