

# Accelerate<sup>QA</sup>

## ACCELERATE QA PROVIDES 'ON DEMAND' PROFESSIONAL TESTERS TO GLOBAL CREATIVE AGENCY. CREATIVITY UNHINDERED.

### THE CHALLENGE

Imagination is an independent global creative agency that deliver physical and digital experiences for some of the globes leading brands such as Shell, Jaguar Land Rover, Ford and Canon.

Our client understands the need to deliver impeccable digital experiences that consumers will love through a variety of mediums such as Mobile and Immersive Technologies like AR and VR.

With a very progressive and innovative technical landscape, multiple project teams and highly demanding timeframes, Imagination needed a partner with a scalable, flexible and 'On Demand' testing service and thus selected Accelerate QA to work alongside their own team in Store Street, London as required.

Accelerate QA's remit is to provide experienced and professional test resources to perform functional, UX and Experiential testing when peaks in delivery activity demand.

### THE SOLUTION

We provide Imagination with our fully managed 'Accelerate On Demand' service that ensures our client has the required test resources it needs, when they need them. Our commitment is to supply professional testing personnel who will plan, execute and document the testing projects they are assigned to thus ensuring traceability of the testing undertaken and making future testing as easy to execute as possible.

We have assigned Imagination a dedicated Accelerate QA Test Lead who is able to on-board any new team members before going onsite – our internal enablement sessions provide information about office location, dress code, systems overview and project specific details so that our team can 'hit the ground running' as soon as they arrive on site.

The aim of our service is to provide Imagination with a low-cost, flexible and traceable testing service with minimal ramp up time.

### CUSTOMER SATISFACTION



"Accelerate provide us with flexible, professional QA resources and expertise that support leading edge VR, AR and Immersive Tech projects. They quickly integrate into our team and can be deployed on-demand, allowing us to fine-tune the customer experience and react to any last minute changes with confidence"

*Russell Hall, Head of Technology and Innovation Director, Imagination*

### THE RESULTS

The client now has a scalable and reliable testing service – an extension of their own team available to them 'on demand'.

Feedback from Project Managers across the Imagination business has demonstrated that our 'Accelerate On Demand' service allows them to continuously innovate and push the boundaries of technological creativity with complete confidence, reassured by the support of smart contemporary QA professionals.

### KEY FEATURES

- On demand testing resources
- Short notice and minimum duration periods
- Test Planning, Execution and Reporting
- Functional/UX/Experiential testing
- Daily reporting plus final report including recommendations for Quality improvements



### HOW CAN WE HELP YOU?

Start a conversation at [www.accelerateqa.com](http://www.accelerateqa.com) or mail@[accelerateqa.com](mailto:accelerateqa.com)