



Testbirds Crowdtesting

Vendor Assessment
Report Abstract

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Who Is This Vendor Assessment For?

NelsonHall's Software Testing Vendor Assessment for Testbirds is a comprehensive assessment of Testbirds' crowdtesting offerings and capabilities designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of IT services and identifying vendor suitability for software testing services
- Vendor marketing, sales and business managers looking to benchmark themselves against their peers
- Financial analysts and investors specializing in the software testing sector.

Key Findings & Highlights

Crowdtesting firm Testbirds was founded in 2011 and is headquartered in Munich, Germany. The company has a headcount of ~100, with 55 in Munich and the rest in several offices abroad (Netherlands, Sweden, and the U.K.). The company also operates in Hungary and Russia, via franchises. It has a community of ~200k testers across 193 countries, making it one of the largest testing communities globally.

NelsonHall estimates Testbirds' revenues to be below \$10m in CY 2016. Major clients include Audi, Allianz, Deutsche Post, Henkel, and Western Union.

To fuel its portfolio development and geographical expansion, Testbirds has been through two main funding cycles (in 2014, raising €2.1m, and in 2016). It counts among its investors EXTOREL, b-to-v Partners, and Seventure Partners.

Testbirds provides two main types of crowdtesting services:

- Software testing services including testing of websites, applications, and mobile and IoT apps
- Usability testing: based on a website and mobile app lifecycle, with services provided ranging from concept to prototyping, beta testing, and testing.

To support its crowdtesting activities, Testbirds has developed several technologies and IT services offerings including Nest, which its uses to conduct crowdtesting activities, report bugs, pay testers, collect payments, and generally to collaborate both internally and with the client.



Scope of the Report

The report provides a comprehensive and objective analysis of Testbirds' crowdtesting offerings, capabilities, and market and financial strength, including:

- Analysis of the company's offerings and key service components
- Revenue estimates
- Identification of the company's strategy, emphasis and new developments
- Analysis of the profile of the company's customer base including the company's targeting strategy and examples of current contracts
- Analysis of the company's strengths, weaknesses and outlook.

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Report Length

Seven pages

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