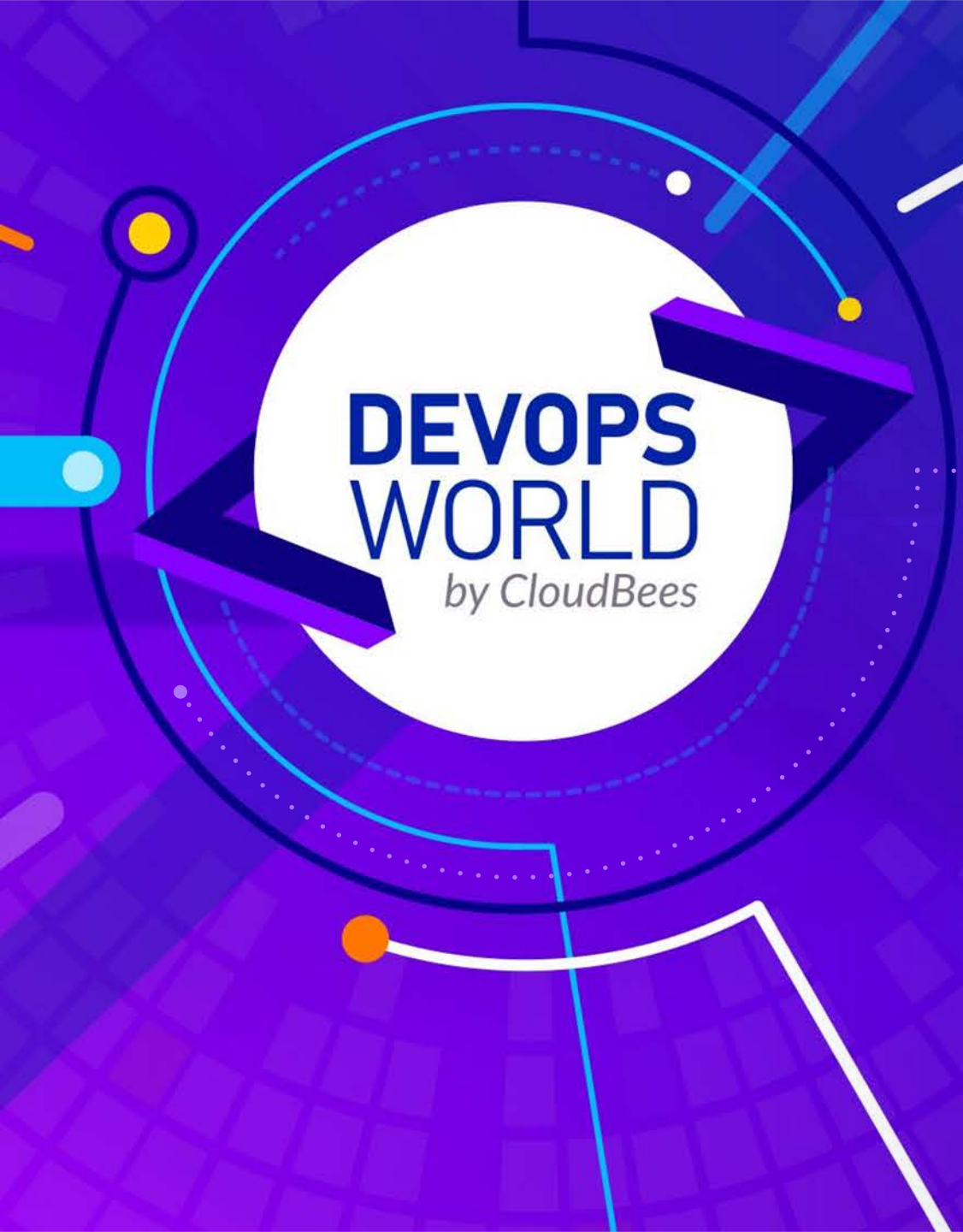

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Beyond the Costs of ROI

Marcus Merrell

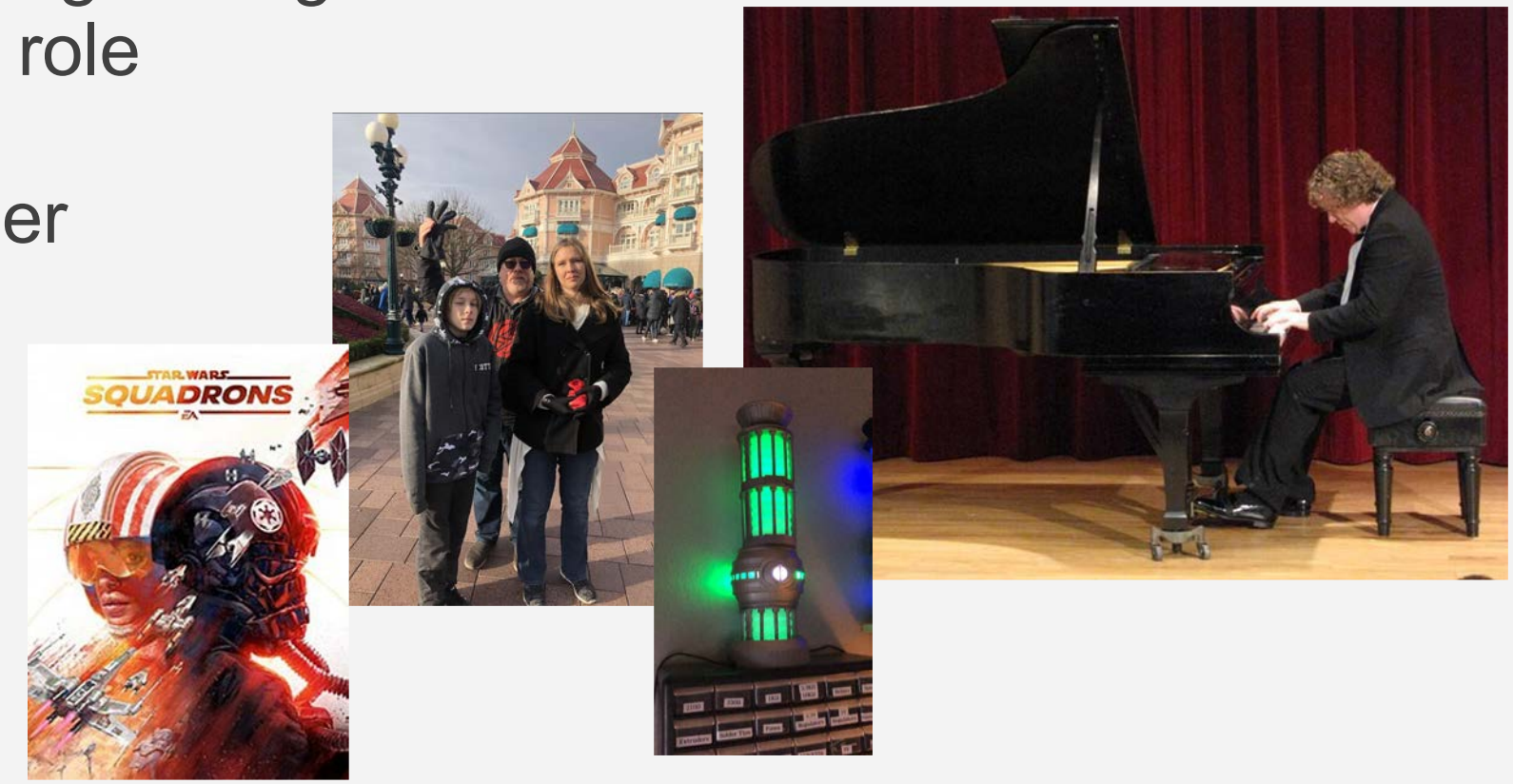
SR DIRECTOR, TECHNOLOGY STRATEGY
SAUCE LABS

PRACTITIONER

What are we doing here?

About Me

- Sr Director of Technology Strategy, Sauce Labs
- Selenium Conference Organizing Committee
- 20 years in QA/Testing role
- Family, Music, Robots
- Semi-professional gamer



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Agenda

- Understanding ROI
- Baseline assertions/assumptions
- The DevOps Test Toolchain
- Evolving the ROI concept

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Assertions about ROI in Test Automation

DEVOPSWORLD by CloudBees

Controversial Statement Incoming

QA
IS NOT
A
COST CENTER

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Defining ROI

So, what does “Return” mean for us?

