



INFORMATION SERIES

Gaming Application Testing

You Win

Gaming apps are among the hottest trends on the web right now – and there’s no end in sight. In fact, PriceWaterhouseCooper expects the industry will more than double from \$6.6 billion in 2007 sales to \$14.4 billion in 2012. Indeed, the next level for gaming apps looks quite promising.

You Lose

Competition among gaming companies is intensifying, which means the pressure to release a quality app has never been greater. Add this to concerns of piracy, cost and time-to-market, and you have a set challenges that many gaming developers are unable to overcome.

How uTest Helps

With a global user base, [testing gaming applications](#) requires global coverage. uTest’s software testing community can assure the quality of your application across multiple environments, locations, OS, browsers and a host of other criteria, enabling any sized gaming app company to:

- **Achieve Real-World Testing Coverage:** Build a virtual testing team from scratch, or have the uTest community act as an on-demand extension of your internal QA staff
- **Get to Market Faster:** Complete test cycles in as little as 48 hours; run releases over the weekend; view feedback and bug reports in real-time
- **Increase App Quality:** Test your gaming app by location, language, OS/browser, user experience and other criteria through a secure online platform
- **Control Costs:** uTest provides complete QA coverage for less than 75% of hiring a full-time QA staff member without requiring a long-term commitment
- **On-Demand Testing:** With uTest, companies define success on their own terms and pay for completed test cycles – never pay for out-of-scope work again

On gaming testing:

“uTest enables us to bring new versions of games to market more quickly, without adding more QA personnel, and with higher quality than our competitors. This translates to a tangible competitive advantage.”

- Jerry Bowskill, Co-founder and Technical Director, [GTS](#)

Curious about crowdsourcing?

Lower costs and faster time-to-market are just a few of the advantages of crowdsourcing. To learn more, be sure to download our *8 Essentials of Crowdsourcing* whitepaper, available at: www.utest.com/whitepapers.