

The True Cost of Test Automation

Why AI-Powered Testing Delivers 10x ROI

Executive Summary

Traditional test automation costs \$450K-\$750K annually, takes 3-6 months to set up, and requires 40% of QA team time for maintenance. AI-powered testing reduces these costs by 60-80%.

The Hidden Costs

- Automation Engineers (2-3): \$300K-\$540K/year
- Test Infrastructure: \$24K-\$60K/year
- Tools & Licenses: \$20K-\$50K/year
- Maintenance Overhead: \$50K-\$100K/year
- Total: \$409K-\$780K/year

The Problems

1. Long Setup Time: 3-6 months before meaningful coverage
2. Constant Breakage: 80% of failures are locator changes
3. Incomplete Coverage: Typical 60-70% of paths
4. Skill Dependency: Expensive specialized talent

AI-Powered Alternative

Framework setup: 0 (included) vs 2-4 weeks. Test development: 30 min vs 2-4 months. Maintenance: Near zero vs 8-16 hrs/week.

ROI Analysis

Traditional approach: \$520,000/year

With Quathera: \$76,000/year

Annual Savings: \$444,000 | ROI: 584%

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