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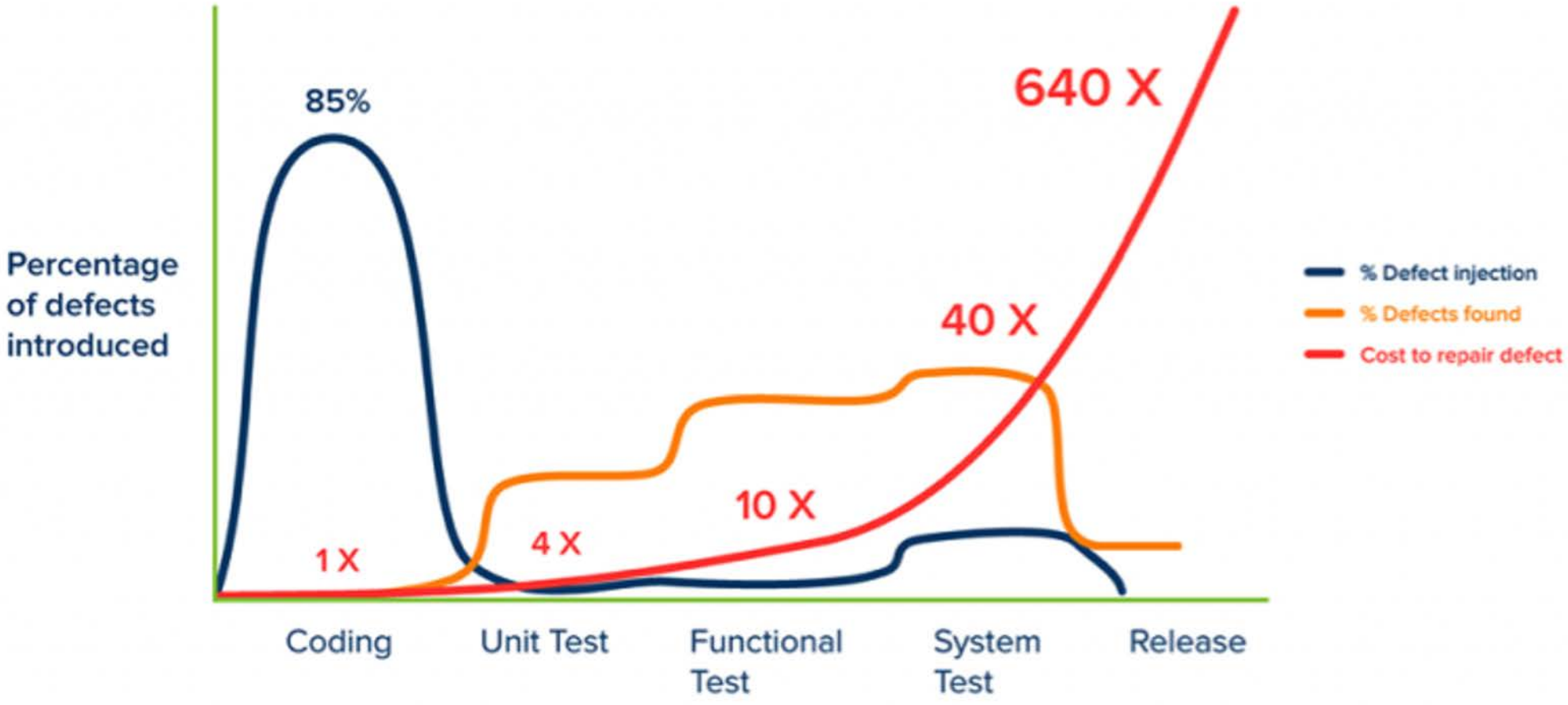
Cost of Production Escapes



Jones, Capers. *Applied Software Measurement: Global Analysis of Productivity and Quality.*

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Different Categories of Return

Cost + Time

- Release frequency
- Defect escapes
- User experience impacts

Quality of Life

- Team efficiency/productivity
- Post-production reliability
- Tighter feedback loops

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Assertions About ROI

- Automated tests should not be “manual tests done by a computer”
- Simple tests are preferred over complex tests
- Tests should be done the the lowest “layer” that will deliver value

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Things That Cost More Than Money

- Failing tests
- Flaky tests
- Poorly documented tests
- Tests that haven’t been looked at in a year
- Tests that can’t fail

They give the **impression** of coverage

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Time-wasters

- Not all passing tests add value
- Test results need to be analyzed. Without analysis, ROI is zero
- Tests that don’t add measurable coverage aren’t adding value
- Tests at the wrong layer are slow, high-maintenance, and imprecise

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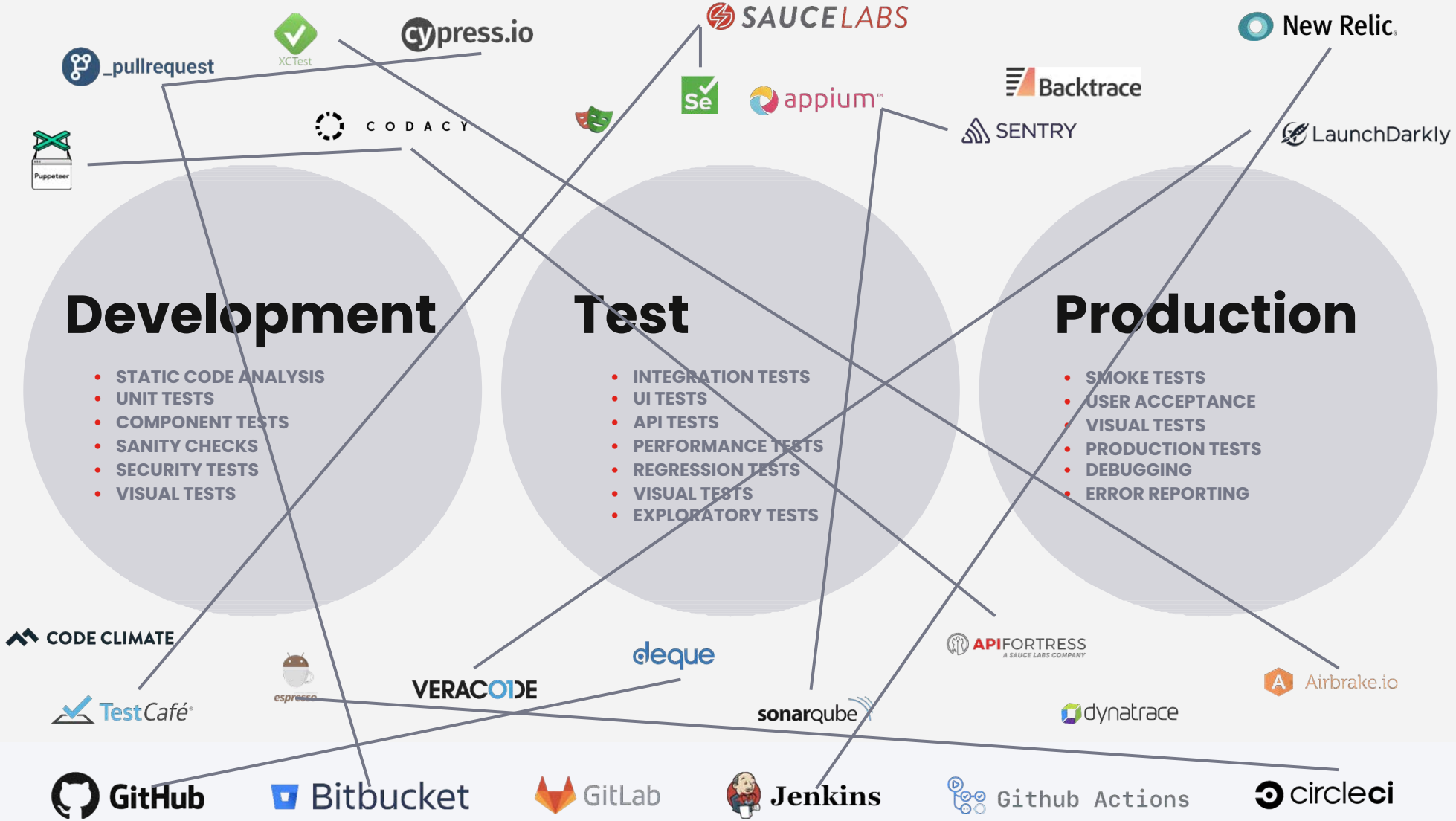
The DevOps Test Toolchain

ROI Across the Process

DEVOPSWORLD by CloudBees

The DevOps Test Toolchain



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How Do We Iterate?

ROI Across the Process

Iterations of ROI Calculation

- Cost & Time
- “Constants” of Maintenance, Development
- Team Productivity
- Production Defect Mitigation
- Automation Across the DevOps Test Tool Chain
- Transformative Delivery Confidence

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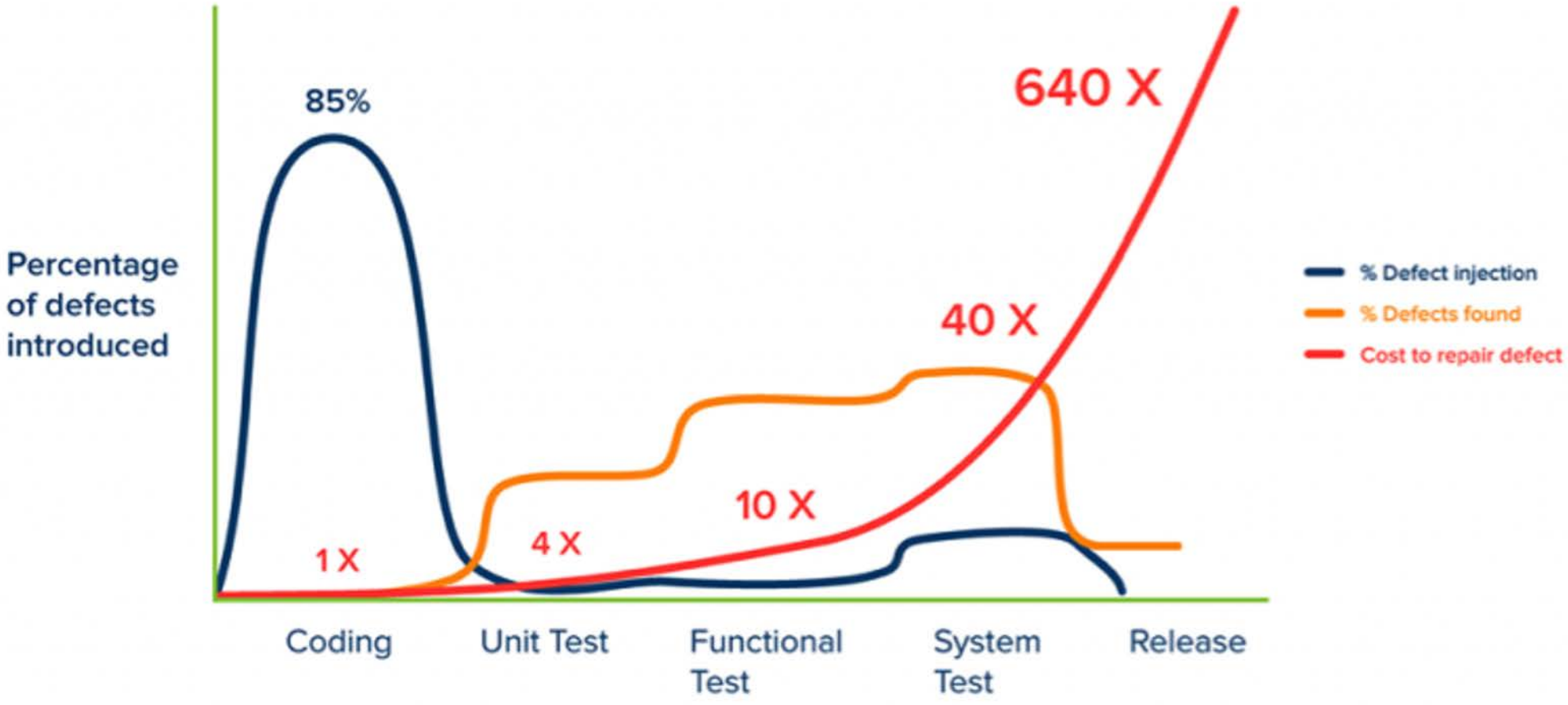
Cost of Production Escapes



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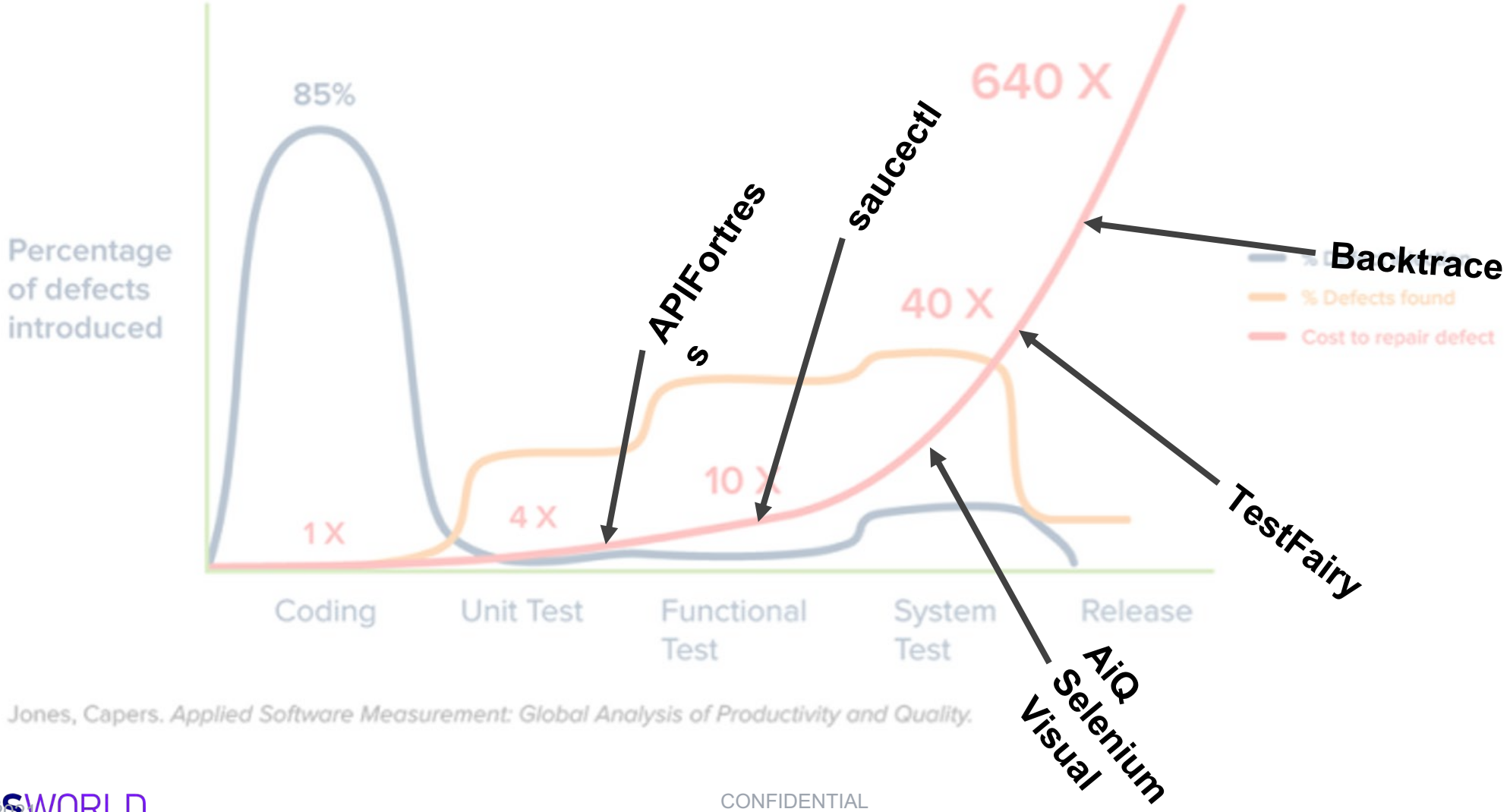
ROI For Traditional Teams



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Let’s Do This!

Marcus Merrell

SR DIRECTOR, TECHNOLOGY STRATEGY
SAUCE LABS

Theme Colors

White
#FFFFFF

Black
#000000

Light 2 –Background
#F4F4F4

Dark 2
#404040

Accent 1
#05299E

Accent 2
#7614FF

Accent 3
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Accent 4
#F97F2E

Accent 5
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Accent 6
#FFD20C

CHARTS WARNING: If you have both Office 2003 and 2007 installed on your system there may be a bug in chart colors. To ensure that accent colors 1-6 are used we recommend opening Excel 2007 prior to working with charts. We have discovered that if Excel 2007 is not open:

1. the charting could default back to MS graph app.
2. An error box may appear asking user to close excel dialog boxes

